



July 12, 2006

Mr. Pat West, Director
Department of Community Development
City of Long Beach
333 W. Ocean Boulevard, 3rd Floor
Long Beach, Ca 90802

Dear Mr. West,

The Belmont Shore Business Association respectfully submits the following 2006 – 2007 report to the City of Long Beach. The attached report offers a synopsis of the Belmont Shore Business Association's achievements of 2005 – 2006, as well as our budget and goals for the 2006 – 2007 fiscal year.

During the past year, the Belmont Shore Business Association has worked vigorously to communicate and expand the opportunities available to the businesses in Belmont Shore. As you will read in the attached report, we have collaborated with many organizations throughout the City to help Belmont Shore to continue to thrive and prosper!

The new budget includes an increased assessment which is paid by the members of the BSBA for the purpose of regional marketing and for advertising "The Shore" as a Southern California destination. This is the first increase in fourteen years.

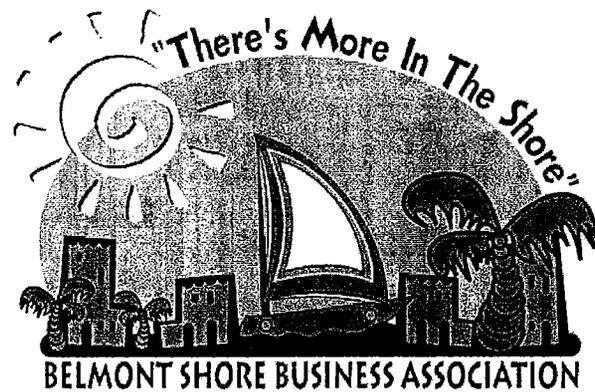
It is with great pleasure that I submit the attached report for your review. We look forward to continuing our relationship with the City and the Community Development Department. Thank you for your support.

Sincerely,

Gene Rotondo, President
Belmont Shore Business Association

Cc: Councilman Gary Delong, Third District
Travis Brooks, Community Development Department
Brooke Kennard, BSBA Executive Director

P.O. Box 3723 • Long Beach, California 90803
Tel 562.434.3066 • Fax 562.987.0731 • www.belmontshore.org



**2005 – 2006
Review**

**2006 – 2007
Calendar of Events**

**2006 – 2007
Budget**

**2006 – 2007
Goals**

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.

Belmont Shore Business Association

200 Nieto Avenue, Suite B

Long Beach, CA 90803

(562) 434-3066, fax (562) 987-0731

www.belmontshore.org, bsba@belmontshore.org

2006 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 – Dave Morgan, DW Morgan, CPA

Directors

Garry Bowie, Toto’s Revenge

Salvador Farfan, Caught in the Moment Photography

Deborah Fay, Romance Etc.

Don Kallenberg, First Team Real Estate

Ron Hodges, Shannon’s Bayshore

Joy Starr, The Rubber Tree

Tula Trigonis, Salon Soma

Executive Director

Brooke Kennard

Meetings

Promotions Meeting:

2nd to last Tuesday of the month @ 8:30am

Belmont Shore Community Center (at Shore Fire House)

Monthly Board Meeting:

Last Tuesday of the Month

Last Tuesday of the month, Lunch @ 11:30am, Meeting @ noon

Polly’s Gourmet Coffee Patio, 4606 E. 2nd St.

Belmont Shore Business Association

200 Nieto Avenue, Suite 200B

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Belmont Shore Parking and Business Improvement Area

October 1, 2006 through September 30, 2007

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 Map 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
 2006-2007

<u>(New) Categories</u>	<u>Base Rate</u>	<u>Employee Rate</u>	<u>Municipal Code</u>
Financial Institution & Insurance	\$1,646.22	\$16.50	
Service Real Estate Office	\$638.70	\$22.00	3.80.146 J (Real Est. only)
Retail – Restaurant w/alcohol & RTE	\$640.19	\$9.63	3..80.146 I (2)
Retail – Other	\$548.73	\$8.25	3.80.146 (1,3,5)
Consulting	\$425.80	\$22.00	3.80.146 E
Construction Contractor	\$425.80	\$22.00	3.80.146 A
Professional	\$425.80	\$22.00	3.80.146 E
Service – Other	\$319.35	\$16.50	3.80.146 J (Excid Real Est.)
Misc. Rec/Ent, Vending, Manufacturing, Unique & Wholesale	\$319.35	\$16.50	3.80.146 B,C,F,K & L
39% Reduced Rate for Service-related Independent Contractors	\$194.80	\$16.50	3.80.243 B

A description of the activities and improvements to be accomplished from October 1, 2006 to September 30, 2007 and the estimated cost of these improvements and activities are summarized below, beginning with the recently adopted 2006-2007 Calendar of Events.

Belmont Shore Business Parking and Business Improvement
 Calendar of Events
 October 1, 2006 – September 30, 2007

October 2006	Passport In-store Event	11:00am – 9:00
October 22, 2006	2nd Annual Chili Cook-off	12:00pm – 3:00pm
October 31, 2006	Halloween Promotion	4:00pm – 6:00pm
November 5, 2006	Arts & Crafts Fair	10:00am – 4:00pm
December 2, 2006	Christmas Parade	6:00pm – 9:00pm
January, 2007	Passport In-Store Event	11:00am – 9:00pm
February 3, 2007	Chocolate Festival	1:00pm – 4:00pm
March 9 - 11, 2007	Sidewalk Sale	10:00am – 6:00pm
March 10, 2007	Health Fair	9:00am – 11:30am
April, 2007	Passport In-Store Event	11:00am – 9:00pm
May 23 & 24, 2007	Stroll, Shop & Savor	5:30pm – 9:00pm
June 3, 2007	Arts & Crafts Fair	10:00am – 4:00pm
July, 2007	Passport In-Store Event	11:00am – 9:00pm
June 27 & 28, 2007	Stroll, Shop & Savor	5:30pm – 9:00pm
July 29, 2007	Family Funfest	11:00am – 3:00pm
August 17 - 20, 2007	Sidewalk Sale	10:00am – 6:00pm
August 22 & 23, 2007	Stroll, Shop & Savor	5:30pm – 9:00pm
September 9, 2007	Car Show	10:00am – 3:00pm

2006-2007 Proposed Events

October 2006

Date TBD

Passport In-Store Event: The Passport is held from 11:00am to 9:00pm. Last April was the first time the BSBA held this retail event. Many different stores ranging from health related to lingerie stores participate in this day long event. Merchants supply customers with special discounts and offer refreshments.

October 15, 2006

Long Beach Marathon: The Belmont Shore Business Association (BSBA) and the Belmont Shore Residence Association (BSRA) will be working together to put together festivities supporting the Long Beach Marathon. We usually throw a huge community pancake breakfast and invite the entire Belmont Shore Community and Businesses to support the marathoners running by and have a great band playing to cheer them on.

October 22 2006

Chili Cook-off: We tried this event for the first time last year and had an overwhelming turnout. We had the community join forces with the existing Belmont Shore Businesses and sold tickets to taste the chili. We had over 20 entries and ended up running out of tickets and chili 1 hour before the event was over. The Community really loved this event.

October 31, 2006

Trick or Treat in Belmont Shore: The BSBA will host festivities for families from 4:00 p.m. to 6:00 p.m. Families from the Belmont Shore neighborhood turn out in costume to receive treats from BSBA merchants.

November 2006

November 5, 2006

Arts & Crafts Fair: The BSBA will host an Art & Crafts Fair from 10:00 a.m. to 4:00 p.m. Vendors of all types come to Belmont Shore to sell their art and holiday crafts. This is the most popular Arts & Crafts Fair the BSBA hosts during the year. The trend for the BSBA Arts & Crafts Fair will be to attract more art than crafts as the year progresses.

December 2006

December 2, 2006

Christmas Parade: The Belmont Shore Christmas Parade is the largest and most elaborate event that the BSBA plans throughout the year. The parade is scheduled for 6:30 p.m. to 9:00 p.m. With over 150 entries this parade is Long Beach's jewel of the holiday season with over 75,000 people attending and entries from all over southern California.

January 2007

No Events Planned

February 2007

February 10, 2007

Chocolate Festival: We tried this event also last year and again had phenomenal success! We wanted to incorporate the love for chocolate and Valentine's Day in a celebration of chocolate. We had over 25 restaurants and 30 retail stores offering up their favorite concoctions. This event even had a "Homemade Chocolate Dessert Contest" with about 40 entries. We also did a chocolate pie eating contest for kids!

March 2007

March 9-11, 2007

Sidewalk Sale: Held from 10:00 a.m. to 6:00 p.m., Friday through Sunday the spring sidewalk sale is a promotion for most merchants on Second Street. This promotion enables the merchants 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.

March 10, 2007

Pancake Breakfast: Held on Saturday morning from 9:00 – 11:30 the pancake breakfast is a tradition for the BSBA to honor the police officers that have volunteered their time as Santa Claus. The venue for the pancake breakfast is Legend's and a wonderful group of neighborhood families come to have breakfast with the police.

March 11, 2007

Health Faire: The Health Fair is held from 10:00 a.m. to 3:00 p.m. The past four years the BSBA and St. Mary Medical Center have teamed up to offer the Belmont Shore community a fun and healthy event. A multitude of health related activities take place over the day including cholesterol screening, blood pressure check and the Red Cross taking blood donations. Also included in the health fair are local health related merchants offering samples of their services.

April 2007

April 27 & 28, 2007

Passport In Store Event: See above description

May 2007

May 23 & 24, 2007

Stroll, Shop & Savor: The stroll, shop & savor's begin at 5:30 p.m. until 9:00 p.m. This delightful event showcases the many unique eating establishments and wonderful retail stores offered in Belmont Shore. Participants purchase tickets and visit over 30 local restaurant sampling food throughout the evening. During the past year, the stroll, shop & savor's have been given themes and are promoted through various print media.

June 2007

June 2, 2007

Arts & Crafts Fair: This event is scheduled from 10:00 a.m. to 5:00 p.m. It will showcase many local artists and crafters. The BSBA hopes to get 45 exhibitors to showcase their art.

June 27 & 28, 2007

Stroll, Shop & Savor: The stroll, shop & savor's begin at 5:30 p.m. until 9:00 p.m. This delightful event showcases the many unique eating establishments and wonderful retail stores offered in Belmont Shore. Participants purchase tickets and visit over 30 local restaurant sampling food throughout the evening. During the past year, the stroll, shop & savor's have been given themes and are promoted through various print media.

July 2007

July 29, 2007

Family Fun Fest: This is an all day event that centers on the family. Many activities are offered for the children including bounce house, pet adoptions, and mobile skate park. The Funfest also offers plenty of opportunity for the whole family to spend a fun-filled day in Belmont Shore. The local police and fire departments participate by showcasing their vehicles and offering exhibitions of their special talents.

August 2007

August 17-20, 2007

Sidewalk Sale: Held from 10:00 a.m. to 6:00 p.m., Friday through Sunday the spring sidewalk sale is a promotion for most merchants on Second Street. This promotion enables the merchants 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.

August 15 & 16, 2007

Stroll, Shop & Savor: See above description

September 2007

September 9, 2007

Car Show: This event will be the 18th Annual Car Show for Belmont Shore and will be held from 10:00 a.m. to 3:00 p.m. With over 70,000 people attending the event, this is one of the largest car shows on the West Coast. Over 700 pre '75 classic cars are on display for the day.

**BELMONT SHORE BUSINESS ASSOCIATION
2006 - 2007 BUDGET
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	\$14,000.00		\$14,000.00
		4430	Health Fair	\$2,000.00		\$2,000.00
		4440	Stroll & Savor	\$500.00		\$500.00
		4450	Funfest	\$100.00		\$100.00
		4460	Art Fair	\$0.00		\$0.00
		4470	Christmas Parade	\$19,000.00		\$19,000.00
		4480	Unallocated			\$0.00
		4482	Financial Institution	\$0.00		\$0.00
		4484	Anaheuser Busch	\$0.00		\$0.00
		4488	Airline/Airport	\$0.00		\$0.00
		4490	Car Dealer	\$0.00		\$0.00
			4400 Total	\$35,600.00		\$35,600.00
	4600		Investment Returns			
		4610	Interest on Checking	\$50.00		\$50.00
		4620	Advertising Income	\$400.00		\$400.00
	4800		Promotional Events			
		4805	Sidewalk Sale	\$0.00		\$0.00
		4810	Pancake Breakfast			
		4812	March	\$500.00		\$500.00
		4814	October	\$500.00		\$500.00
		4815	Easter	\$0.00		\$0.00
		4820	Car Show	\$13,000.00		\$13,000.00
		4825	Mothers Day	\$0.00		\$0.00
		4830	Health Fair	\$1,500.00		\$1,500.00
		4835	Grand Prix	\$0.00		\$0.00
		4840	Stroll, Shop & Savor			
		4842	May	\$18,000.00		\$18,000.00
		4844	June	\$20,000.00		\$20,000.00
		4846	August	\$22,000.00		\$22,000.00
		4850	Funfest	\$2,000.00		\$2,000.00
		4860	Arts & Crafts Fair			
		4862	June	\$2,000.00		\$2,000.00
		4864	November	\$2,000.00		\$2,000.00
		4865	Passport			
		4866	October	\$0.00		\$0.00
		4867	January	\$0.00		\$0.00
		4868	April	\$0.00		\$0.00
		4869	July	\$0.00		\$0.00
		4870	Christmas Parade	\$27,500.00		\$27,500.00
		4875	Chili Cook-off	\$3,000.00		\$3,000.00
		4880	Santa's Village	\$0.00		\$0.00
		4885	Chocolate Festival	\$12,000.00		\$12,000.00
		4890	Halloween	\$0.00		\$0.00
		4895	New Promotions	\$1,000.00		\$1,000.00
			4600 & 4800 Total	\$125,450.00		\$125,450.00
			REVENUE TOTAL	\$315,150.00	\$153,000.00	\$162,150.00

Total Budget Revenue \$315,150.00

**BELMONT SHORE BUSINESS ASSOCIATION
2006 - 2007 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	\$4,000.00	\$4,000.00	
		6236	Supplies	\$2,400.00	\$2,400.00	
		6238	Equipment	\$1,000.00	\$1,000.00	
		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	\$3,500.00	\$3,500.00	
		6280	Dues & Subscriptions	\$650.00	\$650.00	
		6290	Reserve	\$2,500.00	\$2,500.00	
			6200 Total	\$96,650.00	\$89,000.00	\$7,650.00
	6600		Ongoing Promotions			
		6610	Seasonal Decorations			
		6612	Christmas	\$4,000.00		\$4,000.00
		6614	Spring	\$1,000.00		\$1,000.00
		6616	Summer	\$1,000.00		\$1,000.00
		6618	Median Tree Lights	\$2,000.00		\$2,000.00
		6620	Advertising			
		6622	Newspaper	\$6,000.00		\$6,000.00
		6624	Shore Directory	\$0.00		\$0.00
		6626	Yellow Pages	\$0.00		\$0.00
		6628	Cable Ads	\$0.00		\$0.00
		6630	Welcome Wagon	\$500.00		\$500.00
		6640	Volunteers	\$0.00		\$0.00
		6650	Web Page	\$1,200.00		\$1,200.00
		6660	Regional Marketing & Advertising	\$65,500.00	\$64,000.00	\$1,500.00
		6670	Reserve	\$950.00		\$950.00
			6600 Total	\$82,150.00	\$64,000.00	\$18,150.00
	6800		Promotional Events			
		6805	Sidewalk Sale			
		6806	August	\$2,000.00		\$2,000.00
		6808	March	\$2,000.00		\$2,000.00
		6810	Pancake Breakfast			
		6812	March	\$250.00		\$250.00
		6814	October	\$250.00		\$250.00
		6815	Easter	\$100.00		\$100.00
		6820	Car Show	\$20,000.00		\$20,000.00
		6825	Mothers Day	\$0.00		\$0.00
		6830	Health Fair	\$2,500.00		\$2,500.00
		6835	Grand Prix	\$0.00		\$0.00
		6840	Stroll, Shop & Savor			
		6842	May	\$15,000.00		\$15,000.00
		6844	June	\$17,500.00		\$17,500.00
		6846	August	\$19,000.00		\$19,000.00
		6850	Family Funfest	\$7,000.00		\$7,000.00
		6860	Art Fair			
		6862	June	\$500.00		\$500.00
		6864	November	\$500.00		\$500.00
		6865	Passport			
		6866	October	\$1,200.00		\$1,200.00
		6867	January	\$1,200.00		\$1,200.00
		6868	April	\$1,200.00		\$1,200.00
		6869	July	\$1,200.00		\$1,200.00
		6870	Christmas Parade	\$32,000.00		\$32,000.00
		6875	Chili Cookoff	\$2,000.00		\$2,000.00
		6880	Santa's Village	\$1,000.00		\$1,000.00
		6885	Chocolate Festival	\$10,000.00		\$10,000.00
		6890	Halloween	\$500.00		\$500.00
		6895	New Promotions	\$1,000.00		\$1,000.00
			6800 Total	\$137,900.00	\$0.00	\$137,900.00
			EXPENSE TOTAL	\$316,700.00	\$153,000.00	\$171,350.00

Total Budget Expense \$324,350.00

Travis:

For some reason the computer is reordering the files. Please put in this order:

Letter

Cover Sheet

Board

City Package

Budget Spreadsheet

Thank you for all your help!

--

Brooke Kennard

Executive Director

Belmont Shore Business Assoc.

Belmont Shore Business Association

200 Nieto Avenue, Suite B

Long Beach, CA 90803

(562) 434-3066, fax (562) 987-0731

www.belmontshore.org, bsba@belmontshore.org

2006 – 2007 Goals

- Market Belmont Shore businesses to all area residents
- Work with vested community to promote and maintain prosperity of area
- Collaborate with Long Beach Convention and Visitor's Bureau to market Belmont Shore with the tourist and convention audience.
- Promote the Belmont Shore community as a whole.
- Continue to provide safe and fun events for the Belmont Shore community.
- Seek corporate and private funding to supplement BSBA budget and provide for more publicized events.

Robert E. Shannon
City Attorney of Long Beach
333 West Ocean Boulevard
Long Beach, California 90802-4664
Telephone (562) 570-2200

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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 ASSESSMENTS TO BE LEVIED
WITH 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 August 22, 2006, Section 4 of
Ordinance No. C-5963, is amended to read as follows:

Sec. 4.A. That the City Council hereby levies, imposes and
orders the collection of annual benefit assessments to be imposed upon
persons occupying business premises in the parking and business
improvement area described in Section 3 of this Ordinance upon such
businesses and in amounts as follows:

<u>Categories</u>	<u>Base Rate</u>	<u>Employee Rate</u>
1. Financial Institution & Insurance	\$1,646.22	\$ 16.50
2. Service Real Estate Office	638.70	22.00
3. Retail – Restaurant w/alcohol & RTE	640.19	9.63
4. Retail – Other	548.73	8.25
5. Consulting	425.80	22.00
6. Construction Contractor	425.80	22.00
7. Professional	425.80	22.00
8. Service – Other	319.35	16.50
9. Misc. Rec/Ent, Vending, Manufacturing, Unique & Wholesale	319.35	16.50
10. 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

