



CITY OF LONG BEACH C-13

DEPARTMENT OF ECONOMIC AND PROPERTY DEVELOPMENT

333 West Ocean Boulevard 3rd Floor • Long Beach, CA 90802 • (562) 570-6099 • Fax (562) 570-6380

August 11, 2015

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt the attached Resolution approving the Annual Assessment Report for October 1, 2015 to September 30, 2016, for the Belmont Shore Parking and Business Improvement Area, declaring its intention to levy the annual assessment, and setting the date of hearing for September 22, 2015. (District 3)

DISCUSSION

The Belmont Shore Business Association (BSBA) promotes and markets the commercial area along Second Street using funds generated through the assessment of businesses located in the Belmont Shore Parking and Business Improvement Area (BSPBIA). State law governing Parking and Business Improvement Areas requires the submission of an annual assessment (Annual Report) report by the Advisory Commission designated for this Assessment District. On May 21, 2015, the BSPBIA Advisory Commission voted unanimously to recommend to City Council approval of the BSPBIA Annual Report (Attachment).

The Annual Report describes boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment. There are no proposed significant changes in activities, method and basis for assessment, and no changes to the existing boundaries.

The recommended Resolution of Intention grants approval of the Annual Report, declares the intention of the City Council to levy the assessment for proposed activities, and sets the date of the public hearing for September 22, 2015.

This matter was reviewed by Deputy Attorney Amy R. Webber on July 8, 2015 and by Budget Operations Officer Grace Yoon on July 13, 2015.

TIMING CONSIDERATIONS

City Council action is requested on August 11, 2015 to allow purchase order and contract modifications to be completed so that Fiscal Year 2016 (FY 16) assessment transfers may be made as required by the Agreement for Funding with the BSBA.

HONORABLE MAYOR AND CITY COUNCIL

August 11, 2015

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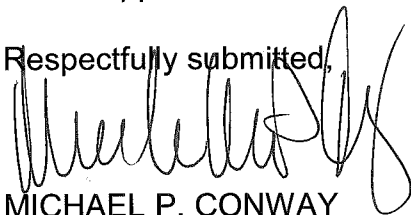
FISCAL IMPACT

It is expected that the BSPBIA will generate \$140,500 in FY 16 through the proposed assessment. Sufficient funds are included in the FY 16 Proposed Budget in the Parking and Business Area Improvement Fund (SR 132) in the Public Works Department (PW) for City pass-through payment to BSPBIA. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



MICHAEL P. CONWAY

DEPARTMENT OF ECONOMIC AND PROPERTY DEVELOPMENT DIRECTOR

MPC:JLR:jf

Belmont Shore PBIA ROI FY 16 v1.doc

Attachments: Belmont Shore Parking and Business Improvement Area FY 2016 Annual District Report;
Resolution

APPROVED:



PATRICK H. WEST
CITY MANAGER



**BELMONT SHORE BUSINESS ASSOCIATION (BSBA)
ANNUAL DISTRICT REPORT
2015-2016**

Mission Statement
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About the Belmont Shore Business Association (BSBA)

Mission Statement: The purpose of the Belmont Shore Business Association is to form a common bond among business owners located in and around the Belmont Shore area whose goals are to promote, protect, and maintain prosperity for the Belmont Shore Community. This association is for its members and the immediate community, providing a united front to express opinions, protect tranquility and promote a better understanding among merchants, institutions, professionals, as well as residents.

2015 – 2016 GOALS

- Promote Belmont Shore businesses to all area residents and more widely to Southern California and visitors to the Long Beach area. Collaborate with Long Beach Convention and Visitors Bureau to market Belmont Shore to the tourist and convention markets.
- Provide customers with a destination to shop, dine & indulge by marketing and promoting Belmont Shore as a destination to Explore Belmont Shore. *Shop local* (do it local) and *shop.dine.indulge* tag lines used for shopping, dining, personal & professional services, and community events.
- Branding 2nd street to a more modern approach to attract visitors to Belmont Shore. Add sales of Belmont Shore clothing for BSBA merchants to sell. Sell apparel at Belmont Shore events
- Work with vested residential and business community to promote and maintain prosperity of the area.
- Work closely with the Belmont Shore Parking & Business Improvement Area Advisory Commission to improve the Belmont Shore Business District. Includes improvements to the 2nd St. median, the sidewalk repair & tree repairs, steam cleaning of streets, alleys, trash enclosures, trash pick up, improving on trash receptacles, security cameras, adding smart meters, and FREE parking days to help business and finding ways to provide more parking.
- Work closely with the Belmont Shore Parking & Business Improvement Area Advisory Commission and Long Beach Transit to monitor the LB Transit Employee Rider Free Bus pass program.
- Work with Council of Business Association (COBA) members to improve ways to market & develop all Long Beach business districts in the Long Beach Community. Continue to expand COBA organization by talking with other neighborhood businesses, business groups, business leaders, LB City Councilmembers and keep in contact with the City of Long Beach departments on ways to improve being a “business easy” city.
- Continue to provide safe and fun events for the Belmont Shore community.
- Seek corporate and private funding to supplement the BSBA budget and provide for more widely publicized events.
- Work with the City of Long Beach Business license to make sure all BSBA businesses are licensed and paying their BIA BID fees.

Each goal is accomplished through an aggressive and well-rounded work plan of special projects, marketing activities, and community events.



YEAR IN REVIEW – TO DATE
APRIL 1, 2014 – APRIL 1, 2015

The Belmont Shore Business Association is grateful to help facilitate and manage the many promotions and marketing opportunities currently being coordinated in Belmont Shore. The key components of our program include

BEAUTIFICATION

Representatives from the BSBA Board and/or the BSBA Executive Director attended the monthly meetings of the Belmont Shore Parking and Improvement Commission (BSPIC). The priority of the association has been to keep Belmont Shore litter and graffiti free. Trash pick-ups are seven days a week by the Conservation Corps, which has a contract with the BSPIC. We provide eleven (11) Big Belly Solar trash systems installed on 2nd street and looking to add more in the future. This reduces collection frequency by 80%, freeing up resources and increase recycling opportunities and will also reduce homeless trash picking. Dworsky Partners, LLC has a contract with the BSPIC. To power wash sidewalks every two (2) weeks and the alleys every quarter are maintained and steam cleaned along with the back trash enclosures in the city parking lots. The BSPIC also maintains all Belmont Shore public parking lots located on the south side of 2nd St.. The 2nd St median is maintained and also adds seasonal floral at each end of 2nd St.. The BSBA Executive Director is and was in constant communication with The Conservation Corps and Dworsky Partners to maintain the streets.

COMMUNITY OUTREACH

The Executive Director and/or board members and/or a Parking Commissioner attended monthly community meetings of the Long Beach Third-District Joint Council, the Belmont Shore Residents Association (BSRA) and the Council of Business Association (COBA). The BSBA continues to make an effort to communicate Belmont Shore's progress, changes, and BSBA promotions to local residents and other community meetings. The BSBA worked closely with the City of Long Beach Third-District Council office by communicating any concerns businesses or residents may have that affect the quality of life in Belmont Shore. The BSBA worked closely with the BSPIC and Long Beach Transit to facilitate the FREE LB Transit Belmont Shore Employee bus pass.

EVENTS

The BSBA hosted several events this past year. The events gained exposure for Belmont Shore through press coverage and by drawing thousands to the area. Many businesses benefit directly from the events. All members can benefit if they choose to participate. The BSBA also has given local non-profits exposure by letting them attend our events and the BSBA sponsored two American Red Cross Blood drives and Menorah Lighting ceremony during the holidays.

The association continues to analyze its events and determine which ones are beneficial to the district and if any should be discontinued or added. The BSBA agreed to discontinue the Belmont Shore Scavenger Hunt. The following events have taken place during the Progress Report period.

Roar in the Shore: 3rd Annual: April 9, 2014

The BSBA sponsored event along with the LBGP, worked with the City of LB, LBPD and the LBFD to hold this event on the Wednesday before Grand Prix weekend. We closed two more side streets, and added a motorcycle stunt show. Racing simulators, racecars on display, and racecar drivers signed autographs. We advertised in local papers and on social media. Banners & posters were placed along 2nd St. This was a free event and was part of the pre-Grand Prix events in the City of LB.

Stroll & Savor Series: May 14 & 15, June 18 & 18, July 16 & 17, August 13 & 14, Sept. 17 & 18, 2014

Over forty restaurants participated in this event series, which can be thought of as a “taste of Belmont Shore”. Attendees purchased ticket books from the association and used tickets (\$10 per booklet) to purchase the food offered by participating restaurants. The event brought a record number of people out each night to stroll 2nd St. and savor the many different cuisines Belmont Shore has to offer. The series is a favorite with our locals and gets bigger each year. Using social media has helped with the growth of this event series.

Belmont Shore Pop-Up-Shoppe & Summer Sidewalk Sale: July 19, 20, 2014

Added this year to the yearly summer sidewalk sale was the one-day Belmont Shore Pop-Up-Shoppe on Sat., July 19th. 10 to 12 boutiques on 2nd St. were invited to pop up next to Chase Bank to display and sell their product. The BSBA provided the pop-up tents and since this was the first time, we opened it to boutiques only. It was a great success and plan to do more in the future. The two-day sidewalk sale had other merchants’ clear older and out-of-season merchandise. Shoppers loved it for their chance to get a great deal. The BSBA facilitated and promoted the event for the businesses with ads, social media and a promotion sticker card where customers could win prizes from local merchants.

25th Annual Car Show: September 7, 2014

One of the largest classic car shows on the West Coast, the Belmont Shore Car Show drew thousands of spectators to see the nearly 600 beautifully maintained and restored cars dating to 1975 and earlier. 2nd St. was closed for the event and was filled with cars, vendors and people. The BSBA worked closely with The Bay City Rodders to coordinate event. The BSBA also works with the City of LB Special Events office, LBPD & the LBFD because of the size of the event and the extra traffic down to Belmont Shore. The BSBA acquired additional sponsors to make sure the event did not lose money and was a success. This event is free to the public.

Art Walk & Chalk Art Contest: October 18, 2014

Belmont Shore participated to be part of the Long Beach Arts Month celebration. The BSBA worked with the non-profit C.A.T., Justin Rudd Chalk Art Contest and the LB art community to combine and make the event a success. The Chalk Art Contest had artist creating chalk art pieces on paper and other artists created or/or displayed art pieces on location during the day for sale. A mural for kids to color on, ballooning & face painting added activities for families. This event is growing each year and is free to the public.

Trick-Or-Treat On 2nd St.: October 31, 2014

A safe and fun destination for trick-or-treating drew hundreds of parents and children to Belmont Shore on Halloween evening. Most storefront businesses participated by handing out candy to the costumed children. No advertising is needed because the event is well known in the community. This is a free event for the community.

Small Business Saturday: November 29, 2014

The BSBA promoted this retail-shopping day started by American Express. Small retailers who don't get the Black Friday traffic a mall or large department store would get. We concentrated on getting customers to start their holiday shopping early in Belmont Shore. The BSBA promoted the day by advertising along with using social media for our merchants.

32nd Annual Christmas Parade: December 6, 2014

The Belmont Shore Parade's theme was "Home for the Holidays." Our presenting sponsor was the Port of LB along with additional sponsors. The BSBA worked with the City of LB, LBPD, LBFD and parade coordinator Run Long Beach to conceive a logistics plan that would allow E. 2nd St. to remain open to traffic until 5:00PM. The start time of the parade was 6pm. Our Grand Marshals were World War II veterans. We provided cars and drivers for each veteran. It was televised by Charter Communications and shown on television throughout the holiday season. This is a FREE and traditional event in Belmont Shore.

Holiday Shopping in The Shore Dec. 12, 13, 14, 2014

Holiday Shopping in the Shore was created to bring shoppers to Belmont Shore. These 3-days highlighted extended holiday store hours, carolers performing classic Christmas carols while strolling 2nd St., entertainment in front of Chase Bank & Santa was present to take photos with kids.

The Belmont Shore Parking & Business Improvement Area Advisory board approved FREE two-hour parking on Saturday & Sunday Dec. 13 & 14 & 20 & 21 at all meters on the street and in the public parking lots. BSBA members praised the free parking and felt it helped business. Two-hour holiday shopping bags were placed on the meters each weekend. The event benefits businesses by bringing holiday customers to Belmont Shore for the busiest shopping days of the year.

Menorah Lighting in Belmont Shore: December 21, 2014

The BSBA kept the holiday season going with the 2nd Public Chanukah Menorah Lighting in Belmont Shore at the Citibank parking lot. Rabbi Abba Perelmutter of The Shul by the Shore in Long Beach organized the Hanukkah celebration. This was an outside community event and free to the public.

Chocolate Festival: February 7, 2015

This was the 11th Annual event. The date is always the Saturday before Valentine's Day, Feb. 14th. Approximately 30 BSBA restaurants & merchants participated. As done for Stroll & Savor, attendees purchased ticket books and used the tickets to purchase chocolate items. In addition to sweet offerings, the event included a Homemade Chocolate Dessert Contest and a Chocolate Pie Eating Contest. We offered ballooning, face painting & a mural for coloring. We started the day with the 2nd Annual Belmont Shore Chocolate Chip pancake breakfast. It was \$5 to the community and all were invited. The food was provided by Simmzy's, Peet's Coffee and Naturewell, three of our BSBA businesses. It was a great community event!

MARKETING

Belmont Shore was marketed as a dining, shopping and entertainment destination in local and regional visitor guides and publications. Locally, ads were placed in *The LBCVB Official Guide to Long Beach*, *Destination Magazine* (monthly in-hotel magazine), and *Travelhost* (in-hotel magazine) depicting Belmont Shore as a place to Shop, Dine and Indulge. *Destination Magazine* is no longer in publication, but we will continue with *Travelhost*

The BSBA has coordinated cooperative advertising opportunities for its members. These ads serve as a cohesive promotion for Belmont Shore and also provide members with a discounted rate for their ads. Such publications offering this partnership are the *Grunion Gazette* (weekly) and the *LB Press Telegram* occasionally.

On the online front, the BSBA has tapped into promoting the business district and events through social media such as Facebook, Twitter & Instagram. On-line publications such as the *Gazette*, *CVB*, and *Limelight* continue to promote Belmont Shore events. We also add our events on other event social media sites.

The Belmont Shore Directory brochure was re-printed two years ago to make any business changes. The brochure is available at the Long Beach Convention Center and Belmont Shore businesses. The brochure has been distributed to local hotels on a regular schedule throughout the year. Re-printing with changes will occur in the 2015 season.

Belmont Shore has a website (belmonshore.org). The website includes a full directory of all members, member information, event information and things to do around The Shore etc. Advertising with our brand is also featured on all advertising and also on the side of our 2nd St. Big Belly trashcans (11). The BSBA also installed new 2nd St. pole banners on 14 poles on the 2nd ST. median to showcase our Belmont Shore branding. Holiday Christmas decorations and banners are also up starting in November of each year.

MEMBER COMMUNICATION

Most of the BSBA office to member communication is done by email and at the quarterly Promotion/Marketing meetings and the monthly BSBA General meetings. Updates and information to BSBA members include meeting reminders, meeting agendas, promotion and advertising deals, Belmont Shore events and any other information relevant to Belmont Shore businesses. We also walk around the shore to get any new business information or update existing businesses. All members have been invited and encouraged to attend the monthly promotions and board meetings where they may network, learn more about all aspects of the association's efforts, and offer their insight.

MEMBERSHIP

There has also been a change in members as businesses have left and new businesses have come in. The Executive Director has visited new businesses to welcome them and inform them of the benefits of membership. They are presented with the new informational packet (also on website), and we send them flowers to welcome them to The Shore. The association continues to invite membership outside of Belmont Shore for Associate or Affiliates, according to the BSBA bylaws.

POLICING

A representative from the Long Beach Police Department East Division has attended our monthly board meetings. The officer or Eastside Commander has provided members with safety issues and tips for Belmont Shore businesses. Members have also communicated their concerns to the officers. The BSBA office has served as a liaison between police and businesses communicating suspicious activity, nuisances and safety concerns. The LBPD also attend community meetings in the 3rd District.



**BELMONT SHORE BUSINESS ASSOCIATION (BSBA)
BOARD OF DIRECTORS
2014-2015**

OFFICERS

President: Mike Sheldrake, Polly's Gourmet Coffee
1st VP Finance: Dave Shlemmer, Shlemmer Investments
2nd VP Promotions: Heather Duncan, Blue Windows
Secretary: Matt Peterson, Legends
Treasurer: Richard Stahl, Union Bank

DIRECTORS

Marsha Jeffer, Shore Business Center
Eric Johnson, Legends
Bill Lorbeer, Lorbeer Equity Management
Cory Peters, Chase Bank
Joy Starr, The Rubber Tree
Lisa Ramelow, La Strada
Stacia Samartan, Frosted Cupcakery
Tula Trigonis, Salon Soma

EXECUTIVE DIRECTOR

Dede Rossi

MONTHLY BSBA MEETINGS

General BSBA Meeting (all members welcome)

Last Tuesday of each month (no December meeting)

11:30am lunch, 12pm – 1pm meeting

Promotions & Marketing Meeting (all members welcome)

2nd to last Tuesday – quarterly only

9am to 10am

Executive Board Meetings (board members only)

Fridays, two weeks prior to BSBA General meeting

9am to 10am

Meetings at

Legends Sports Bar & Restaurant

5236 E. 2nd St.



BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA (BSPBIA)

October 1, 2015 – September 30, 2016

No changes are requested in the boundaries of the Belmont Shore PBI for the coming contract period. These boundaries have been unchanged since the district was expanded by City Council action September 2008, thereby amending Ordinance No. C-5963.

BOUNDARIES OF THE BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA

All that certain real property located in the City of Long Beach, County of Los Angeles, State of California, as shown on that certain map and more particularly bounded as follows:

Beginning at the intersection of the centerline of Livingston Drive and the centerline of Roycroft Avenue; thence southerly to the most northerly corner of Parcel 1 as per Parcel May 11194, thence southerly, northeasterly and southwesterly along the boundary lines of said Parcel map; thence southeasterly along the centerline of the Northwesterly-southeasterly alley northeasterly of Second Street; thence northeasterly along the centerline of Claremont Avenue; thence southeasterly along the centerline of the Toledo; thence easterly southwesterly and westerly along the boundaries of the Second Street bridge right-of-way across Alamitos Bay; thence along the southwesterly line of Second Street; thence southwesterly along the centerline of the northeasterly-southwesterly alley west of Bayshore Avenue; thence northwesterly along the centerline of the northwesterly-southeasterly alley southwesterly of Second Street; thence northwesterly along the northeasterly line of Tract No. 23854 to the intersection of the centerline of the east-west alley known as Lois Ln; thence westerly 346 feet along the centerline of Lois Ln; then northerly to the southwest corner of Parcel 3 of Block 37 of Belmont Height Tract (M.B. 8, P.150); thence easterly along southern boundary line of said parcel; thence along the prolongation of the same boundary line to the intersection of the of the southwesterly line of Second Street; thence southeasterly to the centerline of Livingston Drive; thence easterly along the centerline of Livingston Drive to the point of beginning.

BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA (BSPBIA)

PBIA ASSESSMENT FORMULA

2015 – 2016

CATEGORIES	BASE RATE	EMPLOYEE RATE
Financial Institution	\$1,646.22	\$16.50
Service Real Estate Office	\$638.70	\$22.00
Retail – Restaurant w/alcohol & RTE	\$640.19	\$9.63
Retail – Other	\$548.73	\$8.25
Consulting	\$425.80	\$22.00
Construction Contractor	\$425.80	\$22.00
Insurance Agent Professional	\$425.80	\$22.00
Professional	\$425.80	\$22.00
Service – Other	\$319.35	\$16.50
Misc. Rec/Ent, Vending, Manufacturing, Unique & Wholesale	\$319.35	\$16.50
39% Reduced Rate for Service-related Independent Contractors	\$194.80	\$16.50
Non-profits	0.00	0.00
Total estimated annual assessment: \$140,000.00		



**CALENDAR OF EVENTS
2015 – 2016**

**BELMONT SHORE BUSINESS ASSOCIATION (BSBA)
CALENDAR OF EVENTS**

October 1, 2015 – September 30, 2016

2015

Artwalk & Chalk Contest	Saturday, October 17th	11am – 4pm
Trick or Treat on 2 nd St	Saturday, October 31st	4pm – 6pm
Small Business Saturday	Saturday, November 28th	all day
33rd Annual Christmas Parade	Saturday, December 5th	6pm – 9pm
Menorah Lighting	Sunday, December 6th	4pm
Holiday Shopping in The Shore	December 11, 12, and 13 & 18, 19, 20	

2016

Chocolate Chip Pancake Breakfast	Saturday, February 6 th	9am to 11am
12 th Annual Chocolate Festival	Saturday, February 6th	1pm – 4pm
5 th Annual Roar in the Shore	Wednesday, April 13	5p – 8pm
Stroll & Savor	Wed. & Thur., May 11, 12	5:30pm – 9pm
Stroll & Savor	Wed. & Thur., June 22 & 23	5:30pm – 9pm
Stroll & Savor	Wed. & Thur., July 20 & 21	5:30pm – 9pm
POP-UP SHOPPE & Sidewalk Sale	Sat. & Sun., July 30 & 31	11am – 4pm
Stroll & Savor	Wed. & Thur., Aug. 17, 18	5:30pm – 9pm
27 th Annual Car Show	Sunday, September 11th	9am – 3pm
Stroll & Savor	Wed., & Thur., Sept. 21, 22	5:30pm – 9pm

DESCRIPTION OF EVENTS

OCTOBER 2015

ART WALK & CHALK CONTEST – Saturday, October 17th

An art event celebrating “Arts Month” in the Long Beach Community. The BSBA partners with CAT, Justin Rudd’s Chalk Art Contest, we will have artist creating chalk art pieces on paper and other artists will display art pieces on location during the day.

TRICK OR TREAT ON 2ND STREET – Sat., October 31st

Many of the Belmont Shore restaurants and stores participate in this promotion by handing out treats to costumed children. This is a hugely popular activity, drawing hundreds of families to Second St. for the evening. This is a longtime community event that needs no advertising.

NOVEMBER 2015

SMALL BUSINESS SATURDAY – Saturday, November 28th -Promote Small Business Saturday

DECEMBER 2015

33rd ANNUAL CHRISTMAS PARADE – Saturday, December 5th

One of the largest events in Belmont Shore, the Christmas Parade has been a holiday tradition since 1982! The annual audience is estimated at 60,000! Fourteen local high school marching bands entertain the crowd and local businesses, organizations, and city and state dignitaries ride in cars and floats. The BSBA will seek corporate and private funding to supplement this event. The theme is “Miracle on 2nd St. & the Grand Marshal is Supervisor Don Knabe.

MENORAH LIGHTING- Sunday, December 6th- A public Chanukah Menorah Lighting in at the Citibank parking lot in Belmont Shore. Rabbi Abba Perelmuter of The Shul by the Shore in Long Beach organizes this Hanukkah celebration. Free to the public and in it’s 3rd year.

HOLIDAY SHOPPING IN THE SHORE – December 11,12,13 & 18, 19, 20

During the last two weekends for Holiday shopping, carolers perform classic Christmas carols while strolling 2nd St., entertainment in front of Chase Bank & Santa will be present to take photos with kids. Will offer FREE two-hour parking during the holiday shopping season with approval of The Belmont Shore Parking & Business Improvement Area Advisory Board. Will have a strong holiday presence on 2nd St. to attract shoppers.

FEBRUARY 2016

12th Annual CHOCOLATE FESTIVAL – Saturday, February 6th & The Chocolate Chip Pancake Breakfast-chocoholics rejoice during this event as Second St. is filled with chocolate! Over 30 merchants participate in the event by offering tempting chocolate treats. Will have outside vendors and sponsors. Many residents enter the Homemade Chocolate Dessert Contest, which is judged by local community leaders, business owners, and press. And children and kids-at-heart can enter the Chocolate Pie Eating Contest. All winners receive trophies or ribbons.

APRIL 2016

ROAR IN THE SHORE: Wed., April 13

This will be an annual event on 2nd St. to partner with the Grand Prix of Long Beach to be part of their week of events. Racecars will be on display; racecar drivers will sign autographs and entertainment.

MAY 2016

STROLL & SAVOR – Wednesday & Thursday, May 18, 19

This popular event showcases the many unique eating establishments of Belmont Shore. Participants purchase tickets and visit over 45 local restaurants sampling food throughout the evening. Retail merchants may participate by offering special promotions during the event. Live music is performed in multiple locations and lends to the festive atmosphere.

JUNE 2016

STROLL & SAVOR – Wednesday & Thursday, June 15, 16

See description above

JULY 2016

STROLL & SAVOR – Wednesday & Thursday, July 20, 21

See description above

POP UP SHOPPE & SIDEWALK SALE – July 30, 31

A three-day sale for Belmont Shore retail merchants to clear out-of-season merchandise The BSBA will promote event.

AUGUST 2016

STROLL & SAVOR – Wednesday & Thursday August 17, 18

See description above

SEPTEMBER 2016

CAR SHOW – Sunday, September 11

This tradition Belmont Shore event is in its 27th year. This is one of, if not the largest classic car show on the West Coast. Over 600 classic cars dating pre-1975 are displayed and over 60,000 spectators fill the streets. Bay City Rodders Car Club continues to coordinate the event for the BSBA and in doing so, raises funds for local charities. The BSBA will seek corporate and private funding to supplement this event. The anniversary of 911 will also be celebrated.

STROLL & SAVOR – Wednesday & Thursday September 21, 22

See description above

		INCOME	BUDGET	BIA FUND	PROMOTIONS
4200		Membership Dues			
	4210	BIA Fund	140,000.00	140,000.00	
	4220	Associate members	500.00	500.00	
		4200 TOTAL	140,500.00		
4400		Corporate Sponsorship			
	4420	Car Show	21,000.00		21,000.00
	4485	Chocolate Festival	1,000.00		1,000.00
	4440	Stroll & Savor	2,000.00		2,000.00
	4470	Christmas Parade	15,000.00		15,000.00
	4495	Art Walk	0.00		0.00
		4400 TOTAL	39,000.00		39,000.00
4600		Investment Returns			
	4610	Interest on Checking	35.00		35.00
		Heartland	565.00		565.00
		4600 TOTAL	600.00		600.00
4800		Promotional Events			
	4820	Car Show	0.00		0.00
4840		Stroll & Savor			
	4842	May	35,000.00		35,000.00
	4844	June	50,000.00		50,000.00
	4845	July	50,000.00		50,000.00
	4846	August	50,000.00		50,000.00
	4850	September	40,000.00		40,000.00
	4870	Christmas Parade	35,000.00		35,000.00
	4885	Chocolate Festival	15,000.00		15,000.00
	4895	Roar in the Shore	0.00		0.00
	4875	Promotion Shirts	2,500.00		2,500.00
		4800 TOTAL	277,500.00		277,500.00
		REVENUE TOTAL	457,600.00	140,500.00	317,600.00

		EXPENSES	BUDGET	BIA FUND	PROMOTIONS
6200		ADMINISTRATION			
6201		Outside Services	65,000.00	49,000.00	16,000.00
6220		Rent	18,000.00	18,000.00	
6230		Office	1,000.00	1,000.00	
	6232	Postage	250.00	250.00	
	6234	Printing	6,000.00	6,000.00	
	6236	Supplies	3,000.00	3,000.00	
	6238	Equipment	1,000.00	1,000.00	
6240		Insurance	6,200.00	6,200.00	
6250		Telephone	3,800.00	3,800.00	
6260		Accounting	1,000.00	1,000.00	
6270		Meetings/Mixers	3,000.00	3,000.00	
6280		Dues & Subscriptions	1,000.00	1,000.00	
		6200 TOTAL	109,250.00	93,250.00	16,000.00
6600		ONGOING PROMOTIONS			
6610		Seasonal Decorations			
	6612	Christmas	6,200.00		6,200.00
	6618	Median Tree Light	3,000.00		3,000.00
	6660	Marketing	36,850.00		36,850.00
	6630	Welcome Wagon	800.00		800.00
	6640	Shore Corp	4,000.00		4,000.00
	6650	Web Page	1,000.00		1,000.00
		6600 TOTAL	51,850.00		51,850.00
6800		PROMOTIONAL EVENTS			
6805		Seasonal Sales			
	6807	July Sidewalk Summer Sale	3,000.00		3,000.00
	6896	Roar in the Shore	5,000.00		5,000.00
	6820	Car Show	20,000.00		20,000.00
	6840	Stroll & Savor Series			
	6842	May	30,000.00		30,000.00
	6844	June	45,000.00		45,000.00
	6845	July	45,000.00		45,000.00
	6846	August	45,000.00		45,000.00
	6850	September	35,000.00		35,000.00
	6870	Christmas Parade	42,000.00		42,000.00
	6855	Art Walk	2,000.00		2,000.00
	6865	Holiday Shopping	8,000.00		8,000.00
	6885	Chocolate Festival	15,000.00		15,000.00
	6895	Promotional Shirts	1,500.00		1,500.00
		6800 TOTAL	296,500.00		296,500.00
		EXPENSE TOTAL	457,600.00	93,250.00	364,350.00

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RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH APPROVING THE ANNUAL ASSESSMENT REPORT FOR OCTOBER 1, 2015 TO SEPTEMBER 30, 2016 FOR THE BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA AND DECLARING ITS INTENTION TO LEVY THE ANNUAL ASSESSMENT FOR THAT FISCAL YEAR

WHEREAS, pursuant to Section 36533 of the California Streets and Highways Code, the Belmont Shore Parking and Business Improvement Area Advisory Commission has caused a Report to be prepared for October 1, 2015 to September 30, 2016 relating to the Belmont Shore Parking and Business Improvement Area which is located along the commercial corridor at Second Street generally between Livingston Drive and Bayshore Avenue within the City of Long Beach; and

WHEREAS, said Report contains, among other things, with respect to October 1, 2015 to September 30, 2016, all matters required to be included by the above cited Section 36533; and

WHEREAS, having approved such Report, the City Council hereby declares its intention to:

1. Confirm levy of and direct collecting within assessments for the Belmont Shore Parking and Business Improvement Area for October 1, 2015 to September 30, 2016. Said assessments are proposed to be levied at the rates set forth in Exhibit "A."

2. Provide that each business shall pay the assessment with its business license tax; and

WHEREAS, to this end, the proposed activities and improvements

1 undertaken by the Area include those generally specified in the establishing Ordinance
2 No. C-5963, Section 5, as adopted by the City Council on June 7, 1983; and

3 WHEREAS, a copy of the Report is on file with the City Clerk and includes
4 a full description of the activities and improvements to be provided from October 1, 2015
5 to September 30, 2016, the boundaries of the area, and the proposed assessments to be
6 levied on the businesses that fiscal year and all other information required by law; and

7 WHEREAS, it is the desire of this City Council to fix the time and place for a
8 public hearing to be held in the City Council Chamber of the City of Long Beach on
9 September 22, 2015, at 5:00 p.m., regarding the Report, the levy and the proposed
10 program for the 2015-2016 fiscal year;

11 NOW THEREFORE, the City Council of the City of Long Beach resolves as
12 follows:

13 Section 1. That certain Report entitled "Belmont Shore Business
14 Association Annual District Report" for the period of October 1, 2015 to September 30,
15 2016, as filed with the City Clerk is hereby approved.

16 Section 2. On September 22, 2015 at 5:00 p.m., in the City Council
17 Chamber of the City of Long Beach located in the Long Beach City Hall, First Floor, 333
18 West Ocean Boulevard, Long Beach, CA 90802, the City Council of the City of Long
19 Beach will conduct a public hearing on the levy of proposed assessments for October 1,
20 2015 to September 30, 2016 for the Belmont Shore Parking and Business Improvement
21 Area with no change in the basis and method assessment. All concerned persons are
22 invited to attend and be heard, and oral or written protests may be made, in accordance
23 with the following procedures:

24 A. At the public hearing, the City Council shall hear and consider
25 all protests. A protest may be made orally or in writing by any interested
26 person. Any protest pertaining to the regularity or sufficiency of the
27 proceedings shall be in writing and shall clearly set forth the irregularity or
28 defect to which the objection is made.

1 B. Every written protest shall be filed with the City Clerk at or
2 before the time fixed for the public hearing. The City Council may waive
3 any irregularity in the form or content of any written protest and at the public
4 hearing may correct minor defects in the proceedings. A written protest
5 may be withdrawn in writing at any time before the conclusion of the public
6 hearing.

7 C. Each written protest shall contain a description of the
8 business in which the person subscribing the protest is interested sufficient
9 to identify the business and, if a person subscribing is not shown on the
10 official records of the City as the owner of the business, the protest shall
11 contain or be accompanied by written evidence that the person subscribing
12 is the owner of the business. A written protest which does not comply with
13 this section shall not be counted in determining a majority protest.

14 Section 3. The City Clerk shall give notice of the public hearing called for
15 in Section 2 by causing this Resolution of Intention to be published once in a newspaper
16 of general circulation in the City not less than seven days before the public hearing.

17 Section 4. This resolution shall take effect immediately upon its adoption
18 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

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OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

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I hereby certify that the foregoing resolution was adopted by the City
Council of the City of Long Beach at its meeting of _____, 2015
by the following vote:

Ayes: Councilmembers: _____

Noes: Councilmembers: _____

Absent: Councilmembers: _____

City Clerk

EXHIBIT "A"



**BELMONT SHORE BUSINESS ASSOCIATION (BSBA)
ANNUAL DISTRICT REPORT
2015-2016**

Mission Statement
2015 – 2016 Goals.....Page 2

2014 – 2015 Review.....Page 3-6

2014 – 2015 Board of Directors.....Page 7

2015 – 2016 PBIA District Boundaries.....Page 8
2015 – 2016 PBIA Assessment Formula

2015 – 2016 Calendar of Events.....Page 9

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2015 – 2016 Budget – Expenses.....Page 13





About the Belmont Shore Business Association (BSBA)

Mission Statement: The purpose of the Belmont Shore Business Association is to form a common bond among business owners located in and around the Belmont Shore area whose goals are to promote, protect, and maintain prosperity for the Belmont Shore Community. This association is for its members and the immediate community, providing a united front to express opinions, protect tranquility and promote a better understanding among merchants, institutions, professionals, as well as residents.

2015 – 2016 GOALS

- Promote Belmont Shore businesses to all area residents and more widely to Southern California and visitors to the Long Beach area. Collaborate with Long Beach Convention and Visitors Bureau to market Belmont Shore to the tourist and convention markets.
- Provide customers with a destination to shop, dine & indulge by marketing and promoting Belmont Shore as a destination to Explore Belmont Shore. *Shop local* (do it local) and *shop.dine.indulge* tag lines used for shopping, dining, personal & professional services, and community events.
- Branding 2nd street to a more modern approach to attract visitors to Belmont Shore. Add sales of Belmont Shore clothing for BSBA merchants to sell. Sell apparel at Belmont Shore events
- Work with vested residential and business community to promote and maintain prosperity of the area.
- Work closely with the Belmont Shore Parking & Business Improvement Area Advisory Commission to improve the Belmont Shore Business District. Includes improvements to the 2nd St. median, the sidewalk repair & tree repairs, steam cleaning of streets, alleys, trash enclosures, trash pick up, improving on trash receptacles, security cameras, adding smart meters, and FREE parking days to help business and finding ways to provide more parking.
- Work closely with the Belmont Shore Parking & Business Improvement Area Advisory Commission and Long Beach Transit to monitor the LB Transit Employee Rider Free Bus pass program.
- Work with Council of Business Association (COBA) members to improve ways to market & develop all Long Beach business districts in the Long Beach Community. Continue to expand COBA organization by talking with other neighborhood businesses, business groups, business leaders, LB City Councilmembers and keep in contact with the City of Long Beach departments on ways to improve being a “business easy” city.
- Continue to provide safe and fun events for the Belmont Shore community.
- Seek corporate and private funding to supplement the BSBA budget and provide for more widely publicized events.
- Work with the City of Long Beach Business license to make sure all BSBA businesses are licensed and paying their BIA BID fees.

Each goal is accomplished through an aggressive and well-rounded work plan of special projects, marketing activities, and community events.



YEAR IN REVIEW – TO DATE
APRIL 1, 2014 – APRIL 1, 2015

The Belmont Shore Business Association is grateful to help facilitate and manage the many promotions and marketing opportunities currently being coordinated in Belmont Shore. The key components of our program include

BEAUTIFICATION

Representatives from the BSBA Board and/or the BSBA Executive Director attended the monthly meetings of the Belmont Shore Parking and Improvement Commission (BSPIC). The priority of the association has been to keep Belmont Shore litter and graffiti free. Trash pick-ups are seven days a week by the Conservation Corps, which has a contract with the BSPIC. We provide eleven (11) Big Belly Solar trash systems installed on 2nd street and looking to add more in the future. This reduces collection frequency by 80%, freeing up resources and increase recycling opportunities and will also reduce homeless trash picking. Dworsky Partners, LLC has a contract with the BSPIC. To power wash sidewalks every two (2) weeks and the alleys every quarter are maintained and steam cleaned along with the back trash enclosures in the city parking lots. The BSPIC also maintains all Belmont Shore public parking lots located on the south side of 2nd St.. The 2nd St median is maintained and also adds seasonal floral at each end of 2nd St.. The BSBA Executive Director is and was in constant communication with The Conservation Corps and Dworsky Partners to maintain the streets.

COMMUNITY OUTREACH

The Executive Director and/or board members and/or a Parking Commissioner attended monthly community meetings of the Long Beach Third-District Joint Council, the Belmont Shore Residents Association (BSRA) and the Council of Business Association (COBA). The BSBA continues to make an effort to communicate Belmont Shore's progress, changes, and BSBA promotions to local residents and other community meetings. The BSBA worked closely with the City of Long Beach Third-District Council office by communicating any concerns businesses or residents may have that affect the quality of life in Belmont Shore. The BSBA worked closely with the BSPIC and Long Beach Transit to facilitate the FREE LB Transit Belmont Shore Employee bus pass.

EVENTS

The BSBA hosted several events this past year. The events gained exposure for Belmont Shore through press coverage and by drawing thousands to the area. Many businesses benefit directly from the events. All members can benefit if they choose to participate. The BSBA also has given local non-profits exposure by letting them attend our events and the BSBA sponsored two American Red Cross Blood drives and Menorah Lighting ceremony during the holidays.

The association continues to analyze its events and determine which ones are beneficial to the district and if any should be discontinued or added. The BSBA agreed to discontinue the Belmont Shore Scavenger Hunt. The following events have taken place during the Progress Report period.

Roar in the Shore: 3rd Annual: April 9, 2014

The BSBA sponsored event along with the LBGP, worked with the City of LB, LBPB and the LBFD to hold this event on the Wednesday before Grand Prix weekend. We closed two more side streets, and added a motorcycle stunt show. Racing simulators, racecars on display, and racecar drivers signed autographs. We advertised in local papers and on social media. Banners & posters were placed along 2nd St. This was a free event and was part of the pre-Grand Prix events in the City of LB.

Stroll & Savor Series: May 14 & 15, June 18 & 18, July 16 & 17, August 13 & 14, Sept. 17 & 18, 2014

Over forty restaurants participated in this event series, which can be thought of as a "taste of Belmont Shore". Attendees purchased ticket books from the association and used tickets (\$10 per booklet) to purchase the food offered by participating restaurants. The event brought a record number of people out each night to stroll 2nd St. and savor the many different cuisines Belmont Shore has to offer. The series is a favorite with our locals and gets bigger each year. Using social media has helped with the growth of this event series.

Belmont Shore Pop-Up-Shoppe & Summer Sidewalk Sale: July 19, 20, 2014

Added this year to the yearly summer sidewalk sale was the one-day Belmont Shore Pop-Up-Shoppe on Sat., July 19th. 10 to 12 boutiques on 2nd St. were invited to pop up next to Chase Bank to display and sell their product. The BSBA provided the pop-up tents and since this was the first time, we opened it to boutiques only. It was a great success and plan to do more in the future. The two-day sidewalk sale had other merchants' clear older and out-of-season merchandise. Shoppers loved it for their chance to get a great deal. The BSBA facilitated and promoted the event for the businesses with ads, social media and a promotion sticker card where customers could win prizes from local merchants.

25th Annual Car Show: September 7, 2014

One of the largest classic car shows on the West Coast, the Belmont Shore Car Show drew thousands of spectators to see the nearly 600 beautifully maintained and restored cars dating to 1975 and earlier. 2nd St. was closed for the event and was filled with cars, vendors and people. The BSBA worked closely with The Bay City Rodders to coordinate event. The BSBA also works with the City of LB Special Events office, LBPB & the LBFD because of the size of the event and the extra traffic down to Belmont Shore. The BSBA acquired additional sponsors to make sure the event did not lose money and was a success. This event is free to the public.

Art Walk & Chalk Art Contest: October 18, 2014

Belmont Shore participated to be part of the Long Beach Arts Month celebration. The BSBA worked with the non-profit C.A.T., Justin Rudd Chalk Art Contest and the LB art community to combine and make the event a success. The Chalk Art Contest had artist creating chalk art pieces on paper and other artists created or/or displayed art pieces on location during the day for sale. A mural for kids to color on, ballooning & face painting added activities for families. This event is growing each year and is free to the public.

Trick-Or-Treat On 2nd St.: October 31, 2014

A safe and fun destination for trick-or-treating drew hundreds of parents and children to Belmont Shore on Halloween evening. Most storefront businesses participated by handing out candy to the costumed children. No advertising is needed because the event is well known in the community. This is a free event for the community.

Small Business Saturday: November 29, 2014

The BSBA promoted this retail-shopping day started by American Express. Small retailers who don't get the Black Friday traffic a mall or large department store would get. We concentrated on getting customers to start their holiday shopping early in Belmont Shore. The BSBA promoted the day by advertising along with using social media for our merchants.

32nd Annual Christmas Parade: December 6, 2014

The Belmont Shore Parade's theme was "Home for the Holidays." Our presenting sponsor was the Port of LB along with additional sponsors. The BSBA worked with the City of LB, LBPD, LBFD and parade coordinator Run Long Beach to conceive a logistics plan that would allow E. 2nd St. to remain open to traffic until 5:00PM. The start time of the parade was 6pm. Our Grand Marshals were World War II veterans. We provided cars and drivers for each veteran. It was televised by Charter Communications and shown on television throughout the holiday season. This is a FREE and traditional event in Belmont Shore.

Holiday Shopping in The Shore Dec. 12, 13, 14, 2014

Holiday Shopping in the Shore was created to bring shoppers to Belmont Shore. These 3-days highlighted extended holiday store hours, carolers performing classic Christmas carols while strolling 2nd St., entertainment in front of Chase Bank & Santa was present to take photos with kids.

The Belmont Shore Parking & Business Improvement Area Advisory board approved FREE two-hour parking on Saturday & Sunday Dec. 13 & 14 & 20 & 21 at all meters on the street and in the public parking lots. BSBA members praised the free parking and felt it helped business. Two-hour holiday shopping bags were placed on the meters each weekend. The event benefits businesses by bringing holiday customers to Belmont Shore for the busiest shopping days of the year.

Menorah Lighting in Belmont Shore: December 21, 2014

The BSBA kept the holiday season going with the 2nd Public Chanukah Menorah Lighting in Belmont Shore at the Citibank parking lot. Rabbi Abba Perelmutter of The Shul by the Shore in Long Beach organized the Hanukkah celebration. This was an outside community event and free to the public.

Chocolate Festival: February 7, 2015

This was the 11th Annual event. The date is always the Saturday before Valentine's Day, Feb. 14th. Approximately 30 BSBA restaurants & merchants participated. As done for Stroll & Savor, attendees purchased ticket books and used the tickets to purchase chocolate items. In addition to sweet offerings, the event included a Homemade Chocolate Dessert Contest and a Chocolate Pie Eating Contest. We offered ballooning, face painting & a mural for coloring. We started the day with the 2nd Annual Belmont Shore Chocolate Chip pancake breakfast. It was \$5 to the community and all were invited. The food was provided by Simmzy's, Peet's Coffee and Naturewell, three of our BSBA businesses. It was a great community event!

MARKETING

Belmont Shore was marketed as a dining, shopping and entertainment destination in local and regional visitor guides and publications. Locally, ads were placed in The LBCVB *Official Guide to Long Beach*, Destination Magazine (monthly in-hotel magazine), and Travelhost (in-hotel magazine) depicting Belmont Shore as a place to Shop, Dine and Indulge. Destination Magazine is no longer in publication, but we will continue with Travelhost

The BSBA has coordinated cooperative advertising opportunities for its members. These ads serve as a cohesive promotion for Belmont Shore and also provide members with a discounted rate for their ads. Such publications offering this partnership are the *Grunion Gazette (weekly)* and the *LB Press Telegram* occasionally.

On the online front, the BSBA has tapped into promoting the business district and events through social media such as Facebook, Twitter & Instagram. On-line publications such as the Gazette, CVB, and Limelight continue to promote Belmont Shore events. We also add our events on other event social media sites.

The Belmont Shore Directory brochure was re-printed two years ago to make any business changes. The brochure is available at the Long Beach Convention Center and Belmont Shore businesses. The brochure has been distributed to local hotels on a regular schedule throughout the year. Re-printing with changes will occur in the 2015 season.

Belmont Shore has a website (belmonshore.org). The website includes a full directory of all members, member information, event information and things to do around The Shore etc. Advertising with our brand is also featured on all advertising and also on the side of our 2nd St. Big Belly trashcans (11). The BSBA also installed new 2nd St. pole banners on 14 poles on the 2nd ST. median to showcase our Belmont Shore branding. Holiday Christmas decorations and banners are also up starting in November of each year.

MEMBER COMMUNICATION

Most of the BSBA office to member communication is done by email and at the quarterly Promotion/Marketing meetings and the monthly BSBA General meetings. Updates and information to BSBA members include meeting reminders, meeting agendas, promotion and advertising deals, Belmont Shore events and any other information relevant to Belmont Shore businesses. We also walk around the shore to get any new business information or update existing businesses. All members have been invited and encouraged to attend the monthly promotions and board meetings where they may network, learn more about all aspects of the association's efforts, and offer their insight.

MEMBERSHIP

There has also been a change in members as businesses have left and new businesses have come in. The Executive Director has visited new businesses to welcome them and inform them of the benefits of membership. They are presented with the new informational packet (also on website), and we send them flowers to welcome them to The Shore. The association continues to invite membership outside of Belmont Shore for Associate or Affiliates, according to the BSBA bylaws.

POLICING

A representative from the Long Beach Police Department East Division has attended our monthly board meetings. The officer or Eastside Commander has provided members with safety issues and tips for Belmont Shore businesses. Members have also communicated their concerns to the officers. The BSBA office has served as a liaison between police and businesses communicating suspicious activity, nuisances and safety concerns. The LBPD also attend community meetings in the 3rd District.



**BELMONT SHORE BUSINESS ASSOCIATION (BSBA)
BOARD OF DIRECTORS
2014-2015**

OFFICERS

President: Mike Sheldrake, Polly's Gourmet Coffee
1st VP Finance: Dave Shlemmer, Shlemmer Investments
2nd VP Promotions: Heather Duncan, Blue Windows
Secretary: Matt Peterson, Legends
Treasurer: Richard Stahl, Union Bank

DIRECTORS

Marsha Jeffer, Shore Business Center
Eric Johnson, Legends
Bill Lorbeer, Lorbeer Equity Management
Cory Peters, Chase Bank
Joy Starr, The Rubber Tree
Lisa Ramelow, La Strada
Stacia Samartan, Frosted Cupcakery
Tula Trigonis, Salon Soma

EXECUTIVE DIRECTOR

Dede Rossi

MONTHLY BSBA MEETINGS

General BSBA Meeting (all members welcome)

Last Tuesday of each month (no December meeting)
11:30am lunch, 12pm – 1pm meeting

Promotions & Marketing Meeting (all members welcome)

2nd to last Tuesday – quarterly only
9am to 10am

Executive Board Meetings (board members only)

Fridays, two weeks prior to BSBA General meeting

9am to 10am

Meetings at

Legends Sports Bar & Restaurant

5236 E. 2nd St.



BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA (BSPBIA)

October 1, 2015 – September 30, 2016

No changes are requested in the boundaries of the Belmont Shore PBI for the coming contract period. These boundaries have been unchanged since the district was expanded by City Council action September 2008, thereby amending Ordinance No. C-5963.

BOUNDARIES OF THE BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA

All that certain real property located in the City of Long Beach, County of Los Angeles, State of California, as shown on that certain map and more particularly bounded as follows:

Beginning at the intersection of the centerline of Livingston Drive and the centerline of Roycroft Avenue; thence southerly to the most northerly corner of Parcel 1 as per Parcel Map 11194, thence southerly, northeasterly and southwesterly along the boundary lines of said Parcel map; thence southeasterly along the centerline of the Northwesterly-southeasterly alley northeasterly of Second Street; thence northeasterly along the centerline of Claremont Avenue; thence southeasterly along the centerline of the Toledo; thence easterly southwesterly and westerly along the boundaries of the Second Street bridge right-of-way across Alamitos Bay; thence along the southwesterly line of Second Street; thence southwesterly along the centerline of the northeasterly-southwesterly alley west of Bayshore Avenue; thence northwesterly along the centerline of the northwesterly-southeasterly alley southwesterly of Second Street; thence northwesterly along the northeasterly line of Tract No. 23854 to the intersection of the centerline of the east-west alley known as Lois Ln; thence westerly 346 feet along the centerline of Lois Ln; then northerly to the southwest corner of Parcel 3 of Block 37 of Belmont Height Tract (M.B. 8, P.150); thence easterly along southern boundary line of said parcel; thence along the prolongation of the same boundary line to the intersection of the of the southwesterly line of Second Street; thence southeasterly to the centerline of Livingston Drive; thence easterly along the centerline of Livingston Drive to the point of beginning.

BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA (BSPBIA)

PBIA ASSESSMENT FORMULA

2015 – 2016

CATEGORIES	BASE RATE	EMPLOYEE RATE
Financial Institution	\$1,646.22	\$16.50
Service Real Estate Office	\$638.70	\$22.00
Retail – Restaurant w/alcohol & RTE	\$640.19	\$9.63
Retail – Other	\$548.73	\$8.25
Consulting	\$425.80	\$22.00
Construction Contractor	\$425.80	\$22.00
Insurance Agent Professional	\$425.80	\$22.00
Professional	\$425.80	\$22.00
Service – Other	\$319.35	\$16.50
Misc. Rec/Ent, Vending, Manufacturing, Unique & Wholesale	\$319.35	\$16.50
39% Reduced Rate for Service-related Independent Contractors	\$194.80	\$16.50
Non-profits	0.00	0.00
Total estimated annual assessment: \$140,000.00		



**CALENDAR OF EVENTS
2015 - 2016**

**BELMONT SHORE BUSINESS ASSOCIATION (BSBA)
CALENDAR OF EVENTS**

October 1, 2015 - September 30, 2016

2015

Artwalk & Chalk Contest	Saturday, October 17th	11am - 4pm
Trick or Treat on 2 nd St	Saturday, October 31st	4pm - 6pm
Small Business Saturday	Saturday, November 28th	all day
33rd Annual Christmas Parade	Saturday, December 5th	6pm - 9pm
Menorah Lighting	Sunday, December 6th	4pm
Holiday Shopping in The Shore	December 11, 12, and 13 & 18, 19, 20	

2016

Chocolate Chip Pancake Breakfast	Saturday, February 6 th	9am to 11am
12 th Annual Chocolate Festival	Saturday, February 6th	1pm - 4pm
5 th Annual Roar in the Shore	Wednesday, April 13	5p - 8pm
Stroll & Savor	Wed. & Thur., May 11, 12	5:30pm - 9pm
Stroll & Savor	Wed. & Thur., June 22 & 23	5:30pm - 9pm
Stroll & Savor	Wed. & Thur., July 20 & 21	5:30pm - 9pm
POP-UP SHOPPE & Sidewalk Sale	Sat. & Sun., July 30 & 31	11am - 4pm
Stroll & Savor	Wed. & Thur., Aug. 17, 18	5:30pm - 9pm
27 th Annual Car Show	Sunday, September 11th	9am - 3pm
Stroll & Savor	Wed., & Thur., Sept. 21, 22	5:30pm - 9pm

DESCRIPTION OF EVENTS

OCTOBER 2015

ART WALK & CHALK CONTEST – Saturday, October 17th

An art event celebrating “Arts Month” in the Long Beach Community. The BSBA partners with CAT, Justin Rudd’s Chalk Art Contest, we will have artist creating chalk art pieces on paper and other artists will display art pieces on location during the day.

TRICK OR TREAT ON 2ND STREET – Sat., October 31st

Many of the Belmont Shore restaurants and stores participate in this promotion by handing out treats to costumed children. This is a hugely popular activity, drawing hundreds of families to Second St. for the evening. This is a longtime community event that needs no advertising.

NOVEMBER 2015

SMALL BUSINESS SATURDAY – Saturday, November 28th -Promote Small Business Saturday

DECEMBER 2015

33rd ANNUAL CHRISTMAS PARADE – Saturday, December 5th

One of the largest events in Belmont Shore, the Christmas Parade has been a holiday tradition since 1982! The annual audience is estimated at 60,000! Fourteen local high school marching bands entertain the crowd and local businesses, organizations, and city and state dignitaries ride in cars and floats. The BSBA will seek corporate and private funding to supplement this event. The theme is “Miracle on 2nd St. & the Grand Marshal is Supervisor Don Knabe.

MENORAH LIGHTING- Sunday, December 6th- A public Chanukah Menorah Lighting in at the Citibank parking lot in Belmont Shore. Rabbi Abba Perelmutter of The Shul by the Shore in Long Beach organizes this Hanukkah celebration. Free to the public and in it’s 3rd year.

HOLIDAY SHOPPING IN THE SHORE – December 11,12,13 & 18, 19, 20

During the last two weekends for Holiday shopping, carolers perform classic Christmas carols while strolling 2nd St., entertainment in front of Chase Bank & Santa will be present to take photos with kids. Will offer FREE two-hour parking during the holiday shopping season with approval of The Belmont Shore Parking & Business Improvement Area Advisory Board. Will have a strong holiday presence on 2nd St. to attract shoppers.

FEBRUARY 2016

12th Annual CHOCOLATE FESTIVAL – Saturday, February 6th & The Chocolate Chip Pancake Breakfast-chocoholics rejoice during this event as Second St. is filled with chocolate! Over 30 merchants participate in the event by offering tempting chocolate treats. Will have outside vendors and sponsors. Many residents enter the Homemade Chocolate Dessert Contest, which is judged by local community leaders, business owners, and press. And children and kids-at-heart can enter the Chocolate Pie Eating Contest. All winners receive trophies or ribbons.

APRIL 2016

ROAR IN THE SHORE: Wed., April 13

This will be an annual event on 2nd St. to partner with the Grand Prix of Long Beach to be part of their week of events. Racecars will be on display; racecar drivers will sign autographs and entertainment.

MAY 2016

STROLL & SAVOR – Wednesday & Thursday, May 18, 19

This popular event showcases the many unique eating establishments of Belmont Shore. Participants purchase tickets and visit over 45 local restaurants sampling food throughout the evening. Retail merchants may participate by offering special promotions during the event. Live music is performed in multiple locations and lends to the festive atmosphere.

JUNE 2016

STROLL & SAVOR – Wednesday & Thursday, June 15, 16

See description above

JULY 2016

STROLL & SAVOR – Wednesday & Thursday, July 20, 21

See description above

POP UP SHOPPE & SIDEWALK SALE – July 30, 31

A three-day sale for Belmont Shore retail merchants to clear out-of-season merchandise The BSBA will promote event.

AUGUST 2016

STROLL & SAVOR – Wednesday & Thursday August 17, 18

See description above

SEPTEMBER 2016

CAR SHOW – Sunday, September 11

This tradition Belmont Shore event is in its 27th year. This is one of, if not the largest classic car show on the West Coast. Over 600 classic cars dating pre-1975 are displayed and over 60,000 spectators fill the streets. Bay City Rodders Car Club continues to coordinate the event for the BSBA and in doing so, raises funds for local charities. The BSBA will seek corporate and private funding to supplement this event. The anniversary of 911 will also be celebrated.

STROLL & SAVOR – Wednesday & Thursday September 21, 22

See description above

		INCOME	BUDGET	BIA FUND	PROMOTIONS
4200		Membership Dues			
	4210	BIA Fund	140,000.00	140,000.00	
	4220	Associate members	500.00	500.00	
		4200 TOTAL	140,500.00		
4400		Corporate Sponsorship			
	4420	Car Show	21,000.00		21,000.00
	4485	Chocolate Festival	1,000.00		1,000.00
	4440	Stroll & Savor	2,000.00		2,000.00
	4470	Christmas Parade	15,000.00		15,000.00
	4495	Art Walk	0.00		0.00
		4400 TOTAL	39,000.00		39,000.00
4600		Investment Returns			
	4610	Interest on Checking	35.00		35.00
		Heartland	565.00		565.00
		4600 TOTAL	600.00		600.00
4800		Promotional Events			
	4820	Car Show	0.00		0.00
4840		Stroll & Savor			
	4842	May	35,000.00		35,000.00
	4844	June	50,000.00		50,000.00
	4845	July	50,000.00		50,000.00
	4846	August	50,000.00		50,000.00
	4850	September	40,000.00		40,000.00
	4870	Christmas Parade	35,000.00		35,000.00
	4885	Chocolate Festival	15,000.00		15,000.00
	4895	Roar in the Shore	0.00		0.00
	4875	Promotion Shirts	2,500.00		2,500.00
		4800 TOTAL	277,500.00		277,500.00
		REVENUE TOTAL	457,600.00	140,500.00	317,600.00

		EXPENSES	BUDGET	BIA FUND	PROMOTIONS
6200		ADMINISTRATION			
6201		Outside Services	65,000.00	49,000.00	16,000.00
6220		Rent	18,000.00	18,000.00	
6230		Office	1,000.00	1,000.00	
	6232	Postage	250.00	250.00	
	6234	Printing	6,000.00	6,000.00	
	6236	Supplies	3,000.00	3,000.00	
	6238	Equipment	1,000.00	1,000.00	
6240		Insurance	6,200.00	6,200.00	
6250		Telephone	3,800.00	3,800.00	
6260		Accounting	1,000.00	1,000.00	
6270		Meetings/Mixers	3,000.00	3,000.00	
6280		Dues & Subscriptions	1,000.00	1,000.00	
		6200 TOTAL	109,250.00	93,250.00	16,000.00
6600		ONGOING PROMOTIONS			
6610		Seasonal Decorations			
	6612	Christmas	6,200.00		6,200.00
	6618	Median Tree Light	3,000.00		3,000.00
	6660	Marketing	36,850.00		36,850.00
	6630	Welcome Wagon	800.00		800.00
	6640	Shore Corp	4,000.00		4,000.00
	6650	Web Page	1,000.00		1,000.00
		6600 TOTAL	51,850.00		51,850.00
6800		PROMOTIONAL EVENTS			
6805		Seasonal Sales			
	6807	July Sidewalk Summer Sale	3,000.00		3,000.00
	6896	Roar in the Shore	5,000.00		5,000.00
	6820	Car Show	20,000.00		20,000.00
	6840	Stroll & Savor Series			
	6842	May	30,000.00		30,000.00
	6844	June	45,000.00		45,000.00
	6845	July	45,000.00		45,000.00
	6846	August	45,000.00		45,000.00
	6850	September	35,000.00		35,000.00
	6870	Christmas Parade	42,000.00		42,000.00
	6855	Art Walk	2,000.00		2,000.00
	6865	Holiday Shopping	8,000.00		8,000.00
	6885	Chocolate Festival	15,000.00		15,000.00
	6895	Promotional Shirts	1,500.00		1,500.00
		6800 TOTAL	296,500.00		296,500.00
		EXPENSE TOTAL	457,600.00	93,250.00	364,350.00