



CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

RES-19

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

August 17, 2004

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

SUBJECT: Resolution of Intention Approving the Annual Assessment Report and Setting the Date of a Public Hearing for the Belmont Shore Parking and Business Improvement Area Program and Assessment (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 PBIAs require the submission of an annual assessment report by the Advisory Commission designated for this Assessment District. On May 20, 2004, the BSPBIA Advisory Commission voted to recommend to City Council approval of the BSPBIA Assessment 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 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 21, 2004.

This letter was reviewed by Assistant City Attorney Heather Mahood on July 29, 2004, Budget Management Officer David Wodynski on August 9, 2004 and by the City Treasurer's Office on August 3, 2004.

TIMING CONSIDERATIONS

City Council action is requested on August 17, 2004, in order to set the date for the Public Hearing prior to the start of the contract year, which begins on October 1, 2004.

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FISCAL IMPACT

It is expected that the BSPBIA will generate \$79,000 in Fiscal Year 2005 (FY 05) through the proposed continuation of the existing assessment. Assessment funds are additional fees attached to BSPBIA business licenses. The \$79,000 is included in the FY 05 Proposed Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD).

IT IS RECOMMENDED THAT THE CITY COUNCIL:

Adopt the attached Resolution of Intention approving the Annual Assessment Report and setting a Public Hearing for September 21, 2004 at 5:00 p.m. regarding the Belmont Shore Parking and Business Improvement Area Assessment Program for October 1, 2004 through September 30, 2005.

Respectfully submitted,



MELANIE S. FALLON
DIRECTOR OF COMMUNITY DEVELOPMENT

APPROVED:



GERALD R. MILLER
CITY MANAGER

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Attachments