



CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

H-1

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

September 23, 2008

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive supporting documentation into the record, approve the Resolution confirming the Belmont Shore Parking and Business Improvement Area annual report and continuing the assessment for the period of October 1, 2008 through September 30, 2009, conclude the hearing, authorize the City Manager to execute an agreement with the Belmont Shore Business Association for a one-year term, and declare the Ordinance approving a change in the Belmont Shore Parking and Business Improvement Area boundary read the first time and laid over to the next regular meeting for final reading. (District 3)

DISCUSSION

The Belmont Shore Business Association (BSBA) uses business license assessment funds to promote and market the commercial area along Second Street on behalf of businesses located in the Belmont Shore Parking and Business Improvement Area (BSPBIA). The BSBA governs the assessment to be collected. To continue the assessment levy, state law requires that a public hearing be held on the proposed program and assessment. A copy of the Assessment Report describing proposed activities and allocations is provided (Attachment A). These items were reviewed by the City Council at its meeting of September 2, 2008.

The Assessment Report describes boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment. The Assessment Report proposes no change in the basis and method of levying the assessment and no significant change in proposed activities.

The Assessment Report proposes a change in the district boundary to include additional public right of way on Livingston Avenue west of Quincy Avenue. This change does not include any private commercial properties and does not add new businesses to the district. The purpose of the expansion is to allow the use of district funds to purchase and install banners on Livingston Avenue approaching Second Street. A map of the revised district boundary is provided as Exhibit A to the attached Ordinance.

At its September 2, 2008 meeting, City Council approved Resolution No. 08-0099 granting approval of the Assessment Report, declaring the intention of the City Council to levy the assessment, and setting September 23, 2008 as the date of the public hearing. A hearing notice, including a copy of the resolution, was published in local media on September 8, 2008.

State law further provides that the City Council shall hear and consider all protests against the assessment, program, boundaries of the area, and/or any benefit zone as proposed in the Assessment Report. The 2009 Assessment Report, transmitting the recommendations of the BSPBIA Advisory Commission, proposes the following assessment rates:

| <u>Categories</u> | <u>Base Rate</u> | <u>Employee Rate</u> |
|--|------------------|----------------------|
| Financial Institution & Insurance | \$1,646.22 | \$16.50 |
| Service Real Estate Office | \$638.70 | \$22.00 |
| Retail – Rest w/alcohol & RTE | \$640.19 | \$9.63 |
| Retail – Other | \$548.73 | \$8.25 |
| Consulting | \$425.80 | \$22.00 |
| Construction Contractor | \$425.80 | \$22.00 |
| Professional | \$425.80 | \$22.00 |
| Service – Other | \$319.35 | \$16.50 |
| Miscellaneous. Recreation, Entertainment, Vending, Manufacturing, Unique & Wholesale Independent Service Contractors operating secondary to another service business (per LBMC 3.80.243) | \$319.35 | \$16.50 |
| | \$194.80 | \$16.50 |

The law provides that protests may be made orally or in writing. Protests regarding the regularity or sufficiency of the proceedings shall be in writing. If written protests are received from area business owners representing 50 percent or more of the proposed assessments, the City Council shall not levy the assessment. If protests in such quantity are directed against a specific portion of the program, the City Council shall eliminate that portion.

Should the Assessment Report be approved, the City Council is requested to authorize the execution of an agreement with the BSBA for the use of assessment funds for promotional purposes.

This letter was reviewed by Assistant City Attorney Heather Mahood on August 21, 2008, Budget Management Officer Victoria Bell on September 3, 2008, and the City Treasurer's Office on August 24, 2008.

TIMING CONSIDERATIONS

City Council action is requested on September 23, 2008 to allow sufficient time to complete the necessary documents before the start of the new contract year on October 1, 2008.

FISCAL IMPACT

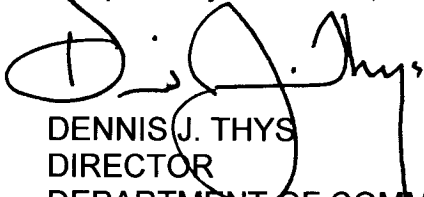
It is expected that the BSPBIA will generate \$138,000 in Fiscal Year 2009 (FY 09) through the proposed continuation of the existing assessment. Sufficient funds are included in the FY 09 Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD).

There is no impact to the General Fund.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



DENNIS J. THYS
DIRECTOR
DEPARTMENT OF COMMUNITY DEVELOPMENT

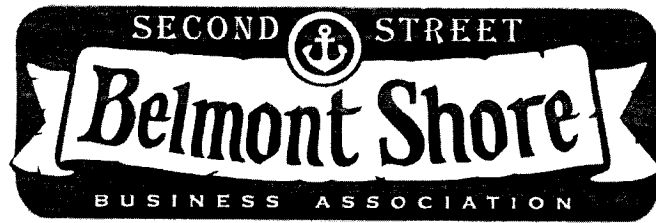
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Attachments: A - Belmont Shore Business Assessment Annual Report
B - Resolution of Intention Approving Annual Report and Levy
C - Ordinance Amending Ordinance C-5963 modifying the boundaries of the Belmont Shore Parking and Business Improvement Area

APPROVED:



PATRICK H. WEST
CITY MANAGER



BELMONT SHORE BUSINESS ASSOCIATION ANNUAL DISTRICT REPORT

| | |
|--|---------|
| Mission Statement & 2008 - 2009 Goals . . . | Page 2 |
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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.

2008 - 2009 GOALS

- Promote Belmont Shore businesses to all area residents and more widely to Southern California.
- Market Belmont Shore as a destination for dining, shopping, personal & professional services, and community events.
- Work with vested residential and business community to promote and maintain prosperity of the area.
- Collaborate with Long Beach Convention and Visitors Bureau to market Belmont Shore to the tourist and convention markets.
- 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.



YEAR IN REVIEW - TO DATE
OCTOBER 1, 2007 - MAY 31, 2008

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 are:

BEAUTIFICATION

Representatives from the BSBA Board and Executive Office have attended the monthly meetings of the Belmont Shore Parking and Improvement Commission. The priority of the association has been to keep Belmont Shore litter and graffiti free as well to maintain medians that are esthetically appealing through landscaping. To uphold this goal, the BSBA has communicated to the businesses their responsibility to remove trash from the front of their establishments including the removal of full trash bags from sidewalk receptacles. This effort has supplemented the work performed by the Conservation Corps, which has a contract with the Belmont Shore Parking and Improvement Commission for litter and graffiti abatement.

COMMUNITY OUTREACH

The Executive Director or her assistant have attended monthly community meetings of the Third District Joint Council. The BSBA continues to make an effort to communicate Belmont Shore's progress, changes, and BSBA promotions to local residents.

EVENTS

The BSBA hosts several events every year. The events gain 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 from the additional visitors who may not purchase from them on that day, but may make a point to return as they have come to know all that Belmont Shore has to offer. The following eight events have taken place during the Progress Report period.

- **Trick-or-Treat on Second Street, October 31**
Many of the Belmont Shore restaurants and stores participate in this promotion by giving out treats to costumed children. This is a hugely popular activity, drawing hundreds of families to Second St. for the evening. Most businesses run out of candy!
- **Arts & Crafts Fair, November 4**
Close to thirty local artisans participated in the event as vendors by selling their handmade items. Residents look forward to the event for the opportunity to find unique gifts for the holidays.
- **Christmas Parade, December 1**
This marked the 25th anniversary of the Christmas Parade. The theme of the parade was 'The Dog Days of Christmas'. The theme was chosen to celebrate the canine community of Long Beach and the fact that Long Beach was voted one of the top nine canine friendly cities in the country by 'Dog Fancy Magazine'. In conjunction with the theme, community activist, dog enthusiast and Belmont Shore resident Justin Rudd was selected as the parade's grand marshal. Fourteen local high school marching bands entertained the crowd and many saw familiar faces riding on the 100+ floats and entries. Major sponsors of the event were The Boeing Company, Community Hospital of Long Beach, Performance Plus Tires, and Farmers & Merchants Bank. Immediately following the

Parade, the Conservation Corps of Long Beach quickly returned Second St. to its normally pristine condition.

- **4th Annual Chocolate Festival, February 2**

Approximately twenty merchants participated in the event by offering tempting chocolate treats. Many residents entered the Homemade Chocolate Dessert Contest, which was judged by local community leaders, business owners, and press.

- **Health, Beauty & Fitness Fair, March 8**

St. Mary Medical Center is the annual sponsor of this event and provides staff to conduct complimentary health screenings. The fair was expanded to include vendors from the fields of beauty and fitness. Fourteen vendors participated in the event and we expect to have more joining in 2009.

- **Semi-Annual Clearance Sale, March 7 - 9**

Belmont Shore retail merchants utilize the sidewalk sale opportunity to 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.

- **Chili Cook-off, April 13**

Resident & business teams competed in this spirited event for the title of "Best Chili in the Shore". Approximately 1,000 attendees sampled chili from the dozen teams located on 2nd St. and voted for the People's Choice Award recipient. A panel of judges selected winners in various categories. Trophies were presented at the conclusion of the event in front of Washington Mutual Bank.

- **Stroll & Savor, May 21 & 22**

Approximately thirty restaurants participate in this event, which takes place on a set of Wednesday and Thursday nights in the months of May, June, July, and August. During the event, attendees stroll the Shore and sample the cuisine of participating restaurants through the use of tickets, which are sold by the BSBA. The July nights are a recent addition to the events calendar. These additional nights were added due to the popularity of the event and to replace the Family Funfest event, which has been canceled due to an underwhelming attendance and the high cost of putting on the event.

MARKETING

The marketing committee, which was formed in 2006, has continued to research, develop, and implement a marketing campaign utilizing the increase in funds as a result of raised assessment fees. Possible avenues for marketing Belmont Shore have been explored as well as the costs associated. The committee has reviewed the information gathered and has begun to invest the funds in various marketing efforts.

A new logo was created in 2007, which we find easier to read, reflective of the Shore, and an overall better design. In addition, a logo has been designed for every event for a seamless and more effective marketing campaign for events.

The recently developed tagline: "*Explore Belmont Shore*" has been utilized in various destination type marketing efforts. The marketing campaign focuses on the variety of businesses in Belmont Shore. The types of businesses have been divided into the following categories: Food & Drinks (dining, bakeries & sweet shops, coffee houses, and pubs, etc.), Shops (apparel & accessories, gift shops, etc.), and Services (salons, chiropractor, Realtors, accountants, etc.).

Destination ads were placed in Southern California and Long Beach visitor guides. BSBA ran ads in 'The Official Guide to Long Beach' and 'OC Travel Guide'. These ads show the beach at Alamitos Bay in the background with "snap shots" representing dining, shopping, services and events. The copy of the ads describes Belmont Shore as a casual and stylish beachside community with a wide variety of businesses to offer. Belmont Shore is also included in the 'Discovery Map of Long Beach' with a directory of businesses.

In addition to the destination ads, 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 Press-Telegram and Grunion Gazette.

A local professional photographer was hired to capture the types of businesses of Belmont Shore in addition to the look and feel of this community. Hundreds of photos were taken and the BSBA now has dozens of edited images in its library for future use.

Our website, www.belmontshore.org is currently undergoing a complete redesign. The new site will provide viewers with dozens of photographs that will help to illustrate all that the Shore has to offer. The website will serve as a much better communication tool for both the visitor and BSBA member to gain information and have interaction with the association. Completion of the site is expected by the end of June, however, it is our plan for the site to continue to evolve and be relevant.

MEMBER COMMUNICATION

The Monthly Newsletter was delivered to all BSBA Members. This included the meeting minutes from the Promotions and Board meetings, a letter from the Executive Director with updates on Shore related news and promotions, a schedule of events and BSBA meetings, and any flyers or letters relevant to Belmont Shore businesses.

The Executive Director has also been working to visit members in an effort to communicate BSBA's efforts and to field any issues or suggestions the members may have.

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

The association has brought on twelve new Associate & Affiliate Members during this period! The BSBA is always looking for new members that would benefit from 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.

POLICING

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



**2007 - 2008
BELMONT SHORE BUSINESS ASSOCIATION
BOARD OF DIRECTORS**

OFFICERS

PRESIDENT.....GENE ROTONDO, Legends Sports Bar & Grill
1st VP OF FINANCE.....DAVE SHLEMMER, Shlemmer Investments
2nd VP OF PROMOTIONS.....MIKE SHELDRAKE, Polly's Gourmet Coffee
SECRETARY.....MARSHA JEFFER, Mail Boxes Etc.
TREASURER.....DAVID MORGAN, DW Morgan, CPA

DIRECTORS

FRANK COLONNA, Colonna & Co. Realty
JIMMY LOIZIDES, George's Greek Cafe
SCOTT RINEHART, Wiskers
GARY ROTH, Belmont Station
ANKIT SHAH, Farmer's & Merchants Bank
JOY STARR, Rubber Tree
TULA TRIGONIS, Salon Soma

EXECUTIVE DIRECTOR

BROOKE KENNARD

MONTHLY BOARD MEETINGS

Last Tuesday of the Month

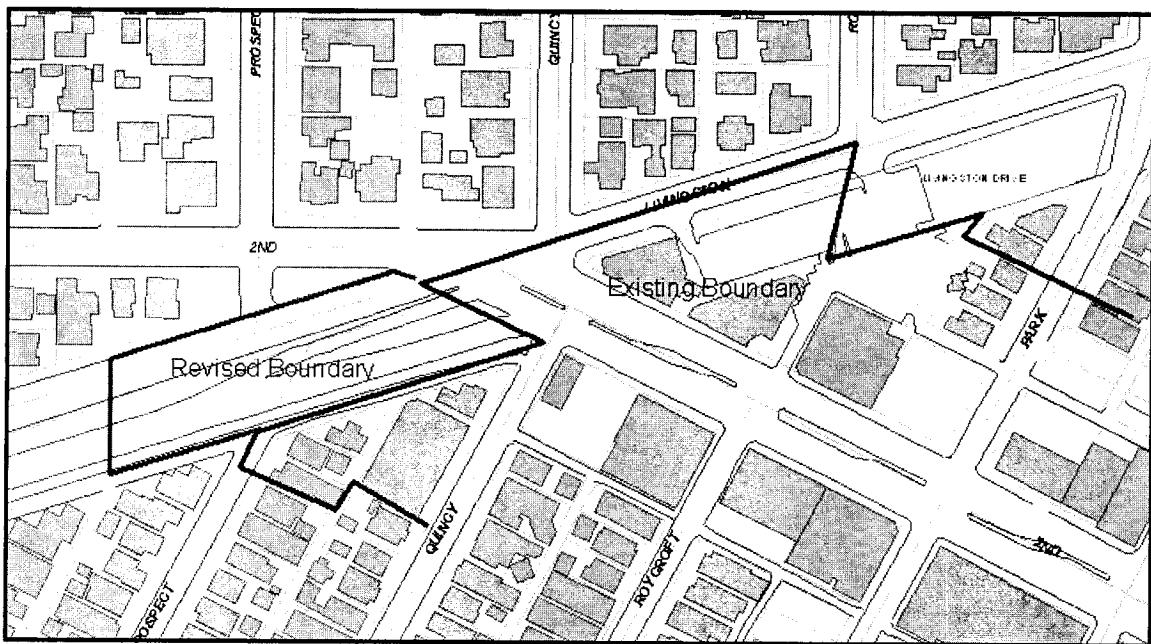
12:00pm

Legends Sports Bar & Restaurant, 5260 E. 2nd St.



BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA
October 1, 2008 - September 30, 2009

The original boundary of the district was set at formation of the area by City Council action on June 7, 1983 adopting Ordinance No. C-7035. It is requested City Council approve the necessary ordinance change to add the public right of way along Livingston Avenue approximately 300 feet west of the intersection of Livingston Avenue and Second Street as shown on the map below. The purpose of this expansion is to allow expenditure of marketing and promotion revenue for event marketing banners at the west gateway to the district.



Please review the Belmont Shore PBI A assessment formula on the next page:



**BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT
ASSESSMENT FORMULA
2008 - 2009**

| CATEGORIES | BASE RATE | EMPLOYEE RATE |
|---|------------------|----------------------|
| Financial Institution & Insurance | \$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 |
| 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 |
| Total estimated annual assessment: \$138,000.00 | | |



**CALENDAR OF EVENTS
2008 – 2009**

A description of the activities and improvements to be accomplished from October 1, 2008 to September 30, 2009 and the estimated cost of these improvements and activities are summarized below, beginning with the 2008 – 2009 Calendar of Events.

| BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT CALENDAR OF EVENTS October 1, 2007 – September 30, 2008 | | |
|--|-----------------------------------|---------------|
| TRICK OR TREAT ON 2ND ST. | Friday, October 31, 2008 | 4pm – 6pm |
| 26TH ANNUAL CHRISTMAS PARADE | Saturday, December 6, 2008 | 6pm – 9pm |
| CHOCOLATE FESTIVAL | Saturday, February 7, 2009 | 1pm – 4pm |
| SEMI-ANNUAL CLEARANCE SALE | Fri. – Sun., March 13 – 15, 2009 | 10am – 6pm |
| HEALTH, BEAUTY & FITNESS FAIR | Saturday, March 14, 2009 | 9am – 2pm |
| HEALTH, BEAUTY & FITNESS FAIR | Sunday, March 15, 2009 | 10am – 3pm |
| CHILI COOK-OFF | Sunday, April 5, 2009 | noon – 3pm |
| STROLL & SAVOR | Wed. & Thur., May 20 & 21, 2009 | 5:30pm – 9pm |
| STROLL & SAVOR | Wed. & Thur., June 24 & 25, 2009 | 5:30pm – 9pm |
| STROLL & SAVOR | Wed. & Thur., July 22 & 23, 2009 | 5:30pm – 9pm |
| ARTS & CRAFTS FAIR | Saturday, August 1, 2009 | 2:30pm – 8pm |
| ARTS & CRAFTS FAIR | Sunday, August 2, 2009 | 10:00am – 5pm |
| STROLL & SAVOR | Wed. & Thur., Aug. 19 & 20, 2009 | 5:30pm – 9pm |
| SEMI-ANNUAL CLEARANCE SALE | Fri. – Sun., August 21 – 23, 2009 | 10am – 6pm |
| 20th ANNUAL CAR SHOW | Sunday, September 6, 2009 | 10am – 3pm |



DESCRIPTION OF EVENTS

OCTOBER 2008

TRICK OR TREAT ON 2ND STREET – Friday, October 31

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. Most businesses run out of candy!

DECEMBER 2008

26TH ANNUAL CHRISTMAS PARADE – Saturday, December 6

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 is pleased to continue its partnership with International City Racing, Inc. who will produce the Parade for the second year in a row.

FEBRUARY 2009

CHOCOLATE FESTIVAL – Saturday, February 7

Chocoholics rejoice during this event as Second St. is filled with chocolate! Approximately thirty merchants participate in the event by offering tempting chocolate treats. Many residents enter the Homemade Chocolate Dessert Contest, which is judged by local community leaders, business owners, and press.

MARCH 2009

SEMI-ANNUAL CLEARANCE SALE – Friday – Sunday, March 13 - 15

Previously billed as 'Belmont Shore Sidewalk Sale', the 'Semi-Annual Clearance Sale' provides retail merchants with an opportunity to clear older merchandise at reduced rates. This sale attracts numerous people from all over the Long Beach area who are looking for a great bargain on unique merchandise.

HEALTH, BEAUTY & FITNESS FAIR – Saturday & Sunday, March 14 & 15

Previously the billed the 'Belmont Shore Health Fair', last year this event was expanded to include beauty and fitness vendors. The inclusion of more types of vendors proved to be a success. More vendors are expected to join the fair in 2009 as we will also extend the event to

include Saturday. We are fortunate to have St. Mary Medical Center sponsoring the event every year.

APRIL 2009

CHILI COOK-OFF – Sunday, April 5

Chili teams comprised of Belmont Shore businesses and residents compete for the title of Best Chili in the Shore. Top teams receive trophies for such categories judged as Best Tasting, Most Creative, and Best Team Spirit. The panel of judges is comprised of local press, city representatives, property & business owners and residents. Over 1,000 attend and participate by purchasing wristbands for \$5, which allows them to sample all of the teams' chili, and vote for their favorite. Sampling takes place in front of businesses in the Shore where the teams have chose to place their stations.

MAY 2009

STROLL & SAVOR – Wednesday & Thursday, May 21 & 22

This popular event showcases the many unique eating establishments of Belmont Shore. Participants purchase tickets and visit upwards of 30 local restaurants sampling food throughout the evening. Retail merchants may participate by offering special promotions during the event. Live music is performed in front of Washington Mutual Bank and lends to the festive atmosphere.

JUNE 2009

STROLL & SAVOR – Wednesday & Thursday, June 24 & 25

See description above.

JULY 2009

STROLL & SAVOR – Wednesday & Thursday, July 22 & 23

See description above.

AUGUST 2009

ARTS & CRAFTS FAIR – Saturday & Sunday, August 1 & 2

Approximately forty artists will display and sell their handcrafted items in the 5200 block of E. 2nd St. and on Corona Ave. south of 2nd St.

STROLL & SAVOR – Wednesday & Thursday August 19 & 20

See description above.

SEMI-ANNUAL CLEARANCE SALE – Friday – Sunday, August 21 - 23

See description above.

SEPTEMBER 2009

CAR SHOW – Sunday, September 6

This is one of, if not the largest classic car show on the west coast. Over 600 classic cars dating from before 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.



2008 - 2009 BUDGET: Income

| 4000 | | | | INCOME | BUDGET | BIA FUND | PROMOTIONS |
|------|------|------|--------|-------------------------------|---------------------|---------------------|---------------------|
| | 4200 | | | Membership Dues | | | |
| | | 4210 | | BIA Fund | \$138,000.00 | \$138,000.00 | |
| | | 4220 | | Associate Members | \$1,500.00 | | \$1,500.00 |
| | | | | 4200 Total | \$139,500.00 | | \$1,500.00 |
| | 4400 | | | Corporate Sponsorship | | | |
| | | 4420 | | Car Show | \$6,000.00 | | \$6,000.00 |
| | | 4430 | | Health, Beauty & Fitness Fair | \$2,000.00 | | \$2,000.00 |
| | | 4440 | | Stroll & Savor | \$1,500.00 | | \$1,500.00 |
| | | 4470 | | Christmas Parade | \$15,000.00 | | \$15,000.00 |
| | | 4480 | | Unallocated | \$0.00 | | \$0.00 |
| | | | | 4400 Total | \$24,500.00 | | \$24,500.00 |
| | 4600 | | | Investment Returns | | | |
| | | 4610 | | Interest on Checking | \$50.00 | | \$50.00 |
| | | 4630 | | Heartland | \$2,000.00 | | \$2,000.00 |
| | 4800 | | | Promotional Events | | | |
| | | 4805 | | Semi-Annual Clearance Sale | \$0.00 | | \$0.00 |
| | | 4820 | | Car Show | \$13,000.00 | | \$13,000.00 |
| | | 4830 | | Health Fair | \$4,500.00 | | \$4,500.00 |
| | | 4840 | | Stroll & Savor | | | |
| | | 4842 | May | | \$19,000.00 | | \$19,000.00 |
| | | 4844 | June | | \$25,000.00 | | \$25,000.00 |
| | | 4845 | July | | \$25,000.00 | | \$25,000.00 |
| | | 4846 | August | | \$27,000.00 | | \$27,000.00 |
| | | 4870 | | Christmas Parade | \$27,500.00 | | \$27,500.00 |
| | | 4875 | | Chili Cook-off | \$5,000.00 | | \$5,000.00 |
| | | 4880 | | Santa's Village | \$0.00 | | \$0.00 |
| | | 4885 | | Chocolate Festival | \$12,000.00 | | \$12,000.00 |
| | | 4890 | | Halloween | \$0.00 | | \$0.00 |
| | | | | 4800 Total | \$160,050.00 | | \$160,050.00 |
| | | | | REVENUE TOTAL | \$324,050.00 | \$138,000.00 | \$186,050.00 |



2008 - 2009 BUDGET: Expenses

| 6000 | | | | EXPENSES | BUDGET | BIA FUND | PROMOTIONS |
|------|------|------|------|-------------------------------|--------------------|--------------------|--------------------|
| | 6200 | | | Administration | | | |
| | | 6210 | | Outside Service | \$60,000.00 | \$52,350.00 | \$7,650.00 |
| | | 6220 | | Rent | \$9,600.00 | \$9,600.00 | |
| | | 6230 | | Office | | | |
| | | | 6232 | Postage | \$1,000.00 | \$1,000.00 | |
| | | | 6234 | Printing | \$5,000.00 | \$5,000.00 | |
| | | | 6236 | Supplies | \$2,400.00 | \$2,400.00 | |
| | | | 6238 | Equipment | \$2,000.00 | \$2,000.00 | |
| | | 6240 | | Insurance | \$7,000.00 | \$7,000.00 | |
| | | 6250 | | Telephone | \$4,000.00 | \$4,000.00 | |
| | | 6260 | | Accounting | \$2,000.00 | \$2,000.00 | |
| | | 6270 | | Meetings & Mixers | \$3,000.00 | \$3,000.00 | |
| | | 6280 | | Dues & Subscriptions | \$500.00 | \$500.00 | |
| | | 6290 | | Reserve | \$2,500.00 | \$2,500.00 | |
| | | | | 6200 Total | \$99,000.00 | \$91,350.00 | \$7,650.00 |
| | 6600 | | | Ongoing Promotions | | | |
| | | 6610 | | Seasonal Decorations | | | |
| | | | 6612 | Christmas | \$6,000.00 | | \$6,000.00 |
| | | | 6618 | Median Tree Lights | \$2,000.00 | | \$2,000.00 |
| | | 6620 | | Marketing | | | |
| | | | | Marketing | \$50,000.00 | \$50,000.00 | \$0.00 |
| | | 6630 | | Welcome Wagon | \$1,000.00 | | \$1,000.00 |
| | | 6640 | | Volunteers | \$350.00 | | \$350.00 |
| | | 6650 | | Web Page | \$1,200.00 | | \$1,200.00 |
| | | | | 6600 Total | \$60,550.00 | \$50,000.00 | \$10,550.00 |
| | 6800 | | | Promotional Events | | | |
| | | 6805 | | Semi-Annual Clearance Sale | | | |
| | | | 6806 | August | \$1,000.00 | | \$1,000.00 |
| | | | 6808 | March | \$1,000.00 | | \$1,000.00 |
| | | 6820 | | Car Show | \$20,000.00 | | \$20,000.00 |
| | | 6830 | | Health, Beauty & Fitness Fair | \$2,000.00 | | \$2,000.00 |
| | | 6840 | | Stroll & Savor | | | |
| | | | 6842 | May | \$17,000.00 | | \$17,000.00 |
| | | | 6844 | June | \$22,000.00 | | \$22,000.00 |
| | | | 6845 | July | \$22,000.00 | | \$22,000.00 |
| | | | 6846 | August | \$24,000.00 | | \$24,000.00 |
| | | 6870 | | Christmas Parade | \$38,000.00 | | \$38,000.00 |
| | | 6875 | | Chili Cookoff | \$5,000.00 | | \$5,000.00 |
| | | 6880 | | Santa's Village | \$0.00 | | \$0.00 |

| | | | | | | | |
|--|--|------|--|----------------------|---------------------|---------------------|---------------------|
| | | 6885 | | Chocolate Festival | \$12,000.00 | | \$12,000.00 |
| | | 6890 | | Halloween | \$500.00 | | \$500.00 |
| | | | | 6800 Total | \$164,500.00 | | \$164,500.00 |
| | | | | | | | |
| | | | | EXPENSE TOTAL | \$324,050.00 | \$141,350.00 | \$182,700.00 |

OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

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ORDINANCE NO.

AN ORDINANCE OF THE CITY COUNCIL OF THE
CITY OF LONG BEACH, AMENDING ORDINANCE
NO. C-5963, MODIFYING THE BOUNDARIES OF THE
BELMONT SHORE PARKING AND BUSINESS
IMPROVEMENT AREA

The City Council of the City of Long Beach ordains as follows:

Section 1. A public hearing having been duly called pursuant to
Resolution of Intention No. _____, adopted September 2, 2008, Section 3 of
Ordinance No. C-5963, is amended to read as follows:

Sec. 3. That the boundaries of the parking and business
improvement area are set forth in Exhibit "A" hereto.

Section 2. This resolution shall take effect immediately upon its adoption
by the City Council, and the City Clerk shall certify the vote adopting this resolution.

I hereby certify that the foregoing resolution was adopted by the City
Council of the City of Long Beach at its meeting of _____, 2008, by the

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OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

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following vote:

Ayes: Councilmembers:

Noes: Councilmembers:

Absent: Councilmembers:

City Clerk

HAM:fl
7/31/08
#A08-02320