



# CITY OF LONG BEACH

**C-5**

ECONOMIC AND PROPERTY DEVELOPMENT DEPARTMENT

333 West Ocean Boulevard 13<sup>TH</sup> Floor • Long Beach, CA 90802 • (562) 570-6099 • Fax (562) 570-6380

September 12, 2017

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Adopt a Resolution approving the Annual Report for October 1, 2017 to September 30, 2018, for the Bixby Knolls Parking and Business Improvement Area, declaring its intention to levy the annual assessment, and setting the date of hearing for October 3, 2017. (District 7, 8)

## DISCUSSION

The Bixby Knolls Business Improvement Association (BKZIA) promotes and markets the commercial area along Atlantic Avenue and Long Beach Boulevard using funds generated through the assessment of businesses located in the Bixby Knolls Parking and Business Improvement Area (BKPZIA). State law governing Parking and Business Improvement Areas requires that an Annual Report be submitted to the City Council by the Advisory Board designated for this Assessment District.

On August 8, 2017, the BKZIA Advisory Board voted to recommend to the City Council approval of the BKPZIA Annual Report (Exhibit A to Resolution). The Annual Report describes boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment. The Annual Report proposes no change in the method of levying the assessment, and no change to the proposed activities.

The Fiscal Year 2018 Annual Report, transmitting the recommendations of the BKPZIA Advisory Board, proposes the following assessment rates:

## **ASSESSMENT FORMULA**

After 20 years at a stagnant rate the annual assessment was set to increase to include a CPI and an additional \$20. An annual increase of \$20 to the assessment was to be included in the rate over a five-year period to make up the shortfall in funding anticipated in 2020, the contract with the Long Beach Redevelopment Agency expires. The first year of the additional \$20 annual increase was to begin on October 1, 2016. However, the BKZIA board requested an implementation delay for the additional \$20 assessment to enable adequate stakeholder outreach. As a result of this delay, the only change in the assessment that was implemented was a CPI change in July 2016. In July 2017, the BKZIA assessment rates were increased to include CPI and the additional \$20

assessment approved in 2016. An additional \$20 assessment will be applied annually to the rate through 2023, five years from implementation. The BKPBIA assessment will be implemented on a July 1 to June 30 fiscal year, rate adjustments will take effect each July.

|                              | <b>BUSINESS BASE RATE</b>    | <b>NON-PROFIT BASE RATE</b>  |
|------------------------------|------------------------------|------------------------------|
| Prior to July 1, 2016        | \$250                        | \$150                        |
| July 1, 2016 – June 30, 2017 | \$252.27                     | \$151.36                     |
| July 1, 2017 – June 30, 2018 | \$272.27 + CPI + \$20        | \$171.36 + CPI ADJ + \$20    |
| July 1, 2018 – June 30, 2019 | Prior Year Rate + CPI + \$20 | Prior Year Rate + CPI + \$20 |

The recommended Resolution 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 October 3, 2017.

This matter was reviewed by Deputy City Attorney Amy R. Webber on August 21, 2017 and by Budget Analysis Officer Julissa José-Murray on August 25, 2017.

TIMING CONSIDERATIONS

City Council action is requested on September 12, 2017, to set the date of the public hearing for October 3, 2017. The new contract year begins on October 1, 2017.

FISCAL IMPACT

It is estimated that the BKPBIA will generate \$250,000 in FY 18 through the proposed continuation of the assessment. Assessment funds are collected through additional fees attached to BKPBIA business licenses. All revenues are passed directly through to the BKBIA for implementation of annual programs. There is no local job impact associated with this recommendation.

**SUGGESTED ACTION:**

Approve recommendation.

Respectfully submitted,

  
 JOHN KEISLER  
 DIRECTOR OF ECONOMIC  
 AND PROPERTY DEVELOPMENT

APPROVED:

  
 PATRICK H. WEST  
 CITY MANAGER

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

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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, 2017 TO SEPTEMBER 30, 2018 FOR THE BIXBY KNOLLS PARKING AND BUSINESS IMPROVEMENT AREA ("PBIA") 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 Bixby Knolls Parking and Business Improvement Area Advisory Board has caused a Report to be prepared for October 1, 2017 to September 30, 2018 relating to the Bixby Knolls Parking and Business Improvement Area ("PBIA") which is located generally in that section of the City of Long Beach bounded by Wardlow Road, Long Beach Boulevard, Del Amo Boulevard and Orange Avenue and as more specifically described in the Report; and

WHEREAS, said Report contains, among other things, with respect to October 1, 2017 to September 30, 2018 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:

- A. Modify assessments and confirm levy of and direct collecting assessments for the Bixby Knolls PBIA for October 1, 2017 to September 30, 2018. Said assessments are proposed to be levied on such classifications and at such rates as are set forth in Exhibit "A" attached hereto and incorporated herein. These assessments are not proposed to be levied on owners of commercial or residential property;
- B. Provide that each business shall pay the assessment annually, at the

1 same time the business license is due. This is the same collection procedure which  
2 occurred in the previous fiscal year; and

3 WHEREAS, to this end, the proposed activities and improvements  
4 undertaken by the Area include those generally specified in the establishing Ordinance  
5 No. C-6646, Section 5, as adopted by the City Council on September 19, 1989; and

6 WHEREAS, a copy of the Report is on file with the City Clerk and includes  
7 a full description of the activities and improvements to be provided from October 1, 2017  
8 to September 30, 2018, the boundaries of the area, and the proposed assessments to be  
9 levied on the businesses that fiscal year and all other information required by law; and

10 WHEREAS, it is the desire of this City Council to fix a time and place for a  
11 public hearing to be held in the City Council Chamber of the City of Long Beach on  
12 October 3, 2017 at 5:00 p.m., regarding the Report, the levy and the proposed program  
13 for October 1, 2017 to September 30, 2018;

14 NOW THEREFORE, the City Council of the City of Long Beach resolves as  
15 follows:

16 Section 1. That certain Report entitled "Assessment Report for October  
17 1, 2017 to September 30, 2018, Bixby Knolls Parking and Business Improvement Area"  
18 as filed with the City Clerk is hereby approved.

19 Section 2. On October 3, 2017 at 5:00 p.m., in City Council Chamber,  
20 City Hall, 333 West Ocean Boulevard, Long Beach, California 90802, the City Council of  
21 the City of Long Beach will conduct a public hearing on the levy of proposed  
22 assessments for October 1, 2017 to September 30, 2018 for the Bixby Knolls PBIA. All  
23 concerned persons are invited to attend and be heard, and oral or written protests may  
24 be made, in accordance with the following procedures:

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

1 defect to which the objection is made.

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

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

15 D. Testimony is also invited relating to any perceived  
16 irregularities in or protests to previous years' proceedings/assessments.

17 Section 3. The City Clerk shall give notice of the public hearing called for  
18 in Section 2 by causing this Resolution of Intention to be published once in a newspaper  
19 of general circulation in the City not less than seven (7) days before the public hearing.

20 Section 4. This resolution shall take effect immediately upon its adoption  
21 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  
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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 \_\_\_\_\_, 2017 by the following vote:

Ayes: Councilmembers: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Noes: Councilmembers: \_\_\_\_\_  
\_\_\_\_\_  
Absent: Councilmembers: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

City Clerk

# EXHIBIT "A"

2017 - 2018 Report  
to the City of Long Beach  
Including the Work Plan & Budget for  
October 2017 - September 2018

**Presented by the**  
Bixby Knolls Business Improvement Association  
4321 Atlantic Avenue  
Long Beach, CA 90807

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E-mail [info@bixbyknollsinfo.com](mailto:info@bixbyknollsinfo.com)  
Website [www.bixbyknollsinfo.com](http://www.bixbyknollsinfo.com)

The Board of Directors of the Bixby Knolls Parking and Business Improvement Association (BIA) is pleased to present its Annual Report and Budget for the fiscal year July 1, 2017 - June 30, 2018.

The annual base assessment for businesses is \$250. An additional \$20 is added annually to the assessment fee to make up the gap between RDA contracted funds and assessment fees for the next five years. Non-profits are assessed at \$150.

**ASSESSMENT FORMULA**

|                              | BUSINESS BASE RATE             | NON-PROFIT BASE RATE           |
|------------------------------|--------------------------------|--------------------------------|
| July 1, 2016 - June 30, 2017 | \$252.27                       | \$151.36                       |
| July 1, 2017 - June 30, 2018 | $\$272.27 + \text{CPI} + \$20$ | $\$171.36 + \text{CPI} + \$20$ |

## Introduction

The Mission Statement of the Association reads: “The purpose of the Bixby Knolls Business Improvement Association is to promote the interests of its professional, service, and retail members, to enhance the common areas within the BIA area, to facilitate the exchange of business information and ideas, and to promote the highest business and ethical standards.” This statement reflects the focus for the Board’s activities and its continuing commitment to the growth and enhancement of our business community.

During the past year, the BKBIA has stayed the course. No major changes in direction but always remaining consistent as a resource for its members, a conduit for community and economic development, and making the district thrive. We continued to balance multiple projects, events and programs, maintained the drive and efforts to follow the BKBIA mission and create a more active, vibrant, and successful business district for its members and adjacent community. Maintaining the current momentum for the district with media coverage and community engagement continued to be part of our daily routine. A top priority is district-wide safety. Our Clean & Safe programs have superseded other projects. CSI Patrol Service works closely with us for events, day and nighttime patrols and responds quickly to a business owner’s need when a situation arises. With the continued support from the City of Long Beach and our ten-year contract for Bixby Knolls Work Plan Projects we are continuing to make the positive impacts around the district with our façade improvements, landscaping, “safety lighting installation” program, new business signage, Clean Team and monthly events.

We worked with Commune Communication to update our “brand” making the look of our emails, newsletters, social media posts, and even our letterhead and business cards more streamlined and consistent. We finally feel like we have a cohesive look to everything we produce.

Our quarterly “members only” Bixby Business Breakfast have proven to be the best way to provide direct information and resources to our membership. The turnout for each of these meetings has exceeded our expectations.

As mentioned, the BKBIA continues to stress the importance and priority of connecting the residential customer base to the business corridor. To bring the community and businesses together we program consistent low-cost monthly events and programs, many of which have celebrated longevity and milestones in the district. These are the *Strollers*, *Literary Society*, *First Fridays*, *Good Spirits Club*, *Supper Club*, *Concerts in the Park(ing Lot)*, *Flash Events*, and *Kidical Mass* that activate the local business community. By stitching all of these programs together we are able to reach the full spectrum of local resident and their interests.

The BKBIA continues to rely heavily on its social media network to broaden its promotional and informational outreach. Facebook and Instagram posts and connections have resulted in the growth and awareness of district improvements and events. Each monthly program or event continues to grow and remain strong. Kidical Mass, the parking lot concerts, and the continued growth of First Fridays can be attributed to Facebook, Instagram, and Twitter as word of mouth spreads and people are posting their comments about the events. There is no doubt that our use of social media increased the attendance of

each program. We keep reaching out via advertising into Lakewood-specific magazines as well as those targeting the east side of Long Beach. We want to draw from our east for “destination Bixby Knolls.”

Working out of and managing the Expo Arts Center has provided the opportunity to continue to make the building a true community (arts) center. We had the lower half of the building repainted with the colors from last year’s Pow! Wow! mural to bring the building to the image we have desired. We are now looking forward to Public Works making the interior improvements via Measure A funds.

Staffing remains small but mighty as we keep taking on projects that commit us just beyond our capacity. Executive Director Blair Cohn, Project Manager Cait Yoshioka, First Fridays Coordinator Tokotah Ashcraft and Clean Team member Nash Jacquez all sustain our high level of momentum. Our contractors also help us to paint, light, and beautify the district on an ongoing basis.

Last year we saw many new investments come to fruition. Trader Joe’s moved into The Knolls Shopping Center along with new tenants Pet Food Express, Crunch Fitness, Jersey Mike’s, Chipotle, Mod Pizza and Verizon. Aldi Market, the new post office, Island Pacific Market, Hashtag Burgers, Pixie Baby, Flirt Lash Bar, The Green Olive, Dutch’s Brew House, Rasselbock, Steelcraft, The Merchant, Summerjax, and Edgar & James opened their doors. It was quite fulfilling when all of these locations finally got to be active members. We are working on getting Liberation Brewing Company, Niky’s Sports, and Cheese Addiction open and new tenants along the 3800 block of Atlantic.

The focus of 2017-2018 remains to again stay the course. We are unchanged with the perpetual question of “what’s next? How do we get to the next level?” We will maintain the drive and energy of the current monthly events, streetscape improvements per the Bixby Knolls Work Plan, focus on security and safety of the district, engage both business- and property-owners and further our efforts to fill vacant store fronts and office spaces. There will be greater board member involvement as we have them signing up for areas of interest including distribution of Welcome Kits to new businesses. Over the past year we had have never been so engaged with the broker community. It is important that they know of our vision and mission and work with us to find tenants that best serve the community. And finally, the good news is that there are many exciting things that will come to fruition in this next year and transform the district even further in a positive direction.

## **The Strength of the Organization**

### **The Board of Directors**

The Board of Directors of the Bixby Knolls BIA represents a cross-section of the diverse business community throughout the business district. Appointed in accordance with our Bylaws, each position represents a sector of the area as defined by the formation ordinance. As a non-profit organization governed by a volunteer board of directors, the BIA’s effectiveness is primarily determined by the dedication and commitment of the volunteers that serve on the Board of Directors and its committees.

### **Quarterly Business Breakfasts**

By far these meetings are the best way to reach our membership. We have been very successful in drawing a large crowd to our new quarterly Bixby Business Breakfasts. These are members-only events

(community is not invited to these) with a simple agenda of providing a free breakfast, enforcing the rule that people sit with other people they do not know, and having a guest speaker discuss business-relevant topics. We have seen the attendance average 90+ businesses each time. We were lucky to have 10 business owners show up to an after work mixer. With the meetings starting prior to the work day and providing breakfast there is much more value. We had speakers addressing the Economic Development Blueprint, Pacific Gateway features, SBDC resources, the city's Land Use Element, LBPD safety tips for business, BKBIA updates, BizPort presentation, and updates from LBFD. It's telling when the members don't just run out of the room when the program ends. They stay to chat and network more before leaving.

### **Monthly E-Newsletters & Notices**

The monthly e-newsletters are not only a cost savings, but an effective way to reach our members and the community at large. Our shorter, more concise version called the **Bixby Brief** is a better way to get immediate news and information out to the membership in a streamlined format. Event listings are still included but focus more on "what's happening on the street" and have already received a greater response. New for the upcoming year will be our "*Spotlight on Business*" which will put a face to a business name. We believe in this bedroom community it is important to personalize the businesses and give the locals a face that they can identify with. We have a photographer setting appointments with the business owners to take their portraits so we can share the photos along with the specific information about the owner and the business features.

**Postcard, direct mail pieces, and kits** – We mail letters monthly or on an as needed basis to the membership to provide additional resources or information and invites to events. Our new Welcome Kits are being distributed not only to those just opening up in the district but to the entire membership so everyone is familiar with who/what we are and what we can do for them. We are often asked "What is a BID anyway?" so these kits will help.

**"Members-Only" Facebook group page** – Our Facebook group provides us another way to get information directly to the membership. We have encouraged all of our members to join this group so they can communicate with each other and have a dialogue with the BKBIA. We share information from LBPD, SBDC, marketing and promotion resources, and even photos and reports of crime incidents in the district. We definitely provide a lot of safety tips and resources to keep the businesses safe.

**Community Newsletters, Magazines, and Meetings** – Getting our message literally delivered to the homes in the area is a critical component for us. We continued placing ads and providing an editorial column in the Cal Heights newsletter and in the *Bixby Neighbors* magazine. We also attended neighborhood association meetings to provide district updates and share the "support local" message. We continued our reach with ads in the Lakewood 907 and Long Beach 908 magazines and focus on drawing beyond our local community to push Bixby Knolls as a destination location.

## **Promotion of the Business District**

### **Media**

The BKBIA continued to remain in the media with increased visibility in the local press with both features and briefs appearing in several local media outlets including *The Signal Tribune*, *Long Beach Business Journal*, *Uptown Gazette*, *Long Beach Press-Telegram*, *Bixby Neighbors*, *Lakewood 907*, *Long Beach 908*, *LBPost.com*, and *longbeachstuff.com*. We have been fortunate to receive ongoing coverage of every event and program throughout the year to keep our profile high.

### **Small Business Saturdays**

We promote the participation in the national Small Business Saturday in November that follows Black Friday but we have created our own second SBS in May as another reminder to the local community to make the commitment of supporting their local businesses. We stress the fact that “every day is Small Business Saturday” but created this six month reminder that the locals should be out supporting *their* businesses. We added fun scavenger hunts and Bingo-type games with prizes as incentives for greater participation.

### **Social Media**

The BKBIA remains very active daily within social media networks. Facebook, Instagram, and Twitter accounts are used to announce events and programs and directly connect with people and organizations from all over the city (and beyond). The increase in attendance to events such as First Fridays and Kidical Mass can be definitely attributed to these accounts. The Facebook account has over 2,800 “friends” who have the links and event messages sent directly to them. In addition, there is a lot of “chatter” about the BKBIA via Twitter with constant updates. First Fridays has over 10,000 “likes” and growing. We capture an online gallery for our website as we shoot photos of images that best highlight the district at our events or patrols.

### **Community Events**

The BKBIA remains consistent with its programs and events to connect its members to the local community. New friendships and greater connectivity among the neighborhoods have been the direct result of the consistency of our efforts. This is clearly evident each Saturday morning at the Strollers, before and after a Literary Society meeting, at a Supper Club or Good Spirits Club, and during our Kidical Mass rides. Again, if you stitch together all of our programs then you have a great representation from across the whole scope of the neighborhood. We offer something for everyone, always family-friendly and inclusive, and promote our message of “supporting your local businesses.”

The **Bixby Knolls Strollers** walking club was created so neighbors and BIA members could meet and greet every Saturday morning as a way to socialize together. The weekly routes tour the business districts and neighborhoods as a way to acquaint the community with each other. The Strollers are hosted by Coffee Bean & Tea Leaf on Atlantic Avenue. Now 9 ½ years into it, the Strollers continue to have roughly 40 people each week coming out to tour the corridors and neighborhoods. This is also a weekly opportunity to share all the latest news and projects with the group. More than nine years strong

for a basic concept like a walking club is something very special and significant to the continuing renaissance of the district.

**Bixby Knolls Supper Club** is making its sixth and seventh round of visits to the local restaurants and the business owners are thrilled to have the BKBIA return with its regulars. It is a simple concept of supporting the local restaurants by filling them up on a Monday night which is typically a slow night. The response continues to be enthusiastic and some restaurants need to host two seatings rather than one. There is no cost to the BKBIA. An email is sent out to our list and within 4 hours the reservations get filled up. Sometimes we put a fun twist on the event by giving it a different title or focus but the endgame of supporting the business remains the same. It is fulfilling to see not only the business full and bustling but the attendees moving table to table to greet each other as “regulars.”

The **Bixby Knolls Literary Society** monthly book club is now in its 114<sup>th</sup> book discussion of the greatest American literature of the last century (with some contemporary selections as well). The group has expanded its draw beyond the Bixby Knolls area as some members come as far as the South Bay to attend the meetings at Elise’s Tea Room. The BKBIA purchases the refreshments from the tea room for its attendees and to be sure that the meeting is worthwhile for the business.

**First Fridays Art Walk** just celebrated a major milestone of its 10<sup>th</sup> anniversary. This remains our marquee event in Bixby Knolls. It continues to not only grow in attendance each month but truly serves as the major economic driver for the district. The use of art and music of all types has truly been a catalyst to create the foot traffic along Atlantic Avenue that does not exist the rest of the month. The businesses use the event as a monthly showcase or open house. Even businesses outside of our pedestrian zone on Atlantic or on Long Beach Boulevard often come and set up a table or distribute information promoting their business to the crowds. We continued to partner with our council offices and allow Bixby Knolls area non-profits, schools, and neighborhood associations to participate as well. A typical First Friday includes artists and art work of all types, live music, strolling minstrels and fun characters that transform the corridor to a bustling urban shopping and dining zone. Most months include a specific theme to make the evening more fun. Themes have been: Black History Month, Summer Session, Women’s History Month, Arts Month, Mardi Gras, American Beauty, and our annual Long Beach County Fair. Word-of-mouth advertising has also helped to make this a special event with a city-wide draw. We continue to hear about the successes that result in First Fridays from the business owners. It has become an event that the businesses count on each month for increased sales and exposure and the community now calendars it for a fun night out on the corridor. It is the most important event in the district and is the model for others to activate other districts and neighborhoods.

We continue to add to the music in the neighborhood similar to the Long Beach Municipal Band’s schedule of concerts in Los Cerritos Park with our own music series called **Concerts in the Park(ing Lot)**. We can involve our businesses similarly to a Supper Club event by using a parking lot from one business and having one of the restaurants be the food source for attendee dinners. We host three of these during summer and have been lucky this year to acquire sponsorship to cover the major costs of the event. The set-up is just like a concert Los Cerritos Park with live music and people providing their own chairs and tables. It is a wonderful sight to see local community members sitting, eating, or dancing in the middle of a parking lot and just enjoying themselves in such an unconventional type of

setting. We recently had our largest turnout with over 700 attendees enjoying a night in a coffee shop's parking lot. The whole scene is rather unique which makes it all the more fun.

The **Good Spirits Club** has become one of our most popular of monthly programs. This really is Supper Club in reverse. We choose a location in the district with a liquor license and invite the community to come and enjoy a drink. We schedule the time for 6:30pm which is typically dinner hour so we say "come have a drink with us and get dinner if you want." Supper Club is "come eat dinner with us and order a drink if you want." The business benefits with both food and drink sales for the night. For more than a year now we have pretty much taken over the bar or restaurant with the group. Average attendance is 80 people. To keep it fun and engaging we theme the drinks to go with the location or give names for people, places, or things in the neighborhood. Names include: *The Code Enforcement, The Austin, The Killingsworth, Members Only, The Build-Out, The AQMD, and The Entitlement*. We implemented a membership card for people to get signed every time they attend. When they get all of the icons signed at the end of the first tour of locations people are awarded a special treat. We want to keep this fun, casual, and engaging to get folks to look forward to it each month.

Our **Kidical Mass** celebrated its 5<sup>th</sup> anniversary this year. Our monthly family bike ride draws an average of 70 riders each month. The event is a play on words for the Critical Mass national bike movement where bikes block traffic to create awareness for cycling. Kidical Mass is also a national movement to promote the benefits of cycling to kids and teaches bike safety tips while promoting the health benefits. The rides start and finish at Georgie's Place on Atlantic Avenue with complimentary ice cream from Baskin Robbins served to all participants. We are promoting the city's bike agenda and Bixby Knolls as a bike friendly business district and again connecting the community to our local businesses. We will soon present our 6<sup>th</sup> Annual Iron Kid Award to a regular participant. Last year an 11-year-old girl won this award for her enthusiasm, consistency in riding, and use of hand signals during the rides.

We held another two "**Flash Events**" this year. By only using social media to post the event we can gauge the response to the message we post. For instance, a business might offer a "free" item between the hours of 5pm and 7pm and we only post it on social media, we can then tell by the response who is seeing our messages, what time(s) are the best to post the message, and what it will take to get a call to action from the public. Additionally, the hosting business receives all the free publicity all through the day as people see and "like" the post and the post gets re-shared all day long throughout the city. FREE or discounted food or drinks have worked the best so far. We want to continue these experiments periodically as a fun, low- no-cost marketing program.

**Mobile Office Hours** – We take our show on the road in a sense. We pick a particular business and set up shop in the location for an hour or so as a way to get facetime with that business owner or any others that will drop by for conversation. The business gets its name promoted through our social media and we get to talk with the business owner about the status of things, marketing ideas, and any other news from their part of the district. It has become one of the most beneficial programs we have because of the one-on-one interaction.

Our **End of Summer Bash** in August draws attention to the business center at Carson and Long Beach Boulevard. Throughout the year we also celebrate **anniversaries** and **grand openings** making sure that our members and local community know of all the good news in the district.

We are eagerly awaiting the return of **Beach Streets** to the district in October and have already given our membership the heads up about the event. We encourage everyone to come participate and find creative ways to engage the participants.

## **Business District Improvement and Safety**

### **Bixby Knolls Work Plan Projects**

Our “to do” list continues to be dictated by the HyettPalma Report. Funds from redevelopment have allowed us to carry out the projects to make the physical changes to the district plus keep Clean & Safe and First Fridays in full swing. Façade improvements, new signage and lighting, landscape projects, banners, clean-up programs, and miscellaneous special events all help with the revitalization of the district.

### **Streetscape Maintenance and Improvement**

Maintaining the look of the district is always a top priority. Our Clean Team keeps a regular schedule of watering trees and flower pots and trash pick-up. Conservation Corps of Long Beach is contracted to power-wash our sidewalks on an as-needed basis. And we make sure to hand water of all the new “boy scout” trees in the area as well as the young sycamore trees in the medians between Del Amo and San Antonio.

To address the aesthetic needs and improvements for Long Beach Boulevard, we send our **BKBIA Clean Team** out along the corridor each week to remove trash, graffiti, weeds, or report any code enforcement issues. We have also included properties on the boulevard in our façade improvement program and have recently painted, landscaped, and fixed lights on three properties. The professional service members reap the benefit of a clean and safe district to attract and retain their clients.

The **Expo Arts Center** at 4321 Atlantic continues to be the hub for arts and community events. For the sixth summer The Kids Theatre Company holds its art camps in the building. Local non-profits, Council offices, theater groups, and other organizations have been able to use the space while contributing to the building with operating expenses, supplies for the building, and “sweat equity” programs like patching and painting different rooms in the building. First Fridays bring large crowds for the monthly showcase of the space. One of the biggest annual events is now the Black History Month celebration in February. It can sometimes be challenging to manage the space but it is fulfilling to see how the EAC has become a true go-to community space. We have been working with Public Works on the list for interior improvements with the Measure A funds. Lastly, we have been working with the city attorney’s office on our new management agreement so we are on the same page with the county assessor’s office regarding management of the building.

## **Maintaining the Common Areas**

### **Safety**

Safety along our corridors is a top priority. Period. The BKBIA hires CSI Patrol Service, Inc., (a Bixby Knolls business) to patrol all of our corridors, parking lots, and alleys. We expanded the patrols to five nights a week plus three daytime patrols a week. The daytime patrols add another safety presence in the district besides what LBPD is already doing. In addition, CSI Patrol staffs each First Fridays and other events to ensure safety and the family-friendly environment we set out to create. After the event ends the security staff patrols the streets adjacent to Atlantic to make sure that there are no incidents from the attendees to the local homes. Business owners are encouraged to reach out to CSI to report any suspicious activities. CSI is always very responsive and on-call to help our membership.

The BKBIA continues to maintain a close relationship with the North Long Beach Police Division, meeting monthly for security updates. The BKBIA has a standing Security and Code Enforcement Committee to continue to keep abreast of security issues and to help control City code issues in the district. The BIA also provides safety tips from the police department to its members and the community via the Bixby Brief e-newsletter and social media.

We continue one of our Work Plan priorities of fixing or replacing all the lighting in front of the businesses in the pedestrian zone. We also work with business and property owners for the installation of safety lights at specific locations. The more that the district is lit up (front and back of a business) the better the perception is that the district is alive and vibrant. We try to eliminate as many dark areas as possible to encourage pedestrian traffic and to help LBPD.

### **Council of Business Associations (COBA)**

The BKBIA continues to meet monthly with representatives from other BIDs and business alliances. There is a positive exchange of information and ideas to better help each other and individual districts. All members share the same issues, whether large or small. The group has begun to address specific issues within the city and is examining ways to help make Long Beach a truly business-friendly city. This year we focused on the Economic Development Blueprint, the audit of all BIDs, SBDC resources, proposed changes to entertainment inside venues and outdoor busking, proposed styrofoam ban and met with a number of city departments about changes, processes, and issues that would help or affect our members.

### **Business and Commercial Real Estate Development**

The BKBIA had more contact than ever with property owners and brokers to work together on furthering the goals and visions of the BKBIA. Our outreach and partnerships have helped to fill vacancies with businesses that best serve the district. Our continued marketing and promotion of our events and the district as a whole as a great place to open a business is the most effective approach to raise awareness and gain attention for our part of the city. We have sent the local broker community the link to our updated “Bixby Knolls Testimonials” video as another tool to use to help attract new tenants. We believe this is a big recruiting tool we can use for potential business owners and those even looking to purchase a building (or even a home) in Bixby Knolls.

### **New Businesses**

We have had a significant increase of new businesses (both retail and service) opening up over the last year. We continue to fill vacancies not only in retail but services, too. There are some significant properties, especially in the 3800 block of Atlantic, that are in the “lease pending” status and we are looking forward to these spaces being filled and activating that block in full. The big changes included the closing of landmarks such as Nino’s Italian Restaurant and Tuttle Cameras and a fire at George’s 50s Diner.

### **Conclusion**

The Board of Directors is committed to its mission statement, and is always working on refining the specific goals designed to move the organization closer to its articulated mission. The BKBIA is working on several fronts simultaneously to encourage consumers locally and regionally to experience Bixby Knolls. This includes new and frequent events to connect the community to the business district, increasing our social media presence, reaching out to a variety of businesses in our area to get their participation in activities/events, and building upon and creating new partnerships with BKBIA members and city agencies. Special events have played a critical part in developing positive recognition for our district, and helps draw out the local residents. We are now focusing on drawing attendees from beyond our neighborhood to support the events (and businesses). Kidical Mass and First Fridays both have attendees from all over town. Continuing to use the HyettPalma recommendations as the “road map,” the BKBIA can implement multiple projects immediately to additionally enhance the attractiveness of the district for its membership. The safety and security of the district will always be the top priority for the BKBIA.

The BKBIA continues to move forward but keeps a watchful eye on the local and state issues regarding the redevelopment dollars. Bixby Knolls can continue to be an area of economic growth and health especially while we continue with our “redevelopment fund” contract.

## **Mission**

The purpose of the Bixby Knolls Business Improvement Association is to promote the interests of its professional, service and retail members, to enhance the common areas within the BIA area, to facilitate the exchange of business information and ideas, and to promote the highest business and ethical standards.

## **Goals**

Our goals for 2017-18 are as follows:

- Stay the course. Continue to implement the recommendations of the Bixby Knolls Work Plan as articulated by the HyettPalma Study, to continue to improve the aesthetics of the BKBIA common areas with painting and lighting programs, façade improvements, tree-planting and landscape programs, street banners, art window displays, public gathering places, and street clean-up programs.
- Focus on safety for the business district and surrounding areas via continued private security patrols and continued partnership with the Long Beach Police Department North Division.
- Continue to engage the broker community as well as the property owners to help recruit tenants that best serve the Bixby Knolls area.
- Continue to connect the local communities (customer base) to the retail and businesses corridors through newsletters and other communications and effective events.
- Ensure that the surrounding communities know about Bixby Knolls' businesses, events and the BKBIA through effective use of existing media from print, social media, networking, and various e-newsletters and publications.
- Increase the reach and scope of the Bixby Knolls area not only to consumers, but to retailers and commercial brokers via events, advertising, press releases, and community outreach partnerships.
- Create membership involvement and ensure effective communication with the membership, other community organizations and city entities.
- Through cooperative efforts with the City of Long Beach and BKBIA members, work to retain and strengthen existing businesses and attract new businesses to Bixby Knolls.
- Continue the ongoing analysis to figure out “what’s the next big thing” for Bixby Knolls.
- Improve the Expo Arts Center for more use and programming.

## **2017 - 2018 Work Plan**

### **Promotion & Marketing Committee**

*The purpose of the Promotion and Marketing Committee is to ensure that the surrounding communities are aware of Bixby Knolls businesses, events and the BIA.*

- Plan and implement effective sponsored activities/fund-raisers to promote the area.
  - Continue to grow and promote First Fridays and engaging more participation from local businesses. Implement specific rules and regulations.
  - Continue to program and expand the Expo Arts Center's arts & cultural events
  - Maintaining current roster of events such as: Strollers, Literary Society, Supper Club, Good Spirits Club, Kidical Mass, Concerts in the Park(ing Lot), Flash Events, and create new, effective events and programs
  - November – Small Business Saturday
  - December – First Fridays Holiday Celebration
  - May – Small Business Saturday
  - Promote and support events hosted by BKBIA members
  
- Promote and network events and programs through social media outlets such as Facebook, Instagram, and Twitter.
  
- Develop additional events to increase awareness of the district and benefit the local businesses. (including: “loyalty clubs” at restaurants and retailers).
  
- Create a brand new BKBIA website.
  
- Expand our marketing and promotion efforts into Lakewood and adjacent neighborhoods of Bixby Knolls.
  
- Continue to garner media coverage of all BKBIA events and programs beyond local media; pursue regional and national media outlets. Complete a video promotional project to be used as promotional tools highlighting district features and programming.

### **Revitalization Committee**

*The purpose of the Revitalization Committee is to create awareness of the design guidelines among property and business owners and generally improve the aesthetics of the BIA common areas; and to guide the development of a unifying vision for the enhancement of the area, including traffic calming, creating a more pedestrian-friendly ambiance along the primary corridors.*

- Continue to implement the recommendations of the HyettPalma report and BK Work Plan for new landscaping projects to beautify the entrances and corridors of Bixby Knolls.
- Continue the litter and weed abatement program via our Clean Team and BKBIA staff district patrols to maintain the attractiveness of the area.
- Inspect common areas and address unsightly conditions along the corridors. Remove graffiti, trim trees and bushes, and plant new landscaping as appropriate.
- Monitor appearance and request cooperation for maintaining store fronts and vacant lots.
- Work with the 7<sup>th</sup> & 8<sup>th</sup> district council offices on landscape projects along the corridors and adjacent neighborhoods.
- Continue the partnerships and projects with the 7<sup>th</sup> & 8<sup>th</sup> district council offices, LBPD, Code Enforcement, and Public Works.

### **Security & Code Enforcement Committee**

*The purpose of the Security and Code Enforcement Committee is to provide information to business and property owners to help keep Bixby Knolls a safe area to shop, dine, and conduct business; and, an area free of visual blight caused by violations of City code.*

- Continue (and increase) the district patrols with CSI Patrol Service, Inc.
- Continue the close liaison with Long Beach Police Department and North Division Commander and improve communication with business owners.
- Provide relevant security and safety information and resources for BIA members on BIA website and direct mailings.
- Monitor city code violations and work with business and property owners to mitigate the violations.
- Document and report incidents of graffiti or other vandalism to code enforcement and LBPD. Continue efforts for BKBIA staff to remove graffiti monthly.
- Install additional security lights and cameras in critical areas of the business corridors.

### **Member Relations Committee**

*The purpose of the Member Relations Committee is to make the BKBIA more accessible to members; boost members' awareness of the BKBIA and its goals; foster membership involvement; communicate effectively with the membership, other organizations and City entities; and serve as liaison between the Board and the membership.*

- Continue our outreach to businesses via personal visit and direct mail pieces to gather feedback, share pertinent information and resources for businesses, and put a face with the association name for all members. Implement follow-up phone calls to membership.
- Distribute our new Welcome Kits to all members.
- Continue to promote events organized by our membership.
- Continue the quarterly Bixby Business Breakfasts at the Long Beach Petroleum Club.
- Assist new businesses with ribbon-cutting and grand opening ceremonies, press releases and promotion to the community and media via newsletters and direct mailings.
- Continue to work closely with city management, department heads and staff and the 7<sup>th</sup> and 8<sup>th</sup> District City Council Offices.
- Assist businesses with any city issues including permitting, licensing, inspection, signage, code or enforcement.
- Launch our new "Spotlight on Business" program to personalize the business owner to the community.

**Bixby Knolls Business Improvement Association  
Proposed Operating Budget  
July 2017 – June 2018**

**Revenue**

|                       |                       |
|-----------------------|-----------------------|
| Revenue               |                       |
| Assessment Income     | \$250,000             |
| Contributions         | 16,500                |
| Corporate Sponsorship | 7,000                 |
| Grant Awards          | 2,000                 |
| Rental Income         | 22,530                |
| Reimbursements        | 1,890                 |
| RDA Grant Funds       | <u>200,000</u>        |
| <br>Total Revenue     | <br>\$ <u>499,920</u> |

**Expenditures**

|                        |                       |
|------------------------|-----------------------|
| Administration         | \$ 74,097             |
| On-Going Promotions    | 29,818                |
| Salaries and Benefits  | 104,707               |
| Special Programs       | 20,100                |
| RDA Expenditures       | <u>200,000</u>        |
| <br>Total Expenditures | <br>\$ <u>428,722</u> |

**Net Gain (Loss) \$ 71,198**

We are anticipating a net gain for the end of the next fiscal year. We had conservatively planned on 196K for assessment revenue over the last year but grossed 250K. We finished FY '16-'17 maintaining and managing operating expenses as keeping conservative. The net gain is attributed to a number of factors including: an increase of businesses opening up; the increase of assessment fees making a full fiscal year through all members with the increased rate; turnover of businesses that resulted in two assessments paid for the same location; and this was also the first year in a long time where we acquired more sponsorships and grants to put towards equipment and computers and items not a part of our operating budget. The net gain will allow us to start building a reserve for when the RDA funds go away while maintaining tight controls on expenses on the budget.