

RESOLUTION NO. RES-22-0203

A RESOLUTION OF THE CITY COUNCIL OF THE  
CITY OF LONG BEACH APPROVING AN ANNUAL  
ASSESSMENT REPORT FOR OCTOBER 1, 2022 TO  
SEPTEMBER 30, 2023 FOR THE FOURTH STREET  
PARKING AND BUSINESS IMPROVEMENT AREA 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 Fourth Street Business Improvement Association Board of Directors  
has caused a Report to be prepared for October 1, 2022 to September 30, 2023 relating  
to the Fourth Street Parking and Business Improvement Area ("FSPBIA") which is located  
generally in that section of the City of Long Beach bounded by Cherry Avenue and Carroll  
Park North with frontage along Fourth Street and as more specifically described in the  
Report; and

WHEREAS, said Report contains, among other things, with respect to  
October 1, 2022 to September 30, 2023 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. Confirm levy of and direct collecting within the Area, assessments for  
the FSPBIA for October 1, 2022 to September 30, 2023. 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 No.  
5 ORD-07-0043, Section 5, as adopted by the City Council on September 18, 2007; and

6 WHEREAS, a copy of the Report is on file with the City Clerk and includes a  
7 full description of the activities and improvements to be provided from October 1, 2022 to  
8 September 30, 2023, 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 regarding the Report, the levy and the proposed program for  
12 October 1, 2022 to September 30, 2023;

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

15 Section 1. That certain Report entitled "2022-2023 Annual Report Fourth  
16 Street Parking and Business Improvement Area" attached hereto as Exhibit "A" and  
17 incorporated herein, for the period October 1, 2022 to September 30, 2023, as filed with  
18 the City Clerk is hereby approved.

19 Section 2. On January 17, 2023 at 5:00 p.m., in the Civic Chamber, City  
20 Hall, 411 West Ocean Boulevard, Long Beach, California 90802, the City Council of the  
21 City of Long Beach will conduct a public hearing on the levy of proposed assessments for  
22 October 1, 2022 to September 30, 2023 for the FSPBIA. All concerned persons are invited  
23 to attend and be heard, and oral or written protests may be made, in accordance with the  
24 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 any  
4 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 may  
6 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 business  
9 in which the person subscribing the protest is interested sufficient to identify  
10 the business and, if a person subscribing is not shown on the official records  
11 of the City as the owner of the business, the protest shall contain or be  
12 accompanied by written evidence that the person subscribing is the owner of  
13 the business. A written protest which does not comply with this section shall  
14 not be counted in determining a majority protest.

15 D. Testimony is also invited relating to any perceived irregularities  
16 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 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 to the vote adopting this resolution.

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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 December 6, 2022, by the  
following vote:

Ayes: Councilmembers: Allen, Price, Supernaw, Mungo, Saro, Austin.

Noes: Councilmembers: None.

Absent: Councilmembers: Zendejas, Uranga, Richardson.

Recusal(s): Councilmembers: None.

  
City Clerk

EXHIBIT "A"

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# **2022-2023 Annual Report Fourth Street Parking and Business Improvement Area**

SUBMITTED BY FOURTH STREET BUSINESS IMPROVEMENT  
ASSOCIATION

OCTOBER 24, 2022

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## DISTRICT OVERVIEW

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### District Background

Colloquially nicknamed “Retro Row,” the area along Fourth Street between Cherry and Temple Avenues is known locally, regionally as well as internationally for its eclectic style and storefronts, independent spirit, retro-inspired mix of shops and services and variety of attractions which can fulfill an entire day and/or evening for any age group. Retro-Row proudly offers shopping including vintage, kitsch, new boutique, designer high-end furniture and fixtures, books, plants, art and music as well as a broad variety of restaurants, coffee shops, vegan ice cream and juice bars, salons and barber shops, an independent art house movie theatre, bars and live music!

Conceived by a coalition of Fourth Street business owners, the Fourth Street Parking and Business Improvement Area (FSPBIA) is a benefit assessment district formed on September 11, 2007 by Ordinance 07-0043 to attract customers to the Fourth Street shopping area.

The purpose of FSPBIA is to actively promote and market the Fourth Street shopping district as a destination through events, neighborhood clean-ups, community outreach, and advertising. The Fourth Street Business Improvement Association (FSPBIA) manages FSPBIA under contract with the City of Long Beach.

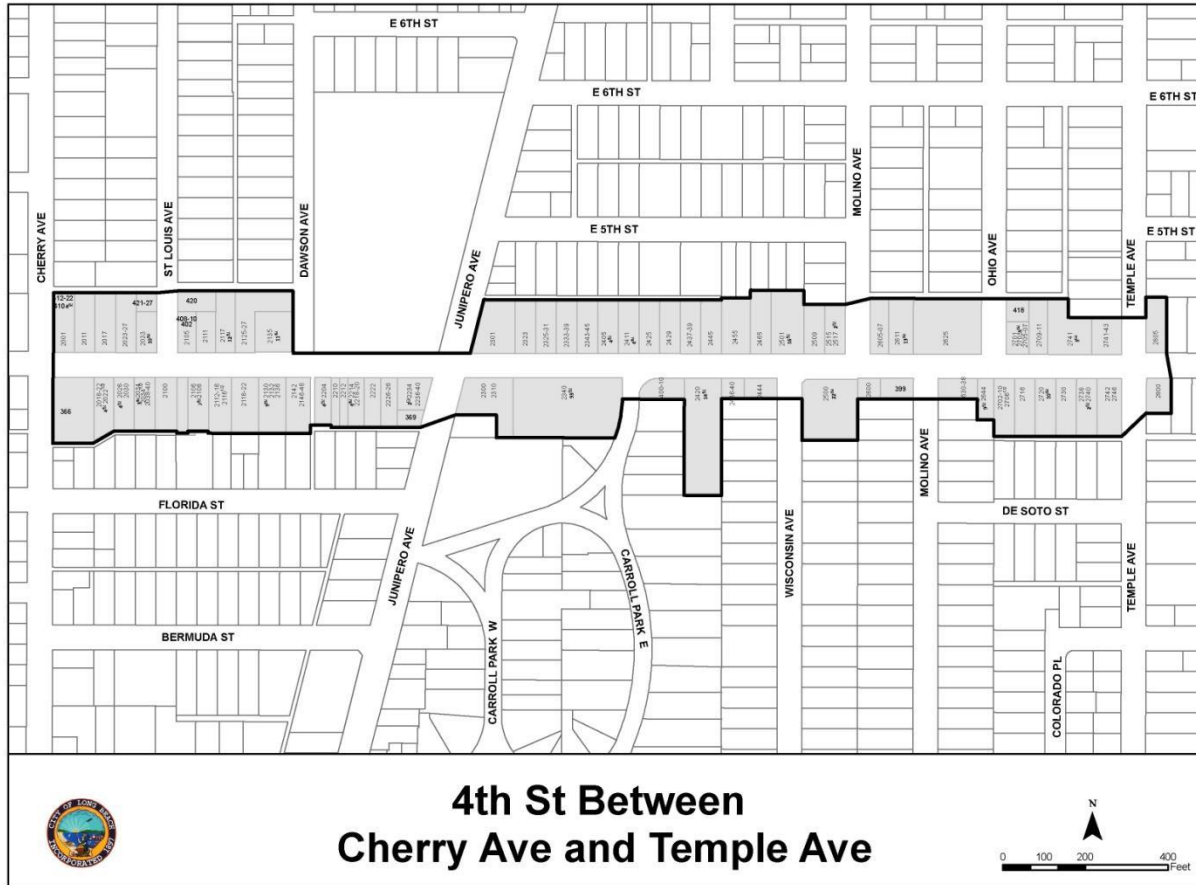
Fourteen years after the inception of the Business Improvement District, the FSPBIA continues to evolve, expanding its already unique mix of shopping, dining, and entertainment experiences. Since the eastward expansion of FSPBIA to Temple Ave in 2015, FSPBIA continues to actively solicit the participation of new affiliate member businesses with an eye toward possible westward expansion in the coming years. The Association continues to actively encourage participation of existing members through monthly meetings, events meetings, regular and transparent communications, and improved access to BID resources. Building on the ongoing successes of hiring our first BID Administrator, City Council approved parking meters and continuous community outreach, the BID continuously reviews its persona to the physical consumers that visit the area as well as our perception on social media. Using Retro Row’s established reputation for diverse and unique offerings, additional emphasis is being placed on street-wide events and attractions in order to broaden its appeal to a changing consumer demographic, and to creatively manage the ever-increasing effects of online shopping habits on traditional retail sectors.

Since the outbreak of COVID-19, the BID has concentrated its efforts on the ever-changing protocols and management of information surrounding it. A large portion of our budget continues to be used on admin services to keep our stakeholders informed and up to date with the most current status of protocols. This has been especially beneficial, as COVID-19 has forced many of our businesses to operate under a limited scope.



## Fourth Street Parking and Business Improvement Area Boundary

Fourth Street between Cherry Avenue and Temple Avenue East.



### Proposed Changes

The Fourth Street Business Improvement Association Board of Directors proposes no changes to the district boundary for 2022-2023.

## District Advisory Board

### Officers

Co-President	Dan Rossiter, Old Gold
Co-President	Drake Woodson, Relics
Treasurer	Kathleen Schaaf, Meow
Secretary	Kerstin Kansteiner, Art du Vin / Art Theatre

### Directors

Dynelly de Valle, PIPPI + LOLA  
May Salem, Native Sol  
Ty Ward, Earthing

### Monthly Board Meetings

First Tuesday of the month at the Art Theatre, 2025 E. 4<sup>th</sup> Street, Long Beach, CA 90814 at 9:30am.

## District Personnel

Sierra Crabtree, BID Administrator. Sierra is responsible for attending all meetings and taking minutes, creating and sending out all meeting agendas and reminders and any other administrative support that the BID needs.

## METHOD OF ASSESSMENT

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Assessments are calculated as follows:

Business License Category	Annual Rate
Financial/Banking & Insurance	\$200
Service: Real Estate Offices	\$200
Retail: Restaurant w/Alcohol & RTE	\$200
Retail: Other	\$200
Consulting	\$200
Construction Contractor	\$200
Professional	\$200
Service: Other	\$200
Miscellaneous: Rec/Ent, Vend, Manf, Uniq, Whlsl,	\$100

Commercial Space Rental	\$100
Non-profit Business Operations	\$100
Residential Property Rental	n/a
All Secondary Licensees	n/a

### Proposed Changes

The Fourth Street Business Improvement Association Board of Directors proposes no changes to the method and basis of levying the assessment.

### Consumer Price Index Adjustment

The Fourth Street Business Improvement Association Board of Directors is not requesting a Consumer Price Index adjustment for the 2022-2023 contract year.

## BUDGET

### Projected Budget

#### INCOME

Annual Assessment Revenue	\$12,044.00
Associate Member Dues	\$1,200.00
4 <sup>th</sup> and Cherry Parking Lot	\$98,868.78
Special Events Income	\$9,216.01
Recovery Act Funding	\$79,980.00
<b>TOTAL INCOME</b>	<b>\$201,308.79</b>

#### EXPENSES

##### Marketing

Social Media Management	\$32,000.00
Paid Advertisements	\$2,850.00
Monthly Email Marketing	\$1,750.00
Marquee Restoration	\$2,500.00
Banner Printing & Installation	\$9,200.00
<b>Sub Total</b>	<b>\$48,300.00</b>

**Events**

4th Fridays	\$5,000.00
No Parking on the Dance Floor	\$3,000.00
Event Entertainment	\$9,400.00
Vendor Coordinators	\$7,200.00
Event Security	\$1,200.00
Annual Permit	\$902.00
Collateral Print & Design	\$4,882.44
<b><i>Sub Total</i></b>	<b><i>\$31,584.44</i></b>

**Maintenance & Beautification**

Landscape & Garden Maintenance Upkeep	\$2,160.00
Litter and Weed Abatement	\$1,380.00
Monthly Sidewalk Power Washing	\$22,800.00
Mural Creation	\$1,500.00
Misc / Maintenance	\$1,000.00
Waste Management	\$1,000.00
<b><i>Sub Total</i></b>	<b><i>\$30,740.00</i></b>

**Management Expenses**

Rent for Parking Lot	\$24,000.00
Insurance / Tax Prep / Bookkeeping	\$9,701.16
4th Street BID Administrator Salary	\$16,000.00
Recovery Act Administration	\$6,000.00
Website	\$300.00
Ring Cameras	\$1,000.00
Garage Storage Rent	\$3,424.00
Parking Lot Patrol	\$30,259.19
<b><i>Sub Total</i></b>	<b><i>\$90,684.35</i></b>

***TOTAL EXPENSES*** ***\$201,308.79***

**Surplus or Deficit Carryover**

***RESERVES*** ***\$17,432.77***

# FOURTH STREET BUSINESS IMPROVEMENT ASSOCIATION PROGRAM

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## 2022 – 2023 Program

### Marketing

The Fourth Street Business Improvement Association has retained the services of Islett Media Services to manage all social media content, updates, and postings for the 4<sup>th</sup> Street Instagram, Facebook, TikTok and Twitter platforms to promote Retro Row and its affiliated merchants in conjunction with existing marketing and advertising efforts.

### Events

After several events were cancelled due to the pandemic, The Fourth Street Business Improvement Association optimistically and safely resumed events on February 25, 2022. A significant investment will be made in 4th Street events with a major focus on our monthly Fourth Friday's event. Fourth Friday's activates the business district with live music, a variety of other entertainers, artists and vendors to promote the district and increase foot traffic.

### Maintenance & Beautification

Continued dedicated funding retaining the monthly services of a landscaping company to maintain the parking lot at the corner of 4<sup>th</sup> and Cherry, and the Garden Walk alongside Burbank Elementary School. Throughout the pandemic, the BID has focused on continuous clean ups, maintenance, safety, encampment clean ups and monitoring abandoned storefronts.

### Management

A volunteer board made up of business owners within the district manages the Fourth Street BIA. Aside from ongoing insurance and accounting service expenses, the Association relies on a dedicated administrative position to take and post monthly meeting notes, maintain and update email contact lists, run reports, and perform ongoing miscellaneous administrative support. This portion of our budget is also utilized for the lease expense of the 4<sup>th</sup> and Cherry parking lot, tax and insurance preparation, and the rental of a utility storage space on 4<sup>th</sup> St. Additionally, we also contract an outside company to patrol the parking lot on 4th and Cherry which will ensure that our income for the parking lot remains consistent.

The FSPBIA Service Plan Budget provides for funding for marketing, promoting and maintaining the cleanliness and attractiveness of the 4th Street district. Although a relatively small district with a relatively small number of participants, the Association continues to aggressively and creatively manage a modest budget to facilitate and promote events, as well as to maintain the overall cleanliness and “curb appeal” of the Retro Row corridor.

Effective January 2016, the FSPBIA became the official lessee of the parking lot at the corner of 4<sup>th</sup> and Cherry, which was previously managed directly by the City of Long Beach. The installation of a new parking meter system, in combination with adjusted parking rates, have resulted in additional monthly revenue for the BID.

# FOURTH STREET BUSINESS IMPROVEMENT ASSOCIATION GOALS 2022-2023

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## Clean and Safe

- **Additional Security Lighting, Bulb Replacement**

- Pursue sponsorship (City Light & Power, SCE) to replace dead light bulbs and bring additional security lighting where needed

- **Ring Cameras**

- Purchase security cameras to place throughout the BID

- **Custodial Staff**

- Increase hours for custodial staff position to regularly monitor overall street cleanliness and address issues as needed.

- **Programming**

- Organize workshops to provide safety information and resources to the community

## Placemaking

- **Light Pole Banners**

- Utilize Recovery Act funding to add banners on 4th from Temple to Cherry
- 4<sup>th</sup> Street Marquee Repair

## Revenue

- Increase business license rates