

RESOLUTION NO. RES-19-0049

A RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF LONG BEACH DECLARING ITS INTENTION TO
ADD NEW BUSINESS TYPES TO THE EAST ANAHEIM
STREET PARKING AND BUSINESS IMPROVEMENT
METHODOLOGY OF ASSESSMENT; FIXING THE TIME
AND PLACE OF A HEARING THEREON AND GIVING
NOTICE THEREOF

WHEREAS, pursuant to Section 36533 of the California Streets and
Highways Code, the Zaferia Business Association previously caused a Report to be
prepared for October 1, 2018 to September 30, 2019 relating to the East Anaheim Street
Parking and Business Improvement Area ("EASPBIA"); and

WHEREAS, the City Council now declares its intention to:

A. Make no changes in existing Area boundaries and to maintain
the existing boundaries of the East Anaheim Street Parking and Business
Improvement Area as described in Ordinance No. ORD-10-0012 of the City
Council of the City of Long Beach which created the Area.

B. Modify the assessments for the East Anaheim Street Parking
and Business Improvement Area to equal the rates set forth in Exhibit "A"
hereto.

C. Provide that each business shall pay the assessment with its
business license tax; and

WHEREAS, to this end, the proposed activities and improvements
undertaken by the Area include those generally specified in the establishing Ordinance
No. ORD-10-0012, as adopted by the City Council on May 4, 2010; and

WHEREAS, it is the desire of this City Council to fix a time and place for a

1 irregularities in or protests to previous years' proceedings/assessments.

2 Section 6. The City Clerk shall give notice of the public hearing called for
3 in Section 2 by causing this Resolution of Intention to be published once in a newspaper
4 of general circulation in the City not less than seven days before the public hearing.

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

7 I hereby certify that the foregoing resolution was adopted by the City
8 Council of the City of Long Beach at its meeting of April 9, 2019
9 by the following vote:

10
11 Ayes: Councilmembers: Gonzalez, Pearce, Price, Supernaw,
12 Mungo, Uranga, Austin, Richardson,
13 Andrews.

14
15 Noes: Councilmembers: None.

16
17 Absent: Councilmembers: None.

18
19
20 
21 City Clerk

1 public hearing to be held in the City Council Chamber of the City of Long Beach on April
2 23, 2019 at 5:00 p.m., regarding the levy and the proposed amendment to the categories
3 of assessed businesses;

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

6 Section 1. On April 23, 2019 at 5:00 p.m., in City Council Chamber, City
7 Hall, 333 West Ocean Boulevard, Long Beach, California 90802, the City Council of the
8 City of Long Beach will conduct a public hearing on the levy of proposed assessments for
9 the EASPBIA, and amending the ordinance to add business categories. All concerned
10 persons are invited to attend and be heard, and oral or written protests may be made, in
11 accordance with the following procedures:

12 Section 2. At the public hearing, the City Council shall hear and consider
13 all protests. A protest may be made orally or in writing by any interested person. Any
14 protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and
15 shall clearly set forth the irregularity or defect to which the objection is made.

16 Section 3. Every written protest shall be filed with the City Clerk at or
17 before the time fixed for the public hearing. The City Council may waive any irregularity
18 in the form or content of any written protest and at the public hearing may correct minor
19 defects in the proceedings. A written protest may be withdrawn in writing at any time
20 before the conclusion of the public hearing.

21 Section 4. Each written protest shall contain a description of the
22 business in which the person subscribing the protest is interested sufficient to identify the
23 business and, if a person subscribing is not shown on the official records of the City as
24 the owner of the business, the protest shall contain or be accompanied by written
25 evidence that the person subscribing is the owner of the business. A written protest
26 which does not comply with this section shall not be counted in determining a majority
27 protest.

28 Section 5. Testimony is also invited relating to any perceived



Request for New Members

**EAST ANAHEIM STREET PARKING
and
BUSINESS IMPROVEMENT AREA**

**Managed by the
Zaferia Business Association**

January 2019



Respectfully Submitted by Kristine Hammond - ZBA Executive Director
2727 E. Anaheim St., #4735, Long Beach, CA 90804



ZAFERIA BUSINESS ASSOCIATION

REQUEST FOR NEW MEMBERS

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1. DISTRICT OVERVIEW

Conceived by a coalition of business owners located along Anaheim Street, the East Anaheim Street Parking and Business Improvement Area (the "District") is a benefit assessment district that provides a more attractive and vibrant business environment in the East Anaheim Street / Zaferia business area. The organization overseeing the management of the District is the Zaferia Business Association (ZBA), an IRS 501 C-6, tax-exempt organization.

The mission of the Zaferia Business Association is to promote, enhance, and represent the business members of the Zaferia district.

a. Location

The District is bounded by Junipero Avenue to the west, Pacific Coast Highway to the east, 11th Street to the south, and 14th Street to the north. See map, Section 2. Historically, this area is known as Zaferia.

b. Services

Marketing, promotions, and cleanliness programs to improve the appearance and attractiveness of the District.

c. Method of Assessment of Additional New Members

It is estimated that the additional assessment revenue will be approximately \$2,255. Assessments are calculated as follows:

- Type 1 Businesses: Financial institutions shall pay annual assessment fee of:
 - Base fee: \$300 per year except that secondary licensees in these classes are exempt, and:
 - Employee Fee: \$15 per employee up to \$300 maximum.
- Type 2 Businesses: Insurance companies shall pay annual assessment fees of:
 - Base Fee: \$200 per year except that secondary licensees in these classes shall pay a base fee of \$120; and
 - Employee Fee: \$15 per employee up to \$300 maximum.
- Type 4 Businesses: Nonprofit organizations shall pay an assessment fee of:
 - Base Fee: \$100 per year;
 - Employee Fee: not applicable.

d. Method of Collection

All of the above Types assessments will be invoiced and due with annual City of Long Beach Business License renewal statements. Assessment revenue received will be segregated into a special fund for transfer to the ZBA.

e. 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 (the "District Law").

2. GENERAL INFORMATION

a. District Boundary

Junipero Avenue to the west, Pacific Coast Highway to the east, 11th Street to the south, and 14th Street to the north. This area is located in the historically known area of Zaferia.



b. General Description

Based on the results of the 2008 Business Survey taken by business owners in the district area, and using the funds received from the EASPBIA assessments, the ZBA has been working with member businesses on enhancing the identity and promoting the area for the benefit of all businesses. The ZBA has been coordinating with the Conservation Corps of Long Beach to conduct sidewalk trash and debris pickup, as well as sidewalk power washing on a weekly basis and distribution of promotional materials on an as-needed basis. (Note that as of July 1, 2018, this service will be provided by the Downtown Long Beach Alliance overseeing a subcontractor.)

c. Board of Directors

The ZBA Board of Directors meets once per month. In accordance with the *Brown Act*, the meetings of the Board of Directors are publicized to the members and the public via the Corporate Calendar on the organization's website (<https://www.zaferia.org/zba-corporate-calendar/>), and regular electronic mail news blasts to the members and the public.

OFFICERS		TERMS
President Tracy Ames	Proprietor – The Red Leprechaun	2018 - 2020
Vice President Madison Mooney	Executive Director – Long Beach Playhouse Theatres	2017 - 2019
Secretary Kourosh Davatolhagh	Vice President, Relationship Manager – Farmers & Merchants Bank	2018 - 2020
Treasurer Scott Bristol	Controller – Brascia Builders	2018 - 2020

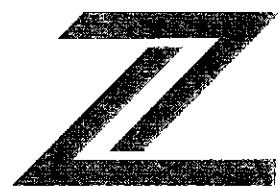
DIRECTORS		
Cameron Crockett	Principal Architect - Ultra-Unit Architectural Studio	2018 - 2020
Becher Neme	Principal Architect – Neme Design Studio	2017 - 2019
Zain Ramjan	Owner – Sani-Tec Janitorial Supplies and Crystal Auto Spa	2017 - 2019
Executive Director Kristine Hammond	<u>director@zaferia.org</u> (562) 305-7102	

3. SERVICE PLAN FOR ADDITIONAL REVENUES

The additional funds will contribute to the ZBA marketing budget, including the printing of a new “welcome” brochure that we can provide to all new members of the ZBA, outlining benefits and services. It has been a goal of the ZBA Board of Directors to provide this; however, budget limitations prevented it.

4. ATTACHMENTS

Copies of all letters mailed to the potential new ZBA members are attached to this report.



ZAFERIA Business Association

a nonprofit organization promoting Zaferia businesses since 1991

2018-2019

Board of Directors

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The Red Leprechaun

Vice President

Madison Mooney

Long Beach Playhouse

Secretary

Kourosh Davatolhagh

Farmers & Merchants
Bank

Treasurer

Scott Bristol

Brascia Builders

Directors

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Ultra-Unit Architectural
Studio

Becher Neme

Neme Design Studio

Zain Ramjan

Sani-Tec and
Crystal Auto Spa

Executive Director

Kristine Hammond

January 16, 2019

Eric Romero

Project Manager

City of Long Beach Economic Development Department

100 W. Broadway Ste 550

Long Beach, CA 90802

Re: Request for City Council Approval

Dear Eric,

On behalf of the Board of Directors of the Zaferia Business Association ("ZBA"), I am writing to formally request that you put forth the following for consideration by the Long Beach City Council: Financial institutions, insurance companies, and nonprofit businesses, are to be classified as General Members of the organization; and the City of Long Beach Business Licensing Department shall follow the Method of Assessment as outlined in the attached Request for Council Approval.

The ZBA Board of Directors is aware that other Parking and Business Improvement Areas, such as the Belmont Shore Business Association, have implemented these additional business types into their organization and that the Business Licensing Department assesses them at their annual business license renewal.

The reasoning for adding these business types is that these businesses are already benefitting from the ZBA. They benefit from the sidewalk and gutter cleaning program that keeps our district well maintained, they participate in the ZBA monthly programs and events, they have been included in our marketing efforts, including social media posts and "Zooming in on ..." articles on our website, and the district brand identity, which all the other businesses benefit from.

We estimate that the additional assessment revenue will be approximately \$2,255. These funds will contribute to the ZBA marketing budget, including the printing of a new "welcome" brochure that we can provide to all new members of the ZBA, outlining benefits and services. It has been a goal of the ZBA Board of Directors to provide this; however, budget limitations prevented it.

The ZBA Board of Directors scanned the district for insurance agents, including a review of the commercial building directories that was cross-checked with online research. We also obtained a list of the nonprofits from Business Licensing (see attached spreadsheet). Each business received a letter dated September 25, 2018, stating the Board's intention to ask City Council to consider adding their business as General Members of the ZBA (see letters, attached.) The letter provided them the opportunity to respond via telephone, email, or in-person at the October 11, 2018, meeting of the Board of Directors. To date, I received three phone calls stating that they were happy to join and wanted to be official members of the ZBA.

Thank you, Eric, for shepherding this request through to the City Council. Please let me know if you require any additional information or if you have any questions.

Kristine R.K. Hammond

Kristine Hammond

Executive Director

Zaferia Business Association

562-305-7102

director@zaferia.org

www.zaferia.org



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Executive Director

Kristine Hammond

September 25, 2018

Madison Mooney – Long Beach Playhouse

5021 E Anaheim St.

Long Beach, CA 90804

Re: Zaferia Business Association – Your Business District!

Dear Madison,

You may not realize that your business is located in the East Anaheim Street Parking and Business Improvement Area, historically referred to as Zaferia, which is one of ten Business Improvement Districts in Long Beach. Zaferia is managed by the Zaferia Business Association ("ZBA") whose mission is to promote, enhance, and represent the business members of the Zaferia district. The ZBA serves its mission by providing additional opportunities and services for its members with marketing, promotions and publicity, networking events, supporting local events, cleanliness of sidewalks and gutters, and being a voice with the City of Long Beach and our elected officials.

On behalf of the Board of Directors, I am writing to inform you that the ZBA will be asking the Long Beach City Council to consider adding nonprofit businesses, agents (i.e., insurance and real estate), and financial institutions, as General Members of the organization. The Board will submit their formal request on October 15, 2018. Please refer to the ZBA Bylaws and Management Report dated August 24, 2018, posted on the ZBA website "About" page (www.zaferia.org/about/). They will be requesting that banking institutions be categorized as Type 1 Businesses, agents as Type 2 Businesses, and nonprofits as a new category Type 4 business that will be assessed an annual flat fee of \$100. If you would like to express your opinion on this matter with the ZBA Board of Directors, we encourage you to either email us at director@zaferia.org, or attend the next meeting of the Board on October 11, 2018, at 8:30 a.m., at the Long Beach Playhouse, 5021 E. Anaheim St., Long Beach, CA 90804.

If you have any questions, please feel free to call me at 562-305-7102. Thank you!

Kristine Hammond

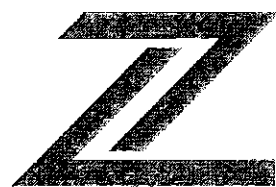
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Crystal Auto Spa

Executive Director

Kristine Hammond

September 25, 2018

Evelyn Galvan - Farmers Insurance

3320 E Anaheim St.

Long Beach, CA 90804

Re: Zaferia Business Association – Your Business District!

Dear Ms. Galvan,

You may not realize that your business is located in the East Anaheim Street Parking and Business Improvement Area, historically referred to as Zaferia, which is one of ten Business Improvement Districts in Long Beach. Zaferia is managed by the Zaferia Business Association ("ZBA") whose mission is to promote, enhance, and represent the business members of the Zaferia district. The ZBA serves its mission by providing additional opportunities and services for its members with marketing, promotions and publicity, networking events, supporting local events, cleanliness of sidewalks and gutters, and being a voice with the City of Long Beach and our elected officials.

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If you have any questions, please feel free to call me at 562-305-7102. Thank you!

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Kristine Hammond

September 25, 2018

LONG BEACH YOUTH CENTERS INC
4151 FOUNTAIN ST
Long Beach, CA 90804

Re: Zaferia Business Association – Your Business District!

Dear LONG BEACH YOUTH CENTERS INC,

You may not realize that your business is located in the East Anaheim Street Parking and Business Improvement Area, historically referred to as Zaferia, which is one of ten Business Improvement Districts in Long Beach. Zaferia is managed by the Zaferia Business Association ("ZBA") whose mission is to promote, enhance, and represent the business members of the Zaferia district. The ZBA serves its mission by providing additional opportunities and services for its members with marketing, promotions and publicity, networking events, supporting local events, cleanliness of sidewalks and gutters, and being a voice with the City of Long Beach and our elected officials.

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If you have any questions, please feel free to call me at 562-305-7102. Thank you!

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Crystal Auto Spa

Executive Director

Kristine Hammond

September 25, 2018

BAL JAGAT - CHILDREN'S WORLD INC
5199 E PACIFIC COAST HWY 204
Long Beach, CA 90804

Re: Zaferia Business Association – Your Business District!

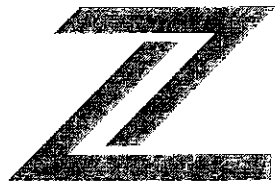
Dear Hemlata and Mausami,

You may not realize that your business is located in the East Anaheim Street Parking and Business Improvement Area, historically referred to as Zaferia, which is one of ten Business Improvement Districts in Long Beach. Zaferia is managed by the Zaferia Business Association ("ZBA") whose mission is to promote, enhance, and represent the business members of the Zaferia district. The ZBA serves its mission by providing additional opportunities and services for its members with marketing, promotions and publicity, networking events, supporting local events, cleanliness of sidewalks and gutters, and being a voice with the City of Long Beach and our elected officials.

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If you have any questions, please feel free to call me at 562-305-7102. Thank you!

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September 25, 2018

GOODWILL

1130 Redondo Ave.

Long Beach, CA 90804

Re: Zaferia Business Association – Your Business District!

Dear Goodwill,

You may not realize that your business is located in the East Anaheim Street Parking and Business Improvement Area, historically referred to as Zaferia, which is one of ten Business Improvement Districts in Long Beach. Zaferia is managed by the Zaferia Business Association ("ZBA") whose mission is to promote, enhance, and represent the business members of the Zaferia district. The ZBA serves its mission by providing additional opportunities and services for its members with marketing, promotions and publicity, networking events, supporting local events, cleanliness of sidewalks and gutters, and being a voice with the City of Long Beach and our elected officials.

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September 25, 2018

COURTYARDS IN LONG BEACH HOUSING, LP
1134 Stanley Ave.
Long Beach, CA 90804

Re: Zaferia Business Association – Your Business District!

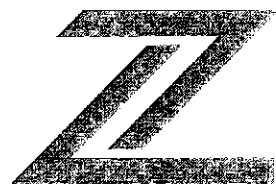
Dear Courtyards in Long Beach Housing,

You may not realize that your business is located in the East Anaheim Street Parking and Business Improvement Area, historically referred to as Zaferia, which is one of ten Business Improvement Districts in Long Beach. Zaferia is managed by the Zaferia Business Association ("ZBA") whose mission is to promote, enhance, and represent the business members of the Zaferia district. The ZBA serves its mission by providing additional opportunities and services for its members with marketing, promotions and publicity, networking events, supporting local events, cleanliness of sidewalks and gutters, and being a voice with the City of Long Beach and our elected officials.

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Kourosh Davatolhagh
Farmers & Merchants Bank
3140 E. Anaheim St.
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Re: Zaferia Business Association – Your Business District!

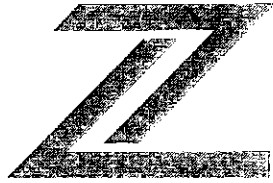
Dear Kourosh,

You may not realize that your business is located in the East Anaheim Street Parking and Business Improvement Area, historically referred to as Zaferia, which is one of ten Business Improvement Districts in Long Beach. Zaferia is managed by the Zaferia Business Association ("ZBA") whose mission is to promote, enhance, and represent the business members of the Zaferia district. The ZBA serves its mission by providing additional opportunities and services for its members with marketing, promotions and publicity, networking events, supporting local events, cleanliness of sidewalks and gutters, and being a voice with the City of Long Beach and our elected officials.

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If you have any questions, please feel free to call me at 562-305-7102. Thank you!

Kristine Hammond
Executive Director
Zaferia Business Association
562-305-7102
director@zaferia.org
www.zaferia.org



ZAFERIA Business Association

a nonprofit organization promoting Zaferia businesses since 1991

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Becher Neme
Neme Design Studio

Zain Ramjan
Sani-Tec and
Crystal Auto Spa

Executive Director

Kristine Hammond

September 25, 2018

Adey Tesfaye – Farmers Insurance
5150 Pacific Coast Hwy # 200
Long Beach, CA 90804

Re: Zaferia Business Association – Your Business District!

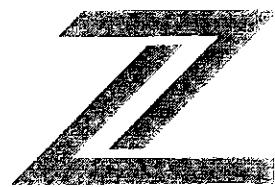
Dear Adey,

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Sani-Tec and
Crystal Auto Spa

Executive Director

Kristine Hammond

September 25, 2018

Jessie Kemp – Farmers Insurance

5199 E Pacific Coast Hwy # 308

Long Beach, CA 90804

Re: Zaferia Business Association – Your Business District!

Dear Jessie,

You may not realize that your business is located in the East Anaheim Street Parking and Business Improvement Area, historically referred to as Zaferia, which is one of ten Business Improvement Districts in Long Beach. Zaferia is managed by the Zaferia Business Association ("ZBA") whose mission is to promote, enhance, and represent the business members of the Zaferia district. The ZBA serves its mission by providing additional opportunities and services for its members with marketing, promotions and publicity, networking events, supporting local events, cleanliness of sidewalks and gutters, and being a voice with the City of Long Beach and our elected officials.

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Kristine Hammond

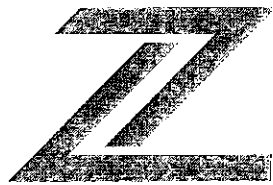
Executive Director

Zaferia Business Association

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Zain Ramjan
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Executive Director

Kristine Hammond

September 25, 2018

Joe Lopez – State Farm
5199 Pacific Coast Hwy Ste 616
Long Beach, CA 90804

Re: Zaferia Business Association – Your Business District!

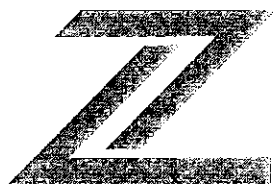
Dear Mr. Lopez,

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Crystal Auto Spa

Executive Director

Kristine Hammond

September 25, 2018

Steve Dwight – State Farm
4625 E Anaheim St
Long Beach, CA 90804

Re: Zaferia Business Association – Your Business District!

Dear Mr. Dwight,

You may not realize that your business is located in the East Anaheim Street Parking and Business Improvement Area, historically referred to as Zaferia, which is one of ten Business Improvement Districts in Long Beach. Zaferia is managed by the Zaferia Business Association (“ZBA”) whose mission is to promote, enhance, and represent the business members of the Zaferia district. The ZBA serves its mission by providing additional opportunities and services for its members with marketing, promotions and publicity, networking events, supporting local events, cleanliness of sidewalks and gutters, and being a voice with the City of Long Beach and our elected officials.

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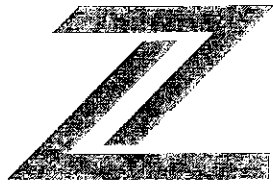
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Kristine Hammond

September 25, 2018

KHMER ARTS ACADEMY

1364 Obispo Ave.

Long Beach, CA 90804

Re: Zaferia Business Association – Your Business District!

Dear Khmer Arts Academy,

You may not realize that your business is located in the East Anaheim Street Parking and Business Improvement Area, historically referred to as Zaferia, which is one of ten Business Improvement Districts in Long Beach. Zaferia is managed by the Zaferia Business Association ("ZBA") whose mission is to promote, enhance, and represent the business members of the Zaferia district. The ZBA serves its mission by providing additional opportunities and services for its members with marketing, promotions and publicity, networking events, supporting local events, cleanliness of sidewalks and gutters, and being a voice with the City of Long Beach and our elected officials.

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