



CITY OF LONG BEACH

R-24

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

August 21, 2007

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt the attached Resolution approving the Annual Assessment Report for October 1, 2007 to September 30, 2008, 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 18, 2007. (District 3)

DISCUSSION

The Belmont Shore Business Association 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 require the submission of an annual assessment report by the Advisory Commission designated for this Assessment District. On June 21 2007, the BSPBIA Advisory Commission voted to recommend to City Council approval of the BSPBIA Assessment Annual Report (Attachment A).

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 recommended Resolution of Intention grants approval of the Assessment 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 18, 2007 (see attached resolution).

This letter was reviewed by Assistant City Attorney Heather Mahood on August 1, 2007, Budget and Performance Management Bureau Manager David Wodynski on August 8, 2007 and the City Treasurer's Office on August 3, 2007.

TIMING CONSIDERATIONS

City Council action is requested on August 21, 2007, to set the date for the public hearing prior to the start of the contract year, which begins on October 1, 2007.

FISCAL IMPACT

It is expected that the BSPBIA will generate \$153,000 in Fiscal Year 2008 (FY 08) through the proposed continuation of the existing assessment. Assessment funds are additional fees attached to BSPBIA business licenses. The \$153,000 is included in the FY 08 Proposed Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD).

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

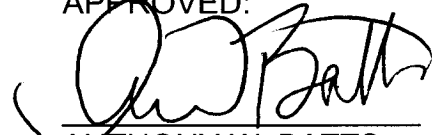


PATRICK H. WEST
DIRECTOR OF COMMUNITY DEVELOPMENT

PW/RS:tb

Attachments: Attachment A - Belmont Shore Business Assessment Annual Report
Resolution Intention Approving Annual Report and Levy

APPROVED:



ANTHONY W. BATTIS
CITY MANAGER

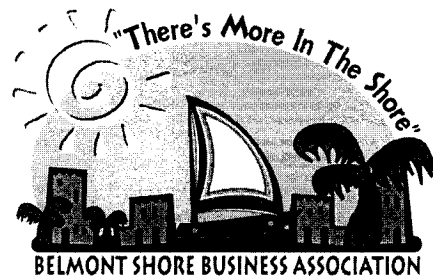
EXHIBIT "A"

BELMONT SHORE PARKING AND BUSINESS

AREA ASSESSMENT CATEGORIES

<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 – 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 engaged in the business of services which are secondary to another service (as defined in Long Beach Municipal Code Section 3.80.243)	194.80	16.50

HAM:fl
8/2/07
#07-03168



2006-2007 REVIEW

2007-2008 CALENDAR of Events

2007-2008 BUDGET

2007-2008 GOALS

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.



YEAR IN REVIEW
OCTOBER 1, 2006 – SEPTEMBER 31, 2007

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.

MARKETING

A marketing committee has been formed to research, develop, and implement a new 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 determine where the funds will be allocated.

In an effort to brand Belmont Shore, a new logo for Belmont Shore has been under work and should be developed by the end of May. A focus on branding has also crossed over into the marketing of events. A logo for each event is also being designed.

The committee has developed the new tagline: *Explore Belmont Shore*. The marketing campaign will focus on all that Belmont Shore has to offer with its variety of businesses. The types of businesses have been divided into the following categories: Food (restaurants and specialty food shops), Drinks (coffee houses, juice bars, and pubs), Shops (clothing, gift, specialty, etc.), Personal Services (salons, chiropractor, optometrist, etc.) and Professional Services (Realtors, accountants, etc.). Photography shoots have been planned for June and July to capture the various types of businesses.

The new logo, tagline, and images will be utilized in a redesigned website www.belmontshore.org, in the Belmont Shore Guide Books, and for print and television advertising.

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 two new Associate Members during this period and is always looking for new members. 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.

COMMUNITY OUTREACH

The Executive Director has attended monthly community meetings of the Belmont Shore Residents Association and the Third District Joint Council. She has made an effort to communicate Belmont Shore 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 seven events have taken place during the Progress Report period.

- 3RD ANNUAL CHILI COOK-OFF – Sunday, October 22, 2006
Many local residents and Belmont Shore businesses participated in this event, which drew approximately 1,000 chili lovers to Belmont Shore. It was a great community event that concluded with spirited trophy presentation to winning chili teams in front of Washington Mutual Bank.
- TRICK OR TREAT ON 2ND STREET – Tuesday, October 31, 2006
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!
- ARTS & CRAFTS FAIR – Sunday, November 5, 2006
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 – Saturday, December 2, 2006
The 2006 Christmas Parade drew as large of a crowd as ever with an estimated 60,000 people in attendance. Mark & Kim of KOST 103.5's morning show served as Grand Marshals and newly elected Mayor Bob Foster and City Council members rode in the Parade as well. Fourteen local high school marching bands entertained the crowd and many saw familiar faces riding

on the 130+ floats and entries. Major sponsors of the event were The Boeing Company, Community Hospital of Long Beach, and The Port of Long Beach. Immediately following the Parade, the Conservation Corps of Long Beach quickly returned Second St. to its normally pristine condition.

- 3RD ANNUAL CHOCOLATE FESTIVAL – Sunday, February 4, 2007

Approximately thirty 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. This year's Chocolate Festival was held in memory of Tori Miller Busch. \$5 from every ticket book was donated to the Tori Miller Busch Ovarian Cancer Fund established with Pacific Shores Hematology-Oncology Foundation. With 1,000 ticket books sold, the BSBA raised \$5,000 to donate to the foundation.

- SIDEWALK SALE – Friday – Sunday, March 8 – 10, 2007

The Sidewalk Sale provided Belmont Shore retailers merchants with an 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.

- HEALTH FAIR – Saturday, March 10, 2007

Sponsored by St. Mary Medical Center, the Health Fair drew a good crowd that received complimentary health screenings provided by the hospital as well as health related information and products from local vendors.

- STROLL & SAVOR – Wednesday & Thursday, May 23 & 24

This was our biggest Stroll & Savor event turnout to date! We sold over 2,700 ticket books and estimate that 4,000 attended the event. The sidewalks were filled with people of all ages having a great time.

- ARTS & CRAFTS FAIR – Sunday, June 3

We sought to increase the level of artists in the fair by reaching out to local artists in the East Arts Village. The effort paid off as we received applications from some of these artists and increased the number of artists to almost forty (ten more than the previous year). From painting and photography to jewelry designers and woodcrafters, there was a great mix of items available for sale.



**2006 – 2007
BELMONT SHORE BUSINESS ASSOCIATION
BOARD OF DIRECTORS**

OFFICERS

PRESIDENT.....GENE ROTONDO, Sports Legend's, Inc.
1st VICE PRESIDENT OF FINANCE.....DAVE SHLEMMER, Shlemmer Investments
2nd VICE PRESIDENT 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
SALVADOR FARFAN, Caught In The Moment Photography
DEBORAH FAY, Romance Etc.
DON KALLENBERG, First Team Real Estate
SCOTT RINEHART, Wiskers
JOY STARR, Rubber Tree
TULA TRIGONIS, Salon Soma

EXECUTIVE DIRECTOR

BROOKE KENNARD

MONTHLY BOARD MEETINGS

**Last Tuesday of the Month
12:00 p.m., Polly's Gourmet Coffee Patio**



ANNUAL DISTRICT REPORT
BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA
October 1, 2007 – September 30, 2008

No changes are requested in the boundaries of the Belmont Shore PBIA for the coming contract period. These boundaries have been unchanged since the formation of the area by City Council action on June 7, 1983 adopting Ordinance No. C-7035.

Boundaries of Belmont Shore Parking and Business Improvement District

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; thence easterly along the centerline of the east-west alley northerly of said Tract No. 23854; thence northwesterly along the southwesterly line of Second Street; thence easterly along the centerline of Livingston Drive to the point of beginning.

Please review the Belmont Shore PBIA assessment formula on the next page:

**BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT
ASSESSMENT FORMULA
2007 – 2008**

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: \$153,000.00		

A description of the activities and improvements to be accomplished from October 1, 2007 to September 30, 2008 and the estimated cost of these improvements and activities are summarized below, beginning with the 2007 – 2008 Calendar of Events.

**BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT
CALENDAR OF EVENTS
October 1, 2007 – September 30, 2008**

CHILI COOK-OFF	Sunday, October 21, 2007	noon – 3pm
ARTS & CRAFTS FAIR	Sunday, November 4, 2007	10am – 4pm
25TH ANNUAL CHRISTMAS PARADE	Saturday, December 1, 2007	6pm – 9pm
CHOCOLATE FESTIVAL	Saturday, February 2, 2008	1pm – 4pm
SEMI-ANNUAL CLEARANCE SALE	Fri. – Sun., March 7 – 9, 2008	10am – 6pm
HEALTH, BEAUTY & FITNESS FAIR	Saturday, March 8, 2008	9am – 2pm
STROLL & SAVOR	Wed. & Thur., May 21 & 22, 2008	5:30pm – 9pm
ARTS & CRAFTS FAIR	Sunday, June 8, 2008	10am – 4pm
STROLL & SAVOR	Wed. & Thur., June 25 & 26, 2008	5:30pm – 9pm
FAMILY FUNFEST	Sunday, July 27, 2008	11am – 3pm
STROLL & SAVOR	Wed. & Thur., Aug. 20 & 21, 2008	5:30pm – 9pm
SEMI-ANNUAL CLEARANCE SALE	Fri. – Sun., August 22 – 24, 2008	10am – 6pm
19th ANNUAL CAR SHOW	Sunday, September 7, 2008	10am – 3pm

DESCRIPTION OF EVENTS

OCTOBER 2007

LONG BEACH MARATHON – Sunday, October 14

The Belmont Shore Business Association (BSBA) and the Belmont Shore Residence Association (BSRA) will work together to coordinate activities supporting the Long Beach Marathon. Festivities to include a community pancake breakfast, performance by a lively local band, as well as local businesses and residents to cheer the participants on.

CHILI COOK-OFF – October 21

This event now in its fourth year, is growing and gaining popularity. 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.

Event headquarters are in front of Washington Mutual at 5200 E. 2nd St., where wristbands are sold, live music is performed, and the trophies are presented.

TRICK OR TREAT ON 2ND STREET – 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!

NOVEMBER 2007

ARTS & CRAFTS FAIR – November 4

This is an opportunity for local artisans to display and sell their handmade works of art. Visitors enjoy shopping among the artisans which adds to their Belmont Shore experience for the day.

DECEMBER 2007

25TH ANNUAL CHRISTMAS PARADE – December 1

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.

This year for the first time, International City Racing, Inc. will produce the Parade. We look forward to this new partnership with this company already established within the City of Long Beach.

FEBRUARY 2008

CHOCOLATE FESTIVAL – February 2

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 2008

SEMI-ANNUAL CLEARANCE SALE – March 7 - 9

The 'Belmont Shore Sidewalk Sale' now has a new name: the 'Semi-Annual Clearance Sale'. Most retail merchants participate in the sale that enables them to offer their past season merchandise at reduced rates. The sidewalk 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 – March 8

Previously the billed the 'Belmont Shore Health Fair', this event has been expanded to include beauty and fitness vendors. This expansion will allow the event to grow in size of vendors and attendees looking for complimentary health screenings, up to date information on health, beauty and fitness, as well as merchandise and services from these fields. We are fortunate to have St. Mary Medical Center sponsoring the event every year.

MAY 2008

STROLL & SAVOR – 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 2008

ARTS & CRAFTS FAIR – June 8

See description above.

STROLL & SAVOR – June 25 & 26

See description above.

JULY 2008

FAMILY FUNFEST – July 27

This event caters to families with school-aged children. Many activities are offered for the children including a bounce house, giant slide, face painting, clowns, and arts & crafts. Long Beach Fire Department barbeques hot dogs and hamburgers and other goodies such as cotton candy are

served. Additional elements geared toward parents are being added as well including complimentary Child Identifications, and portrait artists.

AUGUST 2008

STROLL & SAVOR – August 20 & 21

See description above.

SEMI-ANNUAL CLEARANCE SALE – August 22 - 24

See description above.

SEPTEMBER 2008

CAR SHOW – September 7

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.



BELMONT SHORE BUSINESS ASSOCIATION 2007 – 2008 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.

**BELMONT SHORE BUSINESS ASSOCIATION
2007 - 2008 BUDGET
October 1, 2007 - September 31, 2008**

INCOME

4000			INCOME	BUDGET	BIA FUND	PROMOTIONS
	4200		Membership Dues			
		4210	BIA Fund	\$153,000.00	\$153,000.00	
		4220	Associate Members	\$1,100.00		\$1,100.00
			4200 Total	\$154,100.00		\$1,100.00
	4400		Corporate Sponsorship			
		4420	Car Show	\$10,000.00		\$10,000.00
		4430	Health, Beauty & Fitness Fair	\$2,000.00		\$2,000.00
		4440	Stroll & Savor	\$1,500.00		\$1,500.00
		4460	Art Fair	\$0.00		\$0.00
		4470	Christmas Parade	\$15,000.00		\$15,000.00
		4480	Unallocated	\$0.00		\$0.00
			4400 Total	\$28,500.00		\$28,500.00
	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	\$12,500.00		\$12,500.00
		4830	Health Fair	\$1,500.00		\$1,500.00
		4840	Stroll & Savor			
		4842	May	\$18,000.00		\$18,000.00
		4844	June	\$21,000.00		\$21,000.00
		4846	August	\$21,000.00		\$21,000.00
		4850	Funfest	\$2,000.00		\$2,000.00
		4860	Arts & Crafts Fair			
		4862	June	\$3,500.00		\$3,500.00
		4864	November	\$3,500.00		\$3,500.00
		4870	Christmas Parade	\$27,500.00		\$27,500.00
		4875	Chili Cook-off	\$4,000.00		\$4,000.00
		4880	Santa's Village	\$0.00		\$0.00
		4885	Chocolate Festival	\$14,000.00		\$14,000.00
		4890	Halloween	\$0.00		\$0.00
			4800 Total	\$130,550.00		\$130,550.00
			REVENUE TOTAL	\$313,150.00	\$153,000.00	\$160,150.00

**BELMONT SHORE BUSINESS ASSOCIATION
2007 - 2008 BUDGET
October 1, 2007 - September 31, 2008**

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	\$4,000.00	\$4,000.00	
		6236	Supplies	\$2,400.00	\$2,400.00	
		6238	Equipment	\$5,000.00	\$5,000.00	
		6240	Insurance	\$7,000.00	\$7,000.00	
		6250	Telephone	\$3,500.00	\$3,500.00	
		6260	Accounting	\$1,500.00	\$1,500.00	
		6270	Meetings & Mixers	\$2,000.00	\$2,000.00	
		6280	Dues & Subscriptions	\$650.00	\$650.00	
		6290	Reserve	\$2,500.00	\$2,500.00	
			6200 Total	\$99,150.00	\$91,500.00	\$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			
		6622	Newspaper	\$6,000.00	\$6,000.00	
		6624	Shore Directories	\$5,350.00	\$5,350.00	
			Marketing Remainder	\$50,150.00	\$50,150.00	\$3,300.00
		6630	Welcome Wagon	\$1,000.00		\$1,000.00
		6640	Volunteers	\$0.00		\$0.00
		6650	Web Page	\$1,200.00		\$1,200.00
			6600 Total	\$75,000.00	\$61,500.00	\$13,500.00
	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	\$2,500.00		\$2,500.00
		6840	Stroll & Savor			
		6842	May	\$16,000.00		\$16,000.00
		6844	June	\$17,000.00		\$17,000.00
		6846	August	\$18,000.00		\$18,000.00
		6850	Family Funfest	\$5,000.00		\$5,000.00
		6860	Art Fair			
		6862	June	\$1,500.00		\$1,500.00
		6864	November	\$1,500.00		\$1,500.00
		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	\$139,000.00		\$139,000.00
			EXPENSE TOTAL	\$313,150.00	\$153,000.00	\$160,150.00

1 RESOLUTION NO.

2
3 A RESOLUTION OF THE CITY COUNCIL OF THE
4 CITY OF LONG BEACH APPROVING AN ANNUAL REPORT
5 FOR OCTOBER 1, 2007 TO SEPTEMBER 30, 2008 FOR
6 THE BELMONT SHORE PARKING AND BUSINESS
7 IMPROVEMENT AREA AND DECLARING ITS INTENTION
8 TO LEVY THE ANNUAL ASSESSMENT FOR THAT FISCAL
9 YEAR

10
11 WHEREAS, pursuant to Section 36533 of the California Streets and
12 Highways Code, the Belmont Shore Parking and Business Improvement Area Advisory
13 Commission has caused a Report to be prepared for October 1, 2007 to September 30,
14 2008 relating to the Belmont Shore Parking and Business Improvement Area which is
15 located along the commercial corridor at Second Street generally between Livingston
16 Drive and Bayshore Avenue within the City of Long Beach; and,

17 WHEREAS, said Report contains, among other things, with respect to
18 October 1, 2007 to September 30, 2008, all matters required to be included by the above
19 cited Section 36533; and,

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

22 1. Make no changes in existing Area boundaries and to maintain the
23 existing boundaries of the Belmont Shore Parking and Business Improvement Area as
24 described in Ordinance No. C-5963 of the City Council of the City of Long Beach which
25 created the Area.

26 2. Confirm levy of and direct collecting within assessments for the
27 Belmont Shore Parking and Business Improvement Area for October 1, 2007 to
28 September 30, 2008. Said assessments are proposed to be levied at the rates set forth

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

1 in Exhibit "A."

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

4 WHEREAS, to this end, the proposed activities and improvements
5 undertaken by the Area include those generally specified in the establishing Ordinance
6 No. C-5963, Section 5, as adopted by the City Council on June 7, 1983; and

7 WHEREAS, a copy of the Report is on file with the City Clerk and includes
8 a full description of the activities and improvements to be provided from October 1, 2007
9 to September 30, 2008, the boundaries of the area, and the proposed assessments to be
10 levied on the businesses that fiscal year and all other information required by law; and

11 WHEREAS, it is the desire of this City Council to fix the time and place for a
12 public hearing to be held in the City Council Chamber of the City of Long Beach on
13 September 18, 2007 at 5:00 p.m., regarding the Report, the levy and the proposed
14 program for the 2007-2008 fiscal year;

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

18 Section 1. That certain Report entitled "Assessment Report for
19 October 1, 2007 to September 30, 2008, Belmont Shore Parking and Business
20 Improvement Area" as filed with the City Clerk is hereby approved.

21 Section 2. On September 18, 2007 at 5:00 p.m., in the City Council
22 Chamber of the City of Long Beach located in the Long Beach City Hall, First Floor, 333
23 West Ocean Boulevard, Long Beach, CA 90802, the City Council of the City of Long
24 Beach will conduct a public hearing on the levy of proposed assessments for October 1,
25 2007 to September 30, 2008 for the Belmont Shore Parking and Business Improvement
26 Area with no change in the basis and method assessment. All concerned persons are
27 invited to attend and be heard, and oral or written protests may be made, in accordance
28 with the following procedures:

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

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

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

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

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

24
25 I hereby certify that the foregoing resolution was adopted by the City
26 Council of the City of Long Beach at its meeting of _____, 2007, by the

27 ////

28 ////

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

1 following vote:

2 Ayes: Councilmembers:

3 _____
4 _____
5 _____

6 Noes: Councilmembers:

7 _____

8 Absent: Councilmembers:

9 _____

10 _____
11 _____

City Clerk

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HAM:fl
7/2/07; rev. 8/2/07
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