

# CITY OF LONG BEACH

# C-11

ECONOMIC DEVELOPMENT DEPARTMENT

1 W. Ocean Boulevard 10th Floor • Long Beach, CA 90802 • (562) 570-6099 • Fax (562) 570-6380

September 3, 2019

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Adopt a Resolution approving the Annual Report for October 1, 2019 to September 30, 2020, for the Belmont Shore Parking and Business Improvement Area, declaring its intention to levy the annual business assessment, and setting the date of hearing for September 17, 2019. (District 3)

## DISCUSSION

The Belmont Shore Parking and Business Improvement Area (BSPBIA) was established by the City Council in 1983, allowing for the levy of an annual business license assessment to be paid by businesses located in the BSPBIA. The City of Long Beach (City) contracts with the Belmont Shore Business Association (BSBA) to manage the BSPBIA and the BSBA Board of Directors serve as the Advisory Board to the City Council on matters related to the BSPBIA. The BSBA promotes and markets the commercial area along Second Street using funds generated through the BSPBIA business license assessment.

State law governing Parking and Business Improvement Areas requires that an Annual Report be submitted to the City Council by the Advisory Board for the BSPBIA. On June 14, 2019, the Advisory Board voted to recommend to the City Council approval of the 2019-2020 BSPBIA Annual Report (Annual Report) (Exhibit A to the Resolution).

The Annual Report describes boundaries, proposed activities, and budgetary information, as well as the method and basis for continuation of the assessment. The 2019-2020 BSPBIA Annual Report proposes no change to the BSPBIA boundaries or the method of levying the assessment and no significant change to proposed activities.

The Annual Report, transmitting the recommendations of the Advisory Board, proposes the following assessment rates:

### **Method of Assessment**

The estimated 2019-2020 fiscal year revenue from business assessments is \$140,000. Assessments are calculated by category of business and incorporate a base rate plus a per employee rate. Businesses categories and rates are as follows:

<b>CATEGORIES</b>	<b>BASE RATE</b>	<b>EMPLOYEE RATE</b>
Financial Institution	\$1,646.22	\$16.50
Service Real Estate Office	\$638.70	\$22.00
Retail – Restaurant w/alcohol & RTE	\$640.19	\$9.63
Retail – Other	\$548.73	\$8.25
Consulting	\$425.80	\$22.00
Construction Contractor	\$425.80	\$22.00
Insurance Agent Professional	\$425.80	\$22.00
Professional	\$425.80	\$22.00
Service – Other	\$319.35	\$16.50
Misc. Rec/Ent, Vending, Manufacturing,		
Unique & Wholesale	\$319.35	\$16.50
39% Reduced Rate for Service-related Independent Contractors	\$194.80	\$16.50
Non-profits	\$0.00	\$0.00

Each year the City calculates the Consumer Price Index (CPI), an adjustment for consumer goods and services, and applies the CPI to various City fees on July 1<sup>st</sup> of each year. Parking and Business Improvement Area Advisory Boards may request a CPI adjustment for business license assessments. The BSPBIA Advisory Board has decided not to request a July 2020 CPI adjustment.

The recommended Resolution grants approval of the Annual Report, declares the intention of the City Council to levy the assessment for proposed activities, and sets the date of the public hearing for September 17, 2019.

This matter was reviewed by Deputy City Attorney Amy R. Webber on August 12, 2019 and by Budget Management Officer Rhutu Amin Gharib on August 14, 2019.

### **TIMING CONSIDERATIONS**

City Council action is requested on September 3, 2019, to set the date of the public hearing for September 17, 2019. The new contract year begins on October 1, 2019.

### **FISCAL IMPACT**

It is estimated that the BSPBIA will generate \$140,000 in FY 20 through the proposed continuation of the assessment. Assessment funds are collected by the City on behalf of the BSBA through additional fees attached to BSPBIA business licenses and passed directly through to the BSBA for implementation of annual programs. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

HONORABLE MAYOR AND CITY COUNCIL

September 3, 2019

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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JOHN KEISLER  
DIRECTOR OF ECONOMIC DEVELOPMENT

JK:AA:er

Attachment: Resolution

APPROVED:

  
\_\_\_\_\_  
PATRICK H. WEST  
CITY MANAGER

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE  
CITY OF LONG BEACH APPROVING THE ANNUAL  
ASSESSMENT REPORT FOR OCTOBER 1, 2019 TO  
SEPTEMBER 30, 2020 FOR THE BELMONT SHORE  
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 Belmont Shore Parking and Business Improvement Area Advisory  
Commission has caused a Report to be prepared for October 1, 2019 to September 30,  
2020 relating to the Belmont Shore Parking and Business Improvement Area which is  
located along the commercial corridor at Second Street generally between Livingston  
Drive and Bayshore Avenue within the City of Long Beach; and

WHEREAS, said Report contains, among other things, with respect to  
October 1, 2019 to September 30, 2020, 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 Belmont Shore Parking and Business Improvement Area for October 1, 2019 to  
September 30, 2020. Said assessments are proposed to be levied on such  
classifications and at such rates as set forth in Exhibit "A" attached hereto and  
incorporated herein.

B. Provide that each business shall pay the assessment annually, at the  
same time the business license is due. This is the same collection procedure which

1 occurred in the previous fiscal year; and

2 WHEREAS, to this end, the proposed activities and improvements  
3 undertaken by the Area include those generally specified in the establishing Ordinance  
4 No. C-5963, Section 5, as adopted by the City Council on June 7, 1983; and

5 WHEREAS, a copy of the Report is on file with the City Clerk and includes  
6 a full description of the activities and improvements to be provided from October 1, 2019  
7 to September 30, 2020, the boundaries of the area, and the proposed assessments to be  
8 levied on the businesses that fiscal year and all other information required by law; and

9 WHEREAS, it is the desire of this City Council to fix the time and place for a  
10 public hearing to be held in the Civic Chamber of the City of Long Beach on September  
11 17, 2019, at 5:00 p.m., regarding the Report, the levy and the proposed program for the  
12 2019-2020 fiscal year;

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

15 Section 1. That certain Report entitled "2019-2020 Annual Report  
16 Belmont Shore Parking and Business Improvement Area" attached hereto as Exhibit "A"  
17 and incorporated herein, for the period of October 1, 2019 to September 30, 2020, as  
18 filed with the City Clerk is hereby approved.

19 Section 2. On September 17, 2019 at 5:00 p.m., in the Civic Chamber of  
20 the City of Long Beach located at 411 West Ocean Boulevard, Long Beach, California  
21 90802, the City Council of the City of Long Beach will conduct a public hearing on the  
22 levy of proposed assessments for October 1, 2019 to September 30, 2020 for the  
23 Belmont Shore Parking and Business Improvement Area with no change in the basis and  
24 method assessment. All concerned persons are invited to attend and be heard, and oral  
25 or written protests may be made, in accordance with the following procedures:

26 A. At the public hearing, the City Council shall hear and consider  
27 all protests. A protest may be made orally or in writing by any interested  
28 person. Any protest pertaining to the regularity or sufficiency of the

1 proceedings shall be in writing and shall clearly set forth the irregularity or  
2 defect to which the objection is made.

3 B. Every written protest shall be filed with the City Clerk at or  
4 before the time fixed for the public hearing. The City Council may waive  
5 any irregularity in the form or content of any written protest and at the public  
6 hearing may correct minor defects in the proceedings. A written protest  
7 may be withdrawn in writing at any time before the conclusion of the public  
8 hearing.

9 C. Each written protest shall contain a description of the  
10 business in which the person subscribing the protest is interested sufficient  
11 to identify the business and, if a person subscribing is not shown on the  
12 official records of the City as the owner of the business, the protest shall  
13 contain or be accompanied by written evidence that the person subscribing  
14 is the owner of the business. A written protest which does not comply with  
15 this section shall not be counted in determining a majority protest.

16 D. Testimony is also invited relating to any perceived  
17 irregularities in or protests to previous years' proceedings/assessments.

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

21 Section 4. This resolution shall take effect immediately upon its adoption  
22 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

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OFFICE OF THE CITY ATTORNEY  
CHARLES PARKIN, City Attorney  
411 West Ocean Boulevard, 9th Floor  
Long Beach, CA 90802-4664

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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 \_\_\_\_\_, 2019  
by the following vote:

Ayes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Noes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

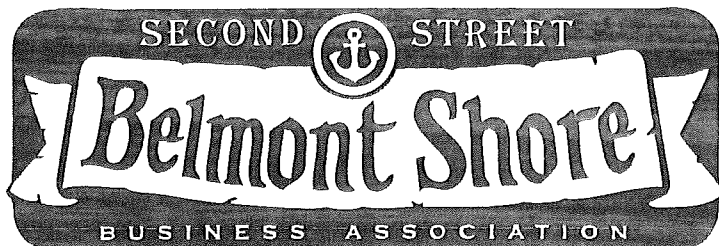
Absent: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
City Clerk

# EXHIBIT “A”





# **2019-2020 Annual Report**

## **Belmont Shore Parking and Business Improvement Area**

SUBMITTED BY THE BELMONT SHORE BUSINESS ASSOCIATION  
JULY 19, 2019

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## DISTRICT OVERVIEW

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### District Background

In 1983, the City Council of the City of Long Beach adopted Ordinance C-5963, which established the Belmont Shore Parking and Business Improvement Area, providing for the levy of an additional business license assessment to be paid by businesses in the Belmont Shore commercial corridor. In 2008, the City Council of the City of Long Beach adopted Ordinance 08-0026 modifying the boundaries of the Belmont Shore Parking and Business Improvement Area. Assessment revenues are generally spent on activities that market the corridor and area businesses and promote a safe, clean, and vibrant environment.

The organization overseeing the management of the Belmont Shore Parking and Business Improvement Area is the Belmont Shore Business Association, a nonprofit organization incorporated on May 21, 1948 under California State law. 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 Parking and Business Improvement Area Boundary Map



### Proposed Changes

The Belmont Shore Business Association Board of Directors proposes no changes to the district boundary for 2019-2020.

## **District Advisory Board**

The Belmont Shore Business Association Board of Directors serves as the Advisory Board to the City Council of the City of Long Beach on matters related to the Belmont Shore Parking and Business Improvement Area.

The Belmont Shore Business Association has 13 available positions on its Board of Directors. Five of the 13 elected directors serve as officers of the Association. All (13) of the Directors and the officers are known as the Board of Directors. Elections for the 2019-20 Board of Directors is the Summer of 2019.

### **Officers**

PRESIDENT ..... Mike Sheldrake, Polly's Gourmet Coffee  
1st VP OF FINANCE ..... Dave Shlemmer, Shlemmer Investments  
VP OF PROMOTIONS ..... Heather Duncan, Blue Windows  
SECRETARY ..... Matt Peterson, Legends  
TREASURER ..... Cory Peters, Chase Bank

### **Directors**

Bart De Lio, Associate Member  
Marsha Jeffer, Shore Business Center  
Eric Johnson, Legends Sports Bar & Restaurant  
Lisa Ramelow, La Strada  
Aaron Tofani, Rance's Pizza  
Tula Trigonis, Salon Soma  
Alexis Rabenn, Quinn's Pub

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## **District Personnel**

Dede Rossi, Executive Director  
Daniela Fowler, Marketing & Events Coordinator

## METHOD OF ASSESSMENT

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Assessments are calculated by category of business and incorporate a base rate plus a per employee rate. Business categories and rates are as follows:

<b>CATEGORIES</b>	<b>BASE RATE</b>	<b>EMPLOYEE RATE</b>
Financial Institution	\$1,646.22	\$16.50
Service Real Estate Office	\$638.70	\$22.00
Retail – Restaurant w/alcohol & RTE	\$640.19	\$9.63
Retail – Other	\$548.73	\$8.25
Consulting	\$425.80	\$22.00
Construction Contractor	\$425.80	\$22.00
Insurance Agent Professional	\$425.80	\$22.00
Professional	\$425.80	\$22.00
Service – Other	\$319.35	\$16.50
Misc. Rec/Ent, Vending, Manufacturing, Unique & Wholesale	\$319.35	\$16.50
39% Reduced Rate for Service-related Independent Contractors	\$194.80	\$16.50
Non-profits	0.00	0.00

### Proposed Changes

The Belmont Shore Business Association Board of Directors proposes no changes to the method and basis of levying the assessment.

### Consumer Price Index Adjustment

The Belmont Shore Business Association Board of Directors is not requesting a Consumer Price Index adjustment for the 2019-2020 contract year.

## BUDGET

### 2019 – 2020 Estimated Revenue

	INCOME	BUDGET	BIA FUND	PROMOTIONS
<b>4200</b>	<b>Membership Dues</b>			
4210	BIA Fund		140,000.00	140,000.00
4220	Associate members		500.00	500.00
	<b>4200 TOTAL</b>		<b>140,500.00</b>	<b>140,500.00</b>
<b>4400</b>	<b>Corporate Sponsorship</b>			
4420	Car Show	15,000.00		15,000.00
4485	Chocolate Festival	0.00		0.00
4440	Stroll & Savor	1,000.00		1,000.00
4470	Christmas Parade	25,000.00		25,000.00
4495	Art Walk	0.00		0.00
	<b>4400 TOTAL</b>	<b>41,000.00</b>		<b>41,000.00</b>
<b>4600</b>	<b>Investment Returns</b>			
4610	Interest on Checking	25.00		25.00
	Heartland	75.00		75.00
	<b>4600 TOTAL</b>	<b>100.00</b>		<b>100.00</b>
<b>4800</b>	<b>Promotional Events</b>			
4820	Car Show	10,000.00		10,000.00
4840	Stroll & Savor			
4842	May	20,000.00		20,000.00
4844	June	43,000.00		43,000.00
4845	July	43,000.00		43,000.00
4846	August	43,000.00		43,000.00
4870	Christmas Parade	35,000.00		35,000.00
4885	Chocolate Festival	10,000.00		10,000.00
4895	Roar in the Shore	0.00		0.00
		<b>204,000.00</b>	<b>140,500.00</b>	<b>204,000.00</b>
	<b>Income Total</b>	<b>385,600.00</b>		

## 2019 - 2020 Estimated Expenses

	EXPENSES	BUDGET	BIA FUND	PROMOTIONS
<b>6200</b>	<b>ADMINISTRATION</b>			
6201	Independent Contractors	70,000.00	70,000.00	
6220	Rent	25,000.00	25,000.00	
6230	Office	1,000.00	1,000.00	
6232	Postage	200.00	200.00	
6234	Printing	7,000.00	7,000.00	
6236	Supplies	3,000.00	3,000.00	
6238	Equipment	2,000.00	2,000.00	
6240	Insurance	6,500.00	6,500.00	
6250	Telephone	2,500.00	2,500.00	
6260	Accounting	1,125.00	1,125.00	
6270	Meetings/Mixers	2,500.00	2,500.00	
6280	Dues & Subscriptions	500.00	500.00	
	<b>6200 TOTAL</b>	<b>121,325.00</b>	<b>121,325.00</b>	
<b>6600</b>	<b>ONGOING PROMOTIONS</b>			
6660	Marketing	43,275.00		43,275.00
6852	Entertainment	10,000		10,000
6612	Christmas Decoration	10,000	10,000	10,000
6630	Welcome Wagon	1,000	1,000	1,000
6640	Shore Corp	3,000	3,000	3,000
	<b>6600 TOTAL</b>	<b>67,275.00</b>	<b>14,000.00</b>	<b>67,275.00</b>
<b>6800</b>	<b>PROMOTIONAL EVENTS</b>			
6896	Roar in the Shore	7,000.00		7,000.00
6820	Car Show	6,000.00		6,000.00
<b>6840</b>	<b>Stroll &amp; Savor Series</b>	<b>0.00</b>		<b>0.00</b>
6842	May	16,000.00		16,000.00
6844	June	38,000.00		38,000.00
6845	July	38,000.00		38,000.00
6846	August	38,000.00		38,000.00
6870	Christmas Parade	40,000.00		40,000.00
6855	Art Walk	0.00		0.00
6865	Holiday Shopping	7,000.00		7,000.00
6885	Chocolate Festival	7,000.00		7,000.00
	<b>6800 TOTAL</b>	<b>197,000.00</b>	<b>135,325.00</b>	<b>197,000.00</b>
	<b>EXPENSE TOTAL</b>	<b>385,600.00</b>		



### **Surplus or Deficit Carryover**

The Belmont Shore Business Association does not anticipate any surplus or deficit business improvement district assessment revenues to be carried over from the previous fiscal year.

### **Contributions from Other Sources**

The Belmont Shore Business Association has multiple sources of income outside of the Belmont Shore Parking and Business Improvement Area assessments. These sources of income include: corporate sponsorships, promotional events, associate memberships, and investment returns. The estimated income for these sources are listed in the estimated 2019 – 2020 revenue section of this report. In total, contributions from other sources are expected total \$245,100.

## **BELMONT SHORE BUSINESS IMPROVEMENT DISTRICT PROGRAM**

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### **2019 – 2020 Program**

#### **Member Communications**

Most of the BSBA office to BSBA member communication is done by email, e-news and the monthly BSBA meetings held on the last Tuesday of each month, except for December. Information includes meeting dates, special events, promotion and advertising deals, bus pass program (free bus passes for employees in The Shore), business opportunities and promotions, No Trespassing information, suspicious activity or events offered by BSBA members. BSBA staff also walks the district to communicate with members.

#### **Marketing & Social Media**

The BSBA district is marketed as a destination and as a local place to go. Ads are placed in the Travel host, Long Beach Convention & Visitor's Bureau, Grunion Gazette, Long Beach Business Journal, Long Beach Post, Press Telegram, Beachcomber, social media, belmontshore.org website, pole banners, and on Big Belly trash receptacles.

The BSBA also manages multiple social media pages to highlight businesses, promote special events, and promote business specials.

#### **Community Outreach**

The BSBA Executive Director or a BSBA Board Member attend the following monthly community meetings: Belmont Shore Residents Association (BSRA), Friends of Belmont Shore (FOBS), other residential meetings and meetings organized by the 3<sup>rd</sup> District Council office.

The Executive Director attends the monthly meetings of Council of Business Associations (COBA) and the Belmont Shore Parking & Business Improvement Area Advisory Commission (BSPBIAAC).

#### **Security**

The BSBA coordinates with the Police Department's East Division and has them attend monthly BSBA meetings and to provide members with updates on safety issues and tips for Belmont Shore businesses. LBPd has cut back on our Beat Patrol from 4 days to 2 days. Officers follow up with businesses to sign them up for the NO Trespassing (penal code S 602) (o).

### Special Events

The BSBA host several events each year. Events gain exposure for Belmont Shore through press coverage and by drawing thousands to the area. Many businesses benefit directly from the events. All members can benefit if they choose to participate. The BSBA also has given local non-profits exposure by letting them attend our events and the BSBA sponsors several American Red Cross Blood drives throughout the year. The association continues to analyze its events and determine which ones are beneficial to the district and if any should be discontinued or added.

## **BELMONT SHORE BUSINESS ASSOCIATION (BSBA) CALENDAR OF EVENTS**

### **October 2019- September 2020**

Art Walk & Chalk Contest	Saturday, October 19th	11am – 4pm
Trick or Treat on 2 <sup>nd</sup> St	Thursday, October 31 <sup>st</sup>	4pm – 6pm
Small Business Saturday	Saturday, November 30th	ALL DAY
37th Annual Christmas Parade	Saturday, December 7th	6pm – 9pm
Menorah Lighting	Sunday, December 22	4pm
Holiday Shopping in The Shore	December 13-24	All day

### **2020**

Chocolate Festival	Saturday, February 8	1pm – 3pm
Roar in the Shore	Wednesday, April 15	5pm – 8pm
Stroll & Savor	Wed. & Thur., May 13, 14	5:30pm – 9pm
Stroll & Savor	Wed. & Thur., June 17, 18	5:30pm – 9pm
Stroll & Savor	Wed. & Thur., July 15, 16	5:30pm – 9pm
Stroll & Savor	Wed. & Thur., Aug. 19, 20	5:30pm – 9pm
31 <sup>st</sup> Annual Car Show	Sunday, September 13	9am – 3pm