

RESOLUTION NO. RES-18-0158

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH CONFIRMING, FOLLOWING HEARING, AN ANNUAL REPORT OF THE BIXBY KNOLLS PARKING AND BUSINESS IMPROVEMENT AREA, CONTINUING THE LEVY OF ANNUAL ASSESSMENT AS SET FORTH IN SAID REPORT AND SETTING FORTH OTHER RELATED MATTERS

WHEREAS, pursuant to Section 36533 of the California Streets and Highways Code, the Bixby Knolls Business Improvement Association has caused a Report to be prepared for October 1, 2018 through September 30, 2019 relating to the Bixby Knolls Parking and Business Improvement Area ("PBIA"); and

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

WHEREAS, on October 23, 2018 at 5:00 p.m., the City Council conducted a public hearing relating to that Report in accordance with Resolution No. RES-18-0153, adopted September October 9, 2018, at which public hearing all interested persons were afforded a full opportunity to appear and be heard on all matters relating to the Report; and

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

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

Section 1. A public hearing having been conducted on October 23, 2018 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be

1 heard, the City Council hereby confirms the Report of the Bixby Knolls Business
2 Improvement Association, previously filed and approved by Resolution No. RES-18-0153,
3 adopted October 9, 2018, as originally filed, and declares that this resolution shall
4 constitute the levy of the Assessment referred to in the Report for October 1, 2018
5 through September 30, 2019, as more specifically set forth in Exhibit "A".

6 Section 2. This resolution shall take effect immediately upon its adoption
7 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

8 I hereby certify that the foregoing resolution was adopted by the City
9 Council of the City of Long Beach at its meeting of October 23, 2018,
10 by the following vote:

11 Ayes: Councilmembers: Gonzalez, Pearce, Price, Supernaw,
12 Mungo, Uranga, Richardson, Austin.
13 _____
14 _____

15 Noes: Councilmembers: None.
16 _____
17 _____

18 Absent: Councilmembers: Andrews.
19 _____
20 _____

21 
22 _____
23 _____
24 _____
25 _____
26 _____
27 _____
28 _____

City Clerk

EXHIBIT “A”



2018 - 2019 Annual Report
to the City of Long Beach
Including the Work Plan & Budget

Presented by the
Bixby Knolls Business Improvement Association
4321 Atlantic Avenue
Long Beach, CA 90807

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Website www.bixbyknollsinfo.com

The Board of Directors of the Bixby Knolls Business Improvement Association (BKBLA) is pleased to present its Annual Report and Budget for fiscal year 2018 - 2019.

METHOD OF ASSESSMENT

The annual base assessment for businesses is \$250. An additional \$20 is added annually to the assessment fee to make up the gap between Long Beach Redevelopment Agency (RDA) contracted funds and assessment fees for the next two years. Non-profits are assessed at \$150.

	BUSINESS BASE RATE	NON-PROFIT BASE RATE
July 1, 2016 - June 30, 2017	\$252.27	\$151.36
July 1, 2017 - June 30, 2018	$\$252.27 + \$4.75 \text{ CPI} + \$20 = \277.02	$\$154.21 + \$4.31 \text{ CPI} + \$20 = \178.52
July 1, 2018 – June 30, 2019	$\$257.02 + \$7.18 \text{ CPI} + \$20 = \284.20	$\$154.21 + \$4.31 \text{ CPI} + \$20 = \178.52

METHOD OF COLLECTION

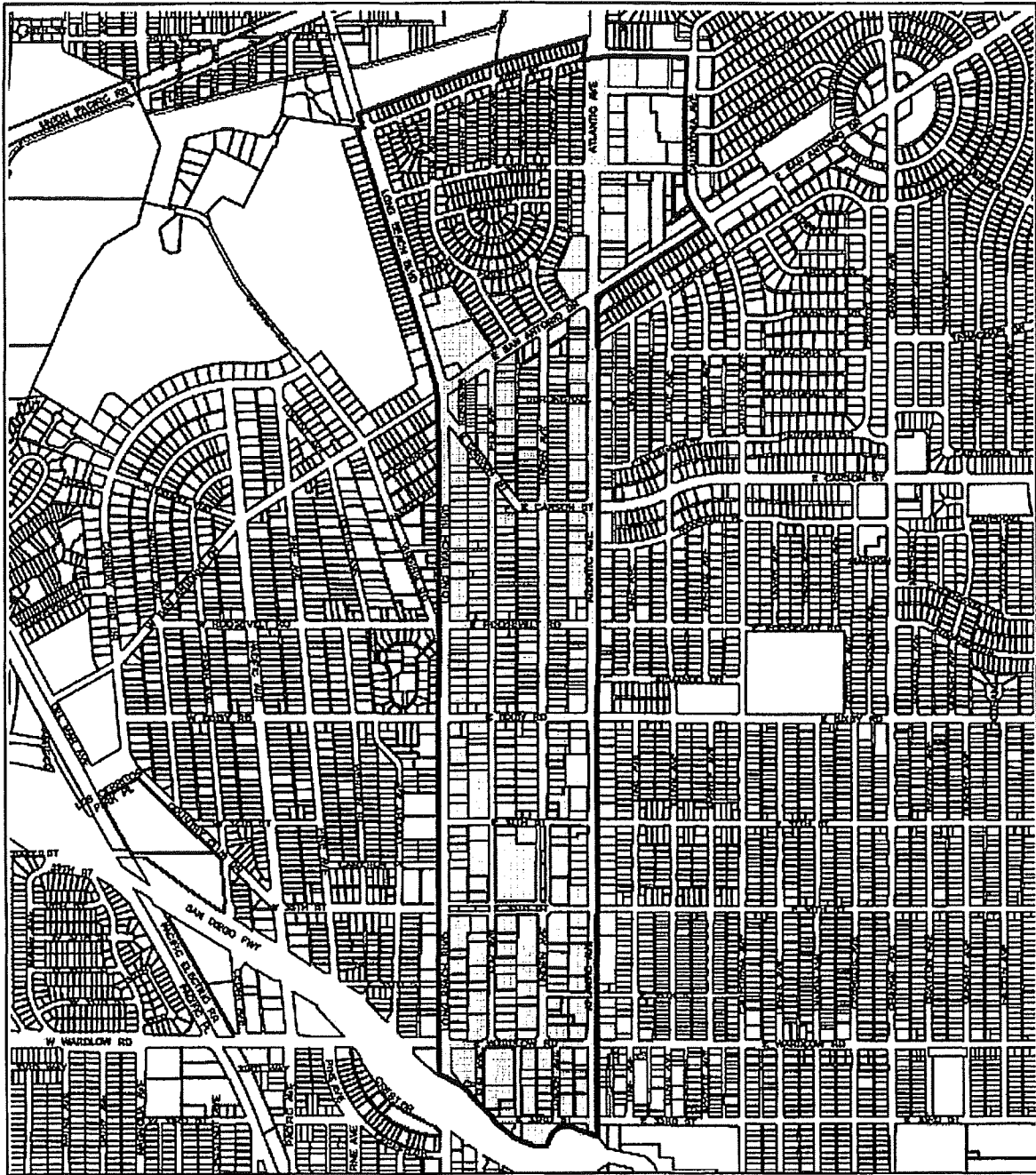
Assessments will be invoiced and due with annual City of Long Beach business license renewal statements. Non-profits in the district must contact Business Licensing directly to indicate their intention in joining the BKBLA and agree to be assessed. The BKBLA has reached out to many of the non-profits to encourage their membership as to receive all benefits.

AUTHORITY

The District is a benefit assessment district formed under the authority of the State of California, Streets and Highways Code Part 6 (commencing with Section 36500) of Division 18, the Parking and Business Improvement Area Law of 1989.

DISTRICT BOUNDARY

Beginning at the intersection of the northeasterly line of the San Diego Freeway (405) and the westerly boundary of the City of Signal Hill; thence northwesterly along said northeasterly line to the westerly line of Long Beach Boulevard; thence northerly along said westerly line to the westerly prolongation of the northerly line of 46th Street; thence easterly along said westerly prolongation to the centerline of Long Beach Boulevard; thence northerly along said centerline to the westerly prolongation of the southerly line of Scherer Park; thence easterly along last said westerly prolongation and southerly line to the easterly line of Atlantic Avenue; thence southerly along last said westerly line to the westerly prolongation of the southerly line of 46th Street; thence easterly along last said westerly prolongation and southerly line to the westerly line of California Avenue; thence southerly along last said westerly line to the southerly line of San Antonio Avenue; thence southwesterly along the last said southerly line to the easterly line of Atlantic Avenue; thence southerly along last said easterly line to the intersection with said northeasterly line of the San Diego Freeway.



Bixby Knolls Parking and Business Improvement Area Map

BOARD OF DIRECTORS

The Bixby Knolls Business Improvement Association Board normally meets the fourth Thursday of each month.

The Board of Directors of the Bixby Knolls BIA represents a cross-section of the diverse business community throughout the business district. Appointed in accordance with our Bylaws, each position represents a sector of the area as defined by the formation ordinance. As a non-profit organization governed by a volunteer board of directors, the BIA's effectiveness is primarily determined by the dedication and commitment of the volunteers that serve on the Board of Directors and its committees.

President – Servando Orozco (At Large)

Vice-President – Michael Mora (Long Beach Boulevard)

Secretary – Norm Cauntay (Atlantic Avenue)

Treasurer – Anthony Wingfield (Wardlow Road)

Director – Anthony Puente (Atlantic Avenue)

Director – Bill Larson (Long Beach Boulevard)

Director – Katherine Galanty (Wardlow Road)

Director – Lourdes Valles (At Large)

Director – Debbie Peurrung (Long Beach Boulevard)

Director – Jeff Beasley (Long Beach Boulevard)

Community Liaison – Cheryl Jacobs

Community Liaison – Mark Hawkins

Community Liaison – Roy Robbins

Community Liaison – Andrea Testa

BKBIA: OVERVIEW & DISTRICT UPDATE

The Mission Statement of the Association reads: "The purpose of the Bixby Knolls Business Improvement Association is to promote the interests of its professional, service, and retail members, to enhance the common areas within the BIA area, to facilitate the exchange of business information and ideas, and to promote the highest business and ethical standards." This statement reflects the focus for the Board's activities and its continuing commitment to the growth and enhancement of our business community. There have not been any changes to the district boundaries nor are there any plans for expansion.

Over the last 12 months there have been many ripples in our waters. Some intentional, some unexpected, and some the consequences of tough decisions from the board. We have had more personnel changes this past year than ever before which both slowed some progress and complicated the daily operations. In particular, over the last 7 months we lost one and hired a new Project Manager/Designer in Katie Phillips, lost two Event Coordinators, and brought on an independent contractor (a former BKBIA board member and business owner) to work on our special projects. Staffing remains small but mighty as we keep taking on projects that commit us just beyond our capacity. We have contractors who help us to paint, light-up, and beautify the district on an ongoing basis. In spite of these personnel changes we continue to meet the mission of the association

We also called a temporary time-out on our signature event First Fridays and created a Summer Saturdays event. The BKBIA backed off of the programming for First Fridays and let the businesses continue their own, which was how the event had started eleven years ago. We carried on and have developed our Summer Saturdays event which is designed to specifically support individual businesses with programming that showcases the businesses goods or services. The BKBIA will hit the reset button on First Fridays and continue to encourage business owners to activate their spaces rather than creating a large street fair atmosphere that takes away sales from the businesses. The BKBIA will organize the activities inside of the Expo Arts Center on these nights and do less programming throughout the pedestrian zone.

Regardless of these ripples, the BKBIA has stayed the course. We continued to balance multiple projects, events and programs, maintained the drive and efforts to follow the BKBIA mission and create a more active, vibrant, and successful business district for its members and adjacent community. Maintaining the current momentum for the district with media coverage and community engagement continued to be part of our daily routine.

We are utilizing our redevelopment funds (\$200,000 annually) and continuing our "Bixby Knolls Work Plan Projects" developed by the Hyett Palma consultants. The RDA funds are the critical component to the physical improvements of the district. The ongoing top priority is district-wide safety. Our Clean & Safe programs have also superseded other projects. CSI Patrol Service works closely with us for events, day and nighttime patrols and responds quickly to a business owner's need when a situation arises. With the continued support from the City of Long Beach and our ten-year contract for Bixby Knolls Work Plan Projects we are continuing to make the positive impacts around the district with our façade improvements, landscaping, "safety lighting installation" program, new business signage, Clean Team and monthly events. With the funds sunsetting in a couple more years the conversations continue with

city management and council offices about funding sources including the potential for parking meters and better monetizing the Expo Arts Center.

Our operating budget from member assessments equals roughly \$190,000 which covers cost of admin, staff, promotions, daytime security patrols, and general expenses. It also covers our quarterly “members only” Bixby Business Breakfast. This member outreach program remains the best way to provide direct information and resources to our membership. Resources shared have included city loan programs, marketing advice, collaboration among members, and general city updates from the mayor and council members.

In addition to our two budgets (Operating and RDA funds) we have been able to raise additional revenue of approximately \$46,380 from private donations, event sponsorships, and rental fees from Expo (that help cover maintenance, supplies, and utilities). The Kids Theatre Company and Held2Gether Improv Group are regular subtenants in the Expo Arts Center and pay a monthly rent. In addition, there are several community groups that hold meetings, a weekly Bixby Knolls Broker Tour meeting, non-profits hosting events in the building, and the twice weekly programming for senior citizens sponsored by the 8th District Council Office. Most of the one-off meetings or events pay a rental fee.

As of July 31, 2018, the BKBIA had a net increase for the period of \$21,328.79. Please not that apparent surplus of funds is overstated. The BKBIA financial reports are prepared on a cash basis, not on an accrual basis. Therefore, there is a lag in assessment revenue between billing and the payments received from the City. Also, financial obligations including payroll and taxes, and operational expenses incurred but not yet paid are not reflected in the balance.

The BKBIA continues to stress the importance and priority of **connecting the residential customer base to the business corridors**. To bring the community and businesses together we continue or manage our low-cost monthly events and programs, many of which have celebrated longevity and milestones in the district. These are the *Strollers (10 years)*, *Literary Society (10 years)*, *First Fridays (11 years)*, *Good Spirits Club*, *Supper Club*, *Concerts in the Park(ing Lot)*, *Flash Events*, and *Kidical Mass* that activate the local business community. By stitching these programs together, we are able to reach the full spectrum of local resident and their interests and spread our message about the importance of supporting the local business district. We saw our Supper Club attendance start to wane this year and have put it on hold while we recently launched our newest program the “*Knights of the Round (Turn)Table*” which has already been well received and well attended. This is a music-based program that draws a new group of locals together and we have another opportunity to keep people informed and engaged in what we do.

This year we created the new **Summer Saturdays** event for June, July, and August. This is designed as the counterpart to First Fridays as the hours are flipped for daytime programming rather than evening. Our goal has been to get more business district-wide to participate in this event by offering specials, sales, or a showcase of the goods and services offered. This is not designed as a street fair but rather getting back to the basic principal of attracting people inside of the businesses. We have had a great response to the site-specific activities and even launched the “Beer Trolley” concept as we begin our Brewery Knolls marketing plan. And as always, the programming for this event is very family-friendly.

Our **End of Summer Bash** in August draws attention to the business/retail center at Carson and Long Beach Boulevard. Throughout the year, we also celebrate **anniversaries** and **grand openings** making sure that our members and local community know of all the good news in the district.

We promote the participation in the national **Small Business Saturday (SBS)** in November that follows Black Friday but we have created our own second SBS in May as another reminder to the local community to make the commitment of supporting their local businesses. We stress the fact that “every day is Small Business Saturday” but created this six-month reminder that the locals should be out supporting *their* businesses. We added fun scavenger hunts and Bingo-type games with prizes as incentives for greater participation.

The BKBIA continues to rely heavily on its social media network to broaden its promotional and **informational outreach**. Facebook and Instagram (now up to 14,000 followers) posts and connections have resulted in the growth and awareness of district improvements and events. Each monthly program or event continues to grow and remain strong. Kidical Mass, the parking lot concerts, and the growth of First Fridays can be attributed to Facebook, Instagram, and Twitter as word of mouth spreads and people are posting their comments about the events. There is no doubt that our use of social media increased the attendance of each program. This was also obvious with the launch of our “Knights of the Round (Turn) Table” group as we had 60 attendees for the first meeting.

Our **outreach to the membership** utilizes letters sent to all locations in addition to our social media accounts. We have a “Members Only” page on Facebook and we call, text, direct message, and drop-in for visit our members.

Incorporating the arts into much of what we do has become a standard. We challenged ourselves to take a different approach to improving the district via the arts. We were able to bring two nationally/internationally-known street artists to come to Bixby Knolls. Street artist Tom Bob came from New York and created three pieces in our district which received national attention through the artist’s social media. In addition, artist “Ten Hundred” from Seattle who, through private sponsorship, came to Bixby Knolls and painted an incredible mural on Long Beach Boulevard. Furthermore, we worked with Laserfiche for a “call for artists” to attract local artists to create five murals on their property. Laserfiche will soon announce the artists and murals chosen for their building. We will also help with a nautical-themed art installation along the frontage of one of their newly purchased properties across from their current building in the 3500 block of Long Beach Boulevard.

The “**Brewery Knolls**” marketing campaign and branding has begun as we now have Smog City, Liberation Brewing, Rasselbock, Dutch’s Brewhouse, Stateside Crafts, the Knolls restaurant, and the soon-to-open Ambitious Ales in the district. Our “beer trolley” has been very popular during the Summer Saturdays event.

Last year we saw many new investments come to fruition. **Examples of new businesses** included: Andres Car Wash, Global West Transportation, Meta Medical Transportation, C Salon, Big Help, Inc., Bixby Joe Coffee & Tea, Liberation Brewing Co., Bixby Knolls Wellness Center, O’ Paloma, HiroNori Craft Ramen, Ramen Hub, Reptiles or Nah, L562B, Amergent Techs, LLC, Amy Lappen, PHD.

We have spent the last three months working with Business Licensing on updating our member directory to make it as accurate as possible. Our Special Projects contractor has been walking the entire district

and sharing information with Business Licensing to ensure our lists of businesses and members in the BKBIA match. It's an ongoing process but we have made the most progress with this in years. This gives us a much better opportunity to deliver "Welcome Kits" to new members in the directory and begin our outreach immediately.

Council of Business Associations (COBA)

The BKBIA continues to meet monthly with representatives from other BIDs and business alliances. There is a positive exchange of information and ideas to better help each other and individual districts. All members share the same issues, whether large or small. The group has begun to address specific issues within the city and is examining ways to help make Long Beach a truly business-friendly city. This year we focused on the Economic Development Blueprint, the audit of all BIDs, SBDC resources, proposed changes to entertainment inside venues and outdoor busking, proposed Styrofoam ban and met with several city departments about changes, processes, and issues that would help or affect our members. Our Executive Director recently had the opportunity to attend the International Downtown Association Ideas Forum in New York City and gain insights as to what/how other BIDs from across the country address common issues and best practices as organizations.

The BKBIA participated in the **BID Audit** with Laura Doud's office to help develop the standards in reporting to the city from each district.

The BKBIA had the unique opportunity this year to work with Public Works on a mayor-initiated "Long Beach Boulevard Clean-Up Pilot Program" where the BKBIA took the lead in clean-up, maintenance, code enforcement issues, and utility box painting from 10th Street to Willow. The city used our model to help improve an important area of town, the transit corridor.

Always Looking Ahead

The focus of 2018-2019 remains to again stay the course. We are unchanged with the perpetual question of “what’s next? How do we get to the next level?” “How do we attract new businesses and retain our current membership?” We will maintain the drive and energy of the current monthly events, streetscape improvements per the Bixby Knolls Work Plan, focus on security and safety of the district, engage both business- and property-owners and further our efforts to fill vacant store fronts and office spaces. Over the past year, we had have never been so engaged with the broker community. It is important that they know of our vision and mission and work with us to find tenants that best serve the community.

Community Newsletters, Magazines, and Meetings – Getting our message literally delivered to the homes in the area is a critical component for us. We continued placing ads and providing an editorial column in the Cal Heights newsletter and in the *Bixby Neighbors* magazine. We also attended neighborhood association meetings to provide district updates and share the “support local” message. Our social media and other outlets focus on drawing beyond our local community to push Bixby Knolls as a destination location.

Promotion of the District

Media

The BKBIA continued to remain in the media with increased visibility in the local press with both features and briefs appearing in several local media outlets including *The Signal Tribune*, *Long Beach Business Journal*, *Gazette Newspapers*, *Long Beach Press-Telegram*, *Bixby Neighbors*, and *LBPost.com*. We have been fortunate to receive ongoing coverage of every event and program throughout the year to keep our profile high.

Social Media

The BKBIA remains very active daily within social media networks. Facebook, Instagram, and Twitter accounts are used to announce events and programs and directly connect with people and organizations from all over the city (and beyond). The increase in attendance to events such as First Fridays and Kidical Mass can be attributed to these accounts. The Facebook account has over 3,800 “friends” who have the links and event messages sent directly to them. In addition, there is a lot of “chatter” about the BKBIA via Twitter with constant updates. First Fridays has over 10,000 “likes” and growing. We capture an online gallery for our website as we shoot photos of images that best highlight the district at our events or patrols.

Business Improvement District Safety

Bixby Knolls Work Plan Projects

Our “to do” list continues to be dictated by the HyettPalma Report. Funds from redevelopment have allowed us to carry out the projects to make the physical changes to the district plus keep Clean & Safe and First Fridays in full swing. Façade improvements, new signage and lighting, landscape projects, banners, clean-up programs, and miscellaneous special events all help with the revitalization of the district.

Streetscape Maintenance and Improvement

Maintaining the look of the district is always a top priority. Our Clean Team keeps a regular schedule of watering trees and flower pots and trash pick-up. Conservation Corps of Long Beach is contracted to power-wash our sidewalks on an as-needed basis. And we make sure to hand water of all the new “boy scout” trees in the area as well as the young sycamore trees in the medians between Del Amo and San Antonio.

Maintaining the Common Areas

Safety

Safety along our corridors is a top priority. Period. The BKBIA hires CSI Patrol Service, Inc., (a Bixby Knolls business) to patrol all our corridors, parking lots, and alleys. The patrols do five nights a week plus four daytime patrols a week. The daytime patrols add another safety presence in the district besides what LBPd is already doing. In addition, CSI Patrol staffs each First Fridays, our parking lot concerts, and other events to ensure safety and the family-friendly environment we set out to create. After the event ends the security staff patrols the streets adjacent to Atlantic to make sure that there are no incidents from the attendees to the local homes. Business owners are encouraged to reach out to CSI to report any suspicious activities. CSI is always very responsive and on-call to help our membership.

The BKBIA continues to maintain a close relationship with the North Long Beach Police Division, meeting monthly for security updates. The BKBIA has a standing Security and Code Enforcement Committee to continue to keep abreast of security issues and to help control City code issues in the district. The BKBIA also provides safety tips from the police department to its members and the community via the Bixby Brief e-newsletter and social media.

We continue one of our Work Plan priorities of fixing or replacing all the lighting in front of the businesses in the pedestrian zone. We also work with business and property owners for the installation of safety lights at specific locations. The more that the district is lit up (front and back of a business) the better the perception is that the district is alive and vibrant. We try to eliminate as many dark areas as possible to encourage pedestrian traffic and to help LBPd.

Business and Commercial Real Estate Development

The BKBIA had more contact than ever with property owners and brokers to work together on furthering the goals and visions of the BKBIA. Our outreach and partnerships have helped to fill vacancies with businesses that best serve the district. Our continued marketing and promotion of our events and the district as a whole as a great place to open a business is the most effective approach to raise awareness and gain attention for our part of the city.

New Businesses

We have had a significant increase of new businesses (both retail and service) opening over the last year. We continue to fill vacancies not only in retail but services, too. There are some significant properties, especially in the 3800 block of Atlantic, that are in the "lease pending" status and we are looking forward to these spaces being filled and activating that block in full. Still in flux is the former Hof's Hut property and former Nino's property which is now under construction. And on the horizon in the Bixby Knolls Shopping Center is Smart & Final Extra.

Conclusion

The Board of Directors is committed to its mission statement and is always working on refining the specific goals designed to move the organization closer to its articulated mission. The BKBIA is working on several fronts simultaneously to encourage consumers locally and regionally to experience Bixby Knolls. This includes new and frequent events to connect the community to the business district, increasing our social media presence, reaching out to a variety of businesses in our area to get their participation in activities/events, and building upon and creating new partnerships with BKBIA members and city agencies. Special events have played a critical part in developing positive recognition for our district and helps draw out the local residents. We are now focusing on drawing attendees from beyond our neighborhood to support the events (and businesses). Kidical Mass and First Fridays both have attendees from all over town and our Knights event draws in a new crowd. Continuing to use the HyettPalma recommendations as the "road map," the BKBIA can implement multiple projects immediately to additionally enhance the attractiveness of the district for its membership. The safety and security of the district will always be the top priority for the BKBIA.

The BKBIA continues to move forward but has its concerns with the sunset of the RDA funds. Working with the Economic Development Department on funding solutions is critical. Bixby Knolls can continue to be an area of economic growth for the city and the BKBIA being the engine that drives it.

BKBIA 2018 – 2019 Goals

Our goals for 2018-19 are as follows:

- Stay the course. Continue to implement the recommendations of the Bixby Knolls Work Plan as articulated by the HyettPalma Study, to continue to improve the aesthetics of the BKBIA common areas with painting and lighting programs, façade improvements, tree-planting and landscape programs, street banners, art window displays, public gathering places, and street clean-up programs.
- Continue the discussions with the City of Long Beach/Economic Development Department to secure funding to replace sunseting redevelopment funds per the city's Blueprint.
- Focus on safety for the business district and surrounding areas via continued private security patrols and continued partnership with the Long Beach Police Department North Division.
- Continue to engage the broker community as well as the property owners to help recruit tenants that best serve the Bixby Knolls area.
- Continue to connect the local communities (customer base) to the retail and businesses corridors through newsletters and other communications and effective events.
- Ensure that the surrounding communities know about Bixby Knolls' businesses, events and the BKBIA through effective use of existing media from print, social media, networking, and various e-newsletters and publications.
- Increase the reach and scope of the Bixby Knolls area not only to consumers, but to retailers and commercial brokers via events, advertising, press releases, and community outreach partnerships.
- Create membership involvement and ensure effective communication with the membership, other community organizations and city entities.
- Through cooperative efforts with the City of Long Beach and BKBIA members, work to retain and strengthen existing businesses and attract new businesses to Bixby Knolls.
- Continue the ongoing analysis to figure out "what's the next big thing" for Bixby Knolls.
- Improve the Expo Arts Center for more use and programming.

Bixby Knolls Business Improvement Association

Operating Statement

October 2018 through September 2019

Cash Basis

	<u>Oct '18 - Sept 19</u>
Revenue	
Assessment	190,000.00
Contributions	7,500.00
Corporate Sponsorship	15,000.00
Grant Awards	2,500.00
RDA Grant Funds	200,000.00
Reimbursements	2,000.00
Rental Income	<u>28,000.00</u>
Total Revenue	<u>445,000.00</u>
Expense	
Administration	89,000.00
EXPO Equipment	5,000.00
Finance Charges	500
On-Going Promotions	41,000.00
Promotional Event Expenses	6,000.00
RDA Spec Proj	200,000.00
Salaries/Benefits	80,000.00
Special Programs	<u>13,000.00</u>
Total Expense	<u>434,500.00</u>
Net Increase for Period	<u><u>21,328.79</u></u>

We are anticipating a net gain for the end of the next fiscal year. We conservatively plan on \$190,000 for assessment revenue. We finished FY '17-'18 maintaining and managing operating expenses and remaining conservative with expenses as best possible. The net gain is attributed to several factors including: the increase of assessment fees over the last year plus CPI; turnover of businesses that resulted in two assessments paid for the same location; and acquisition of more sponsorships and grants to put towards events and items not a part of our operating budget. The net gain carries over to this next fiscal year and allows us to maintain and manage not only our admin expenses but our monthly programs as well.