

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
411 West Ocean Boulevard, 9th Floor
Long Beach, CA 90802-4664

RESOLUTION NO. RES-20-0135

1
2
3 A RESOLUTION OF THE CITY COUNCIL OF THE
4 CITY OF LONG BEACH CONFIRMING, FOLLOWING
5 HEARING, THE ANNUAL REPORT OF THE BELMONT
6 SHORE BUSINESS ASSOCIATION, CONTINUING THE
7 LEVY OF ANNUAL ASSESSMENT AS SET FORTH IN SAID
8 REPORT AND SETTING FORTH OTHER RELATED
9 MATTERS

10
11 WHEREAS, pursuant to Section 36533 of the California Streets and
12 Highways Code, the Belmont Shore Business Association has caused a Report to be
13 prepared for Fiscal Year 2020-2021 relating to the Belmont Shore Parking and Business
14 Improvement Area which is located along the commercial corridor of Second Street
15 generally between Livingston Drive and Bayshore Avenue within the City of Long Beach;
16 and

17 WHEREAS, said Report contains, among other things, all matters required
18 to be included by the above-cited Section 36533; and

19 WHEREAS, on October 20, 2020 at 5:00 p.m., the City Council conducted a
20 public hearing relating to that Report in accordance with its Resolution of Intention No.
21 RES-20-0127, adopted October 6, 2020, at which public hearing all interested persons
22 were afforded a full opportunity to appear and be heard on all matters relating to the
23 Report as well as past years' proceedings and assessments; and

24 WHEREAS, a majority protest not having been received, it is the City
25 Council's desire to confirm the Report as originally filed and continue the levy of the
26 Annual Assessment as described in the Report;

27 NOW THEREFORE, the City Council of the City of Long Beach resolves as
28 follows:

EXHIBIT “A”



2020-2021 Annual Report Belmont Shore Parking and Business Improvement Area

SUBMITTED BY THE BELMONT SHORE BUSINESS ASSOCIATION
AUGUST 21, 2020

Table of Contents

DISTRICT OVERVIEW 2

 District Background 2

 Belmont Shore Parking and Business Improvement Area Boundary Map..... 3

 Proposed Changes..... 3

 District Advisory Board 4

 District Personnel 4

METHOD OF ASSESSMENT 5

 Proposed Changes..... 5

 Consumer Price Index Adjustment..... 5

BUDGET 6

 2020 – 2021 Estimated Budget..... 6

 Surplus or Deficit Carryover 8

 Contributions from Other Sources..... 8

BELMONT SHORE BUSINESS IMPROVEMENT DISTRICT PROGRAM..... 8

 2020 – 2021 Program..... 8

 Member Communications..... 8

 Marketing & Social Media..... 8

 Community Outreach..... 9

 Security..... 9

 Special Events..... 9

DISTRICT OVERVIEW

District Background

In 1983, the City Council of the City of Long Beach adopted Ordinance C-5963, which established the Belmont Shore Parking and Business Improvement Area, providing for the levy of an additional business license assessment to be paid by businesses in the Belmont Shore commercial corridor. In 2008, the City Council of the City of Long Beach adopted Ordinance 08-0026 modifying the boundaries of the Belmont Shore Parking and Business Improvement Area. Assessment revenues are generally spent on activities that market the corridor and area businesses and promote a safe, clean, and vibrant environment.

The organization overseeing the management of the Belmont Shore Parking and Business Improvement Area is the Belmont Shore Business Association, a nonprofit organization incorporated on May 21, 1948 under California State law. 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.

Belmont Shore Parking and Business Improvement Area Boundary Map



Proposed Changes

The Belmont Shore Business Association Board of Directors proposes no changes to the district boundary for 2020-2021.

District Advisory Board

The Belmont Shore Business Association Board of Directors serves as the Advisory Board to the City Council of the City of Long Beach on matters related to the Belmont Shore Parking and Business Improvement Area.

The Belmont Shore Business Association has 14 available positions on its Board of Directors. Five of the 14 elected directors serve as officers of the Association. All (14) of the Directors and the officers are known as the Board of Directors. Elections for the 2020-21 Board of Directors is the Summer of 2020. An elected board member term of office is two years. Officers are voted in every year by the Board of Directors in September before the new terms begin.

Officers

- PRESIDENT Mike Sheldrake, Polly's Gourmet Coffee
- 1st VP OF FINANCE..... Dave Shlemmer, Shlemmer Investments
- VP OF PROMOTIONS..... Aaron Tofani, Rance's Pizza
- SECRETARY Matt Peterson, Legends
- TREASURER..... Tula Trigonis, Salon Soma

Directors

- Bart De Lio, Thatinsurnaceguy.com (Associate Member)
- Heather Duncan, Blue Windows
- Stacy Evans, Domenico's
- Eric Johnson, Legends Sports Bar & Restaurant
- Deanny Lungu, Lungo Law Group
- Joel McCullough, Mac's on 2nd
- Lisa Ramelow, La Strada
- Brent Scheiber, LB Tap House

District Personnel

- Dede Rossi, Executive Director

METHOD OF ASSESSMENT

Assessments are calculated by category of business and incorporate a base rate plus a per employee rate. Business categories and rates are as follows:

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

Proposed Changes

The Belmont Shore Business Association Board of Directors proposes no changes to the method and basis of levying the assessment.

Consumer Price Index Adjustment

The Belmont Shore Business Association Board of Directors is not requesting a Consumer Price Index adjustment for the 2020-2021 contract year.

BUDGET

2020 – 2021 Estimated Budget

	INCOME	BUDGET	BIA FUND	PROMOTIONS
4200	Membership Dues			
4210	BIA Fund		120,000.00	
4220	Associate members		500.00	
	4200 TOTAL		120,500.00	
4400	Corporate Sponsorship			
4420	Car Show	15,000.00		15,000.00
4485	Chocolate Festival	0.00		0.00
4440	Stroll & Savor	0.00		0.00
4470	Christmas Parade	0.00		0.00
4495	Art Walk	0.00		0.00
	4400 TOTAL	15,000.00		15,000.00
4600	Investment Returns			
4610	Interest on Checking	25.00		25.00
	Heartland	75.00		75.00
	4600 TOTAL	100.00		100.00
4800	Promotional Events			
4820	Car Show	10,000.00		10,000.00
4840	Stroll & Savor			
4842	May	20,000.00		20,000.00
4844	June	43,000.00		43,000.00
4845	July	43,000.00		43,000.00
4846	August	43,000.00		43,000.00
4870	Christmas Parade	0.00		0.00
4885	Chocolate Festival	0.00		0.00
4895	Roar in the Shore	0.00		0.00

	159,000.00	120,500.00	159,000.00
	174,100.00	120,500.00	174,100.00
Income Total	294,600.00		

	EXPENSES	BUDGET	BIA FUND	PROMOTIONS
6200	ADMINISTRATION			
6201	Independent Contractors	70,000.00	70,000.00	
6220	Rent	25,000.00	25,000.00	
6230	Office	2,000.00	2,000.00	
6232	Postage	100.00	100.00	
6234	Printing	5,000.00	5,000.00	
6236	Supplies	2,000.00	2,000.00	
6238	Equipment	2,000.00	2,000.00	
6240	Insurance	6,500.00	6,500.00	
6250	Telephone	2,600.00	2,600.00	
6260	Accounting	1,125.00	1,125.00	
6270	Meetings/Mixers	1,600.00	1,600.00	
6280	Dues & Subscriptions	500.00	500.00	
	6200 TOTAL	118,425.00	118,425.00	
6600	ONGOING PROMOTIONS			
6660	Marketing	16,575.00		16,575.00
6852	Entertainment	10,000		10,000
6612	Christmas Decoration	6,100		6,100
6630	Welcome Wagon	500		500
6640	Shore Corp	2,000		2,000
	6600 TOTAL	35,175.00		35,175.00
6800	PROMOTIONAL EVENTS			
6896	Roar in the Shore	0.00		0.00
6820	Car Show	6,000.00		6,000.00
6840	Stroll & Savor Series	0.00		0.00
6842	May	16,000.00		16,000.00

6844	June	38,000.00		38,000.00
6845	July	38,000.00		38,000.00
6846	August	38,000.00		38,000.00
6870	Christmas Parade	0.00		0.00
6855	Art Walk	0.00		0.00
6865	Holiday Shopping	5,000.00		5,000.00
6885	Chocolate Festival	0.00		0.00
		141,000.00	118,425.00	141,000.00
	EXPENSE TOTAL	294,600.00		

Surplus or Deficit Carryover

The Belmont Shore Business Association does not anticipate any surplus or deficit business improvement district assessment revenues to be carried over from the previous fiscal year.

Contributions from Other Sources

The Belmont Shore Business Association has multiple sources of income outside of the Belmont Shore Parking and Business Improvement Area assessments. These sources of income include: corporate sponsorships, promotional events, associate memberships, and investment returns. The estimated income for these sources is listed in the estimated 2020 – 2021 revenue section of this report. In total, contributions from other sources are expected total \$174,600.

BELMONT SHORE BUSINESS IMPROVEMENT DISTRICT PROGRAM

2020 – 2021 Program

Member Communication

Most of the BSBA office to BSBA member communication will be done by email, e-news and the monthly BSBA meetings. We have added zoom and phone communication. Information will include updates on grants, loans, and all information pertaining to COVID-19. Meeting dates, special events, advertising deals, business opportunities and promotions,

Marketing & Social Media

The BSBA district is marketed as a destination and as a local place to go. Ads will be placed in the Travel host magazine, LBCVB, Grunion Gazette, Business Journal, LB Post, 908, Press Telegram and the Beachcomber. Social media includes Instagram, Facebook, and Twitter. BSBA manages multiple social media handles to highlight businesses, promote special events and other local activities,

Our websites: www.belmontshore.org and www.virturalon2nd (for people who want to shop from home). Advertising on pole banners, and Big Belly trash receptacles.

Community Outreach

The BSBA Executive Director or a BSBA Board Member attend the following monthly community meetings: Belmont Shore Residents Association (BSRA), Friends of Belmont Shore (FOBS), other residential meetings and meetings organized by the 3rd District Council office.

The Executive Director attends the monthly or weekly zoom meetings of Council of Business Associations (COBA) and the Belmont Shore Parking & Business Improvement Area Advisory Commission (BSPBIAAC).

Security

The BSBA coordinates with the Police Department's East Division and has them attend monthly BSBA meetings if we need any updates. We have security officers on bikes from Thursday – Monday, during the day. Their hours can change depending on our needs.

Special Events

The BSBA host several events each year. As of the fiscal-year 2020-2021, the BSBA has canceled all events until May, 2021. In our projected revenue budget, we have included revenue, but only if we are able to plan and host our spring and summer events that include our Stroll and Savor series and our annual Belmont Shore Car Show. If there is a chance the events may be cancelled due to the pandemic, our budget will change.