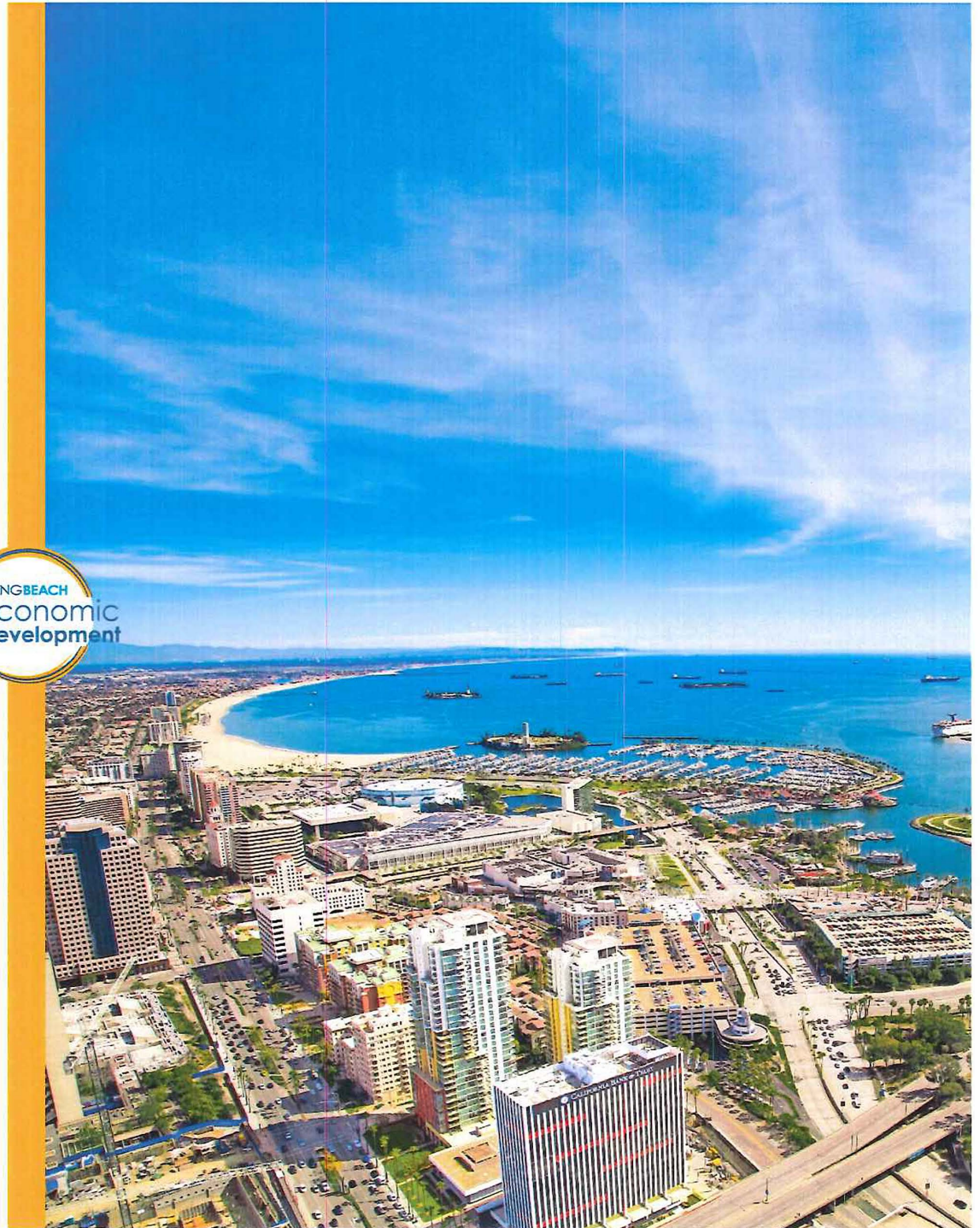


Business Corridor Improvement and Property Beatification Partnership Program

Presentation to Council
February 20, 2018



Introduction



Approved: On September 5, 2017 the City Council approved a one-time business corridor improvement fund



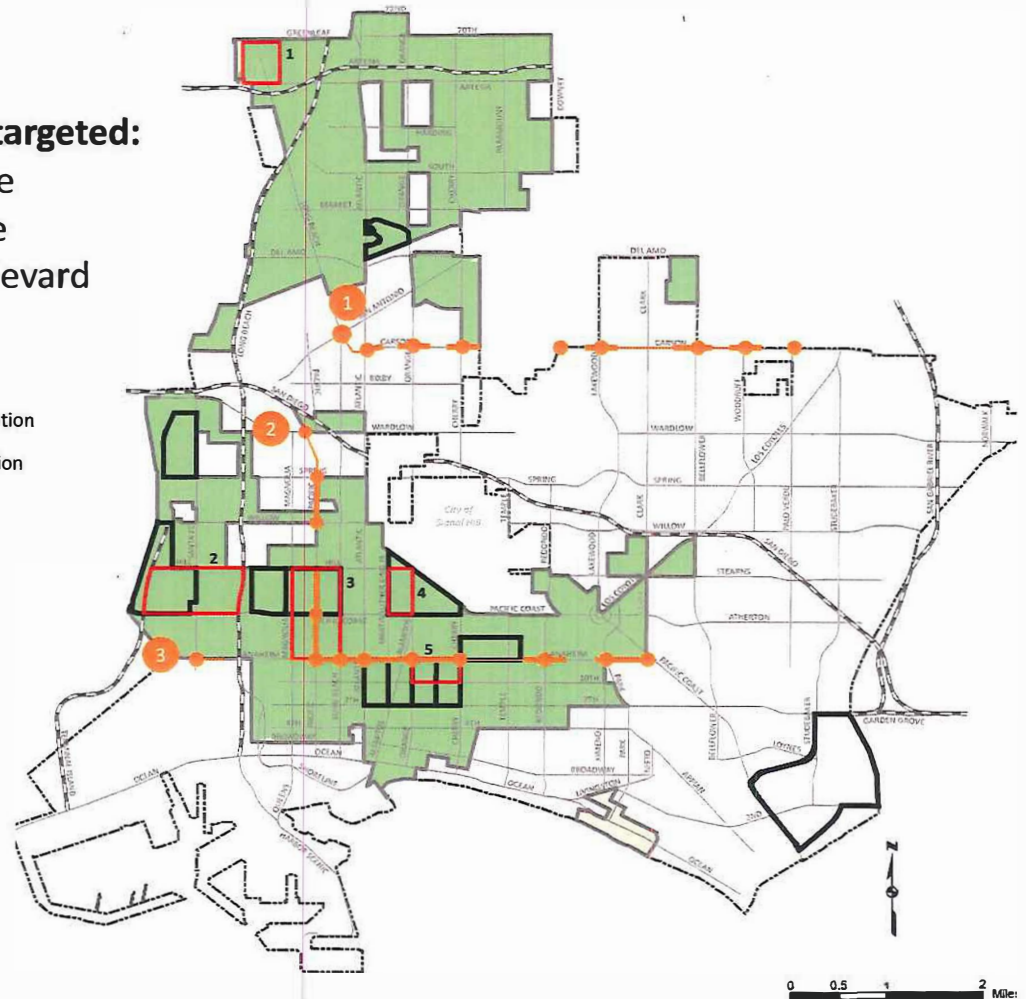
Amount: \$450,000



Business corridors targeted:

- 1 Carson Avenue
- 2 Pacific Avenue
- 3 Anaheim Boulevard

- Node activation
- Heavy intensity of beautification
- Light intensity of beautification



LONG BEACH
Economic
Development

Business Corridor Improvement and Property Beautification Partnership Program

Goals

- Improvement of property values
- Increase volume of customers
- Promote economic growth along City Council identified corridors

Availability

- Individual property owner, group or association of property owners located within the project area(s)
- First-come, first-served basis
- Preference will be given to projects that have the potential for significant economic impact to one or more businesses

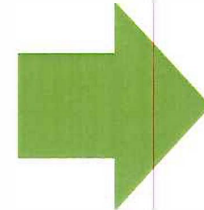
Scope of Coverage

- Signage
- Painting
- Windows
- Awnings
- Removal of external security gates
- Lighting
- Landscaping
- Development of Business Improvement District

EXAMPLE



Before



After

LONG BEACH
Economic
Development

Fiscal Impact

General Fund

One-time: \$450,000

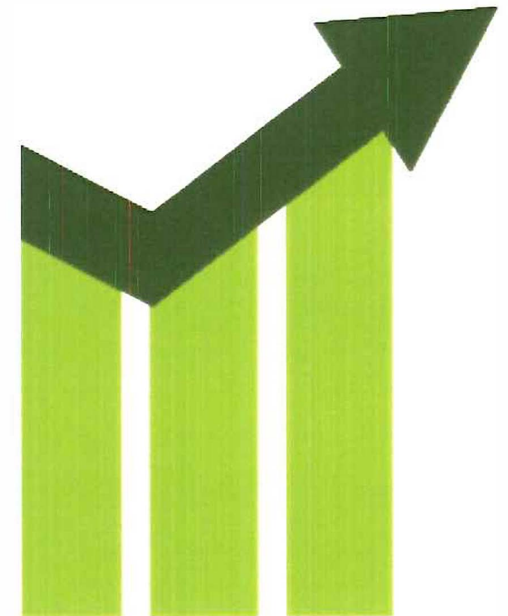
Fiscal Year

2018

Additional Funding

- CDBG funds will be used for businesses who also fall in eligible CDBG areas
- Staff will identify and secure matching funds (when possible) contributed by private property owners or donors
- Staff will attempt to secure other funding sources to support the Business Corridor Improvement and Property Beautification Partnership Program

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Partnership Agreement



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Terms & Conditions

Approval to enter into partnership agreements with property owners for the following standard Terms & Conditions:

- Must be new work or improvements to property up to \$25,000 per property;
- Scope of work must be approved by City prior to project kickoff;
- Payments will be made on a reimbursement basis;
- Contractors will be required to pay prevailing wage; and
- Contractors must maintain current Long Beach business license.

NOTE: Partnership agreement may be used for properties outside project area if funding becomes available