

RESOLUTION NO. RES-19-0135

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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I hereby certify that the foregoing resolution was adopted by the City
Council of the City of Long Beach at its meeting of September 3, 2019
by the following vote:

Ayes: Councilmembers: Pearce, Price, Supernaw, Mungo,
Andrews, Uranga, Austin, Richardson.

Noes: Councilmembers: None.

Absent: Councilmembers: None.


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

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

District Personnel

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

METHOD OF ASSESSMENT

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

CATEGORIES	BASE RATE	EMPLOYEE RATE
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
4200	Membership Dues			
4210	BIA Fund		140,000.00	140,000.00
4220	Associate members		500.00	500.00
	4200 TOTAL		140,500.00	140,500.00
4400	Corporate Sponsorship			
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
	4400 TOTAL	41,000.00		41,000.00
4600	Investment Returns			
4610	Interest on Checking	25.00		25.00
	Heartland	75.00		75.00
	4600 TOTAL	100.00		100.00
4800	Promotional Events			
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
		204,000.00	140,500.00	204,000.00
	Income Total	385,600.00		

2019 - 2020 Estimated Expenses

	EXPENSES	BUDGET	BIA FUND	PROMOTIONS
6200	ADMINISTRATION			
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	
	6200 TOTAL	121,325.00	121,325.00	
6600	ONGOING PROMOTIONS			
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
	6600 TOTAL	67,275.00	14,000.00	67,275.00
6800	PROMOTIONAL EVENTS			
6896	Roar in the Shore	7,000.00		7,000.00
6820	Car Show	6,000.00		6,000.00
6840	Stroll & Savor Series	0.00		0.00
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
	6800 TOTAL	197,000.00	135,325.00	197,000.00
	EXPENSE TOTAL	385,600.00		

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

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 3rd 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. LCPD 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 nd St	Thursday, October 31 st	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 st Annual Car Show	Sunday, September 13	9am – 3pm