

C-5

January 21, 2020

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Approve the Midtown Property and Business Improvement District Annual Report continuing the property assessment for the period of January 1, 2020 through December 31, 2020, automatically extending the current agreement with the Midtown Property and Business Owner's Association for a one-year period; and, authorize payment of \$25,256 in City property assessments from the General Fund Group. (Districts 4, 6)

DISCUSSION

The Midtown Property and Business Improvement District (MBID) was established by the City Council in 2015 for a five-year period. The City of Long Beach (City) contracts with Midtown Property and Business Owner's Association (MPBOA) to manage the MBID and the MPBOA Board of Directors serve as the Advisory Board to the City Council on matters related to the MBID. MPBOA utilizes the MBID funding to provide enhanced maintenance, security, marketing, and economic development, above and beyond the services provided by the City.

State law governing Property and Business Improvement Districts requires that an Annual Report be submitted to the City Council by the Advisory Board designated for this Assessment District. The MBID 2019-2020 Annual Report (Annual Report) (Attachment) describes the boundaries, proposed activities, and budgetary information, as well as the method and basis for continuation of the assessment. The Annual Report proposes no change to the MBID boundaries, the method of assessment, and activities.

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

Method of Assessment

The original assessment engineer determined the assessment should be allocated based on two parcel characteristics: lot square footage and building square footage. The original assessment rate per assessable square foot was \$0.0836. Assessable square foot is the sum of lot square footage and building square footage. Per the original engineer's report, "the assessment calculation is the same for every parcel in the PBID." The 2019-2020 assessment rate remained the same as the prior year at \$0.0836 per assessable square foot.

The table below shows the historical assessment rates:

Year	Rate per Assessable Square Foot
2016/17	\$0.0836
2017/18	\$0.0836
2018/19	\$0.0836
2019/20	\$0.0836

This matter was reviewed by Deputy City Attorney Amy R. Webber on December 30, 2019, and by Budget Management Officer Rhutu Amin Gharib on January 2, 2020.

TIMING CONSIDERATIONS

City Council action is requested on January 21, 2020, so that FY 20 assessment transfers may be made as required by the Agreement for Funding with MPBOA.

FISCAL IMPACT

It is estimated that the MBID will generate \$160,862 in FY 20 through the proposed continuation of the assessment. Assessment funds are collected through additional fees attached to property owner assessment payments in the MBID area. All revenues are distributed directly to MPBOA for implementation of annual programs.

The total City share of the MBID assessment for FY 20 is \$25,256. Sufficient funds have been budgeted in the General Fund Group in the Economic Development Department, Library Services Department, and the Parks, Recreation, and Marine Department. 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.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JOHN KEISLER
DIRECTOR OF ECONOMIC DEVELOPMENT

APPROVED:



THOMAS B. MODICA
ACTING CITY MANAGER

ATTACHMENT



2019-2020 Annual Report

Midtown Business Improvement District

SUBMITTED BY THE MIDTOWN PROPERTY AND BUSINESS OWNERS' ASSOCIATION TO THE CITY OF LONG BEACH

NOVEMBER 1, 2019

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DISTRICT OVERVIEW

District Background

Per the original Management Plan *“Through a series of property owner and stakeholder meetings the [MBID] Steering Committee collectively determined the priority for improvements and activities to be delivered by the business improvement district in order to support increased commerce, business attraction and retention, [and] increased property rental income.”*

In August of 2015 the City Council of the City of Long Beach (the “City Council”) established the Midtown Business Improvement District (the “MBID”), pursuant to the provisions of the *Property and Business Improvement District Law of 1994 (the “Law”) Division 18 of the Streets and Highways Code*, commencing with *Section 36600*.

The MBID may levy assessments for a period of five years. The first levy was Fiscal Year 2015/16 and the final levy will be Fiscal Year 2019/20. Following the initial five-year term, the MBID may be renewed following a public hearing and property owner assessment ballot protest proceeding similar to the original formation.

Pursuant to Section 36614.5 of the Law, the City Council contracts with an advisory board, the Midtown Property and Business Owner’s Association (“MPBOA”), to make recommendations to the City Council on the expenditure of revenues received from the levy of assessments, the classification of properties, the method and basis of levying the assessments, and MBID budgets and policies. This Annual Report is prepared pursuant to Section 36650(a) of the Law.

District Boundary

The following boundary description is taken from the original engineer’s report for the MBID:

“Begin at the intersection of Alamitos Avenue and E. Anaheim Street on the north parcel line of parcel 7268018029 on the northeast corner of Alamitos Avenue. Continue east along the northern boundary of parcels facing on the north side of E. Anaheim Street to Raymond Avenue. Turn south along the west parcel line of parcel 7260021029, cross E. Anaheim Street and continue south along the east parcel line of parcel 7260032014 to the south parcel line of parcel 7260032014. Turn west along the south parcel line of parcels facing on the south side of E. Anaheim Street to Walnut Street. At Walnut Street continue along the south parcel line of parcel 7267001900. Continue north along the south parcel line of parcels facing on the west side of E. Anaheim Street to the starting point at the intersection of Alamitos Avenue and E. Anaheim Street.”

The boundary map on the following page is taken from the original engineer’s report.



City of Long Beach, California Proposed Midtown PBID

Parcel Ownership Data Source: Los Angeles County Assessor, December 2, 2014



T:\2015_Parcels\Urban\Business Improvement Districts\Cambodia Town\Midtown_PBID_Proposed.mxd 11/14/2015

District Advisory Board

The following is a list of the nine MBID Board of Directors:

Chair: Kenneth McDonald

Vice Chair: Pasin Chanou

Treasurer: Lisa Patton

Secretary: Peter Kong

Directors: Susana Sngiem
Stuart Takehara
Gary Ung
Charles Song
Rong Be

METHOD OF ASSESSMENT

The MBID assessment is computed based on two parcel characteristics: lot square footage and building square footage.

Original Assessment Rate

The original assessment rate per assessable square foot was \$0.0836. Assessable square foot is the sum of lot square footage and building square footage. Per the original engineer's report "[t]he assessment calculation is the same for every parcel in the PBID."

Assessment Rate Adjustments

The original engineer's report states the following regarding assessment rate adjustments:

"Assessments may be subject to annual increases not to exceed the assessment rates in the table below for any given year. Increases will be determined by the District Owner's Association and will vary between 0 and 4% in any given year."

The table below comes from the original engineer's report and is the table referenced in the text quoted above.

	2016	2017	2018	2019	2020
Assessable Sq Ft Rate (Lot + Building)	\$0.0836	\$0.0869	\$0.0904	\$0.0940	\$0.0978

Historical Assessment Rates

The 2019/20 assessment rate remained the same as the prior year at \$0.0836 per assessable square foot. The table below shows the historical assessment rates.

Fiscal Year	Rate per Assessable Square Foot	Rate Change
2015/16	\$0.0836	N/A
2016/17	0.0836	0.0%
2017/18	0.0836	0.0%
2018/19	0.0836	0.0%
2019/20	0.0836	0.0%

Proposed Changes

For 2019/20, the MBID Board decided to keep the assessment rate the same as the prior year.

There are no proposed changes to the boundaries or the assessment methodology of the MBID.

BUDGET

District Budget

The table below shows the 2019/20 budget for the MBID:

Description	Budget Amount
Clean, Safe, Beautiful Program Costs	\$99,438
Marketing and Economic Development Costs	28,606
Administration Office	38,746
Subtotal of Costs	\$166,790
Less: General Benefit Contribution (3.55%)	(5,928)
Total Costs to be Assessed	\$160,862

Surplus or Deficit Carryover

The MBID reports approximately \$145,608 in surplus funds will be carried over to Fiscal Year 2019/20.

MBID has a surplus of \$143,000 was because the total expenditure in 2016 was \$26,420. In 2016, MBID was still in the process of setting up the governing board and committees. MBID hired an Executive Director in October 2016. On December 2, 2016, the MBID Board of Directors hired the Conservation Corps of Long Beach to pick up trash and power wash the sidewalks in Midtown.

In August 2017, MBID hired Citicorp Security to patrol the district 50 hours a week. Due to MBID hiring Citicorp later in the year, the total expense was \$116,138.

In 2018, MBID received \$158,640 and spent \$158,014.

In 2019, MBID received \$156,870 and spent \$156,613. Since 2018, MBID has been consistently spending all the assessment money collected toward security, clean/beautiful, marketing, and administration.

The surplus funds will be used to complete planned activities that were not completed in the budget period that funds were allocated. MBID will allocate a portion of the surplus funds toward MBID renewal costs.

General Benefit

The formation engineer estimated the general benefit of the MBID improvements and activities to be 3.55%. Thus, 3.55% of the budget must be funded from sources other than assessments.

Contributions from Other Sources

Other Sources will include Angel Gift sponsorship.

MIDTOWN BUSINESS IMPROVEMENT DISTRICT

2019 – 2020 Program

The assessments provide funding for the Clean, Safe, Beautiful Programs, marketing/communication, and management/administration as described below.

Clean, Safe, Beautiful Programs

SAFE TEAM PROGRAM

The Safety Program will provide security services for the individual assessed parcels located within the District in the form of patrolling bicycle personnel and walking patrols. The owner's association may also consider the use of security cameras as an additional safety program. The purpose of the Safe Team Program is to prevent, deter and report illegal activities. The presence of the Safe Team Program is intended to deter such illegal activities as public urination, indecent exposure, trespassing, drinking in public, prostitution, illegal panhandling, illegal vending, and illegal dumping for individually assessed parcels.

The Program will supplement, not replace, other ongoing police, security and patrol efforts within the District. The Safe Team Program will maintain communication with the Long Beach Police Department (LBPD) area patrols and intends to report illegal activities to the LBPD. The Safe Team Program will only provide its services to individually assessed properties within the District boundaries.

Platt Security Services

Platt Security Services was awarded for Midtown Public Safety as the second eyes and ears of the police with respect to panhandling and other safety issues. Upon their first week of hire, their engagement in the MBID consisted of community engagement with businesses, City Departments and homelessness. Platt Security patrols Midtown 8 hours/day (9:00 am-5:00 pm), six days a week.

Linda Reach is the designated security officer. She assists with moving transients along and other challenges the members encounter.

The Platt Security provided 2,496 hours of patrol in 2019.

CLEAN AND BEAUTIFUL PROGRAM

In order to consistently deal with cleaning issues, a Clean and Beautiful Program is provided. A multi-dimensional approach has been developed consisting of the following elements.

Sidewalk Cleaning: Maintaining clean and appealing sidewalks is a year-round responsibility. Uniformed, radio equipped personnel will sweep litter, debris and refuse from sidewalks and gutters within the MBID. District personnel will pressure wash the sidewalks.

Graffiti Removal: District personnel will remove graffiti by painting, using solvent and pressure washing. The District maintains a zero tolerance graffiti policy. An effort is made to remove all tags within 24 hours on weekdays.

Landscape Maintenance: Landscape maintenance includes maintaining tree wells and weed abatement.

Downtown Long Beach Alliance (DLBA) has been selected for a one-year service contract to provide the removal of trash, debris, recyclables from sidewalks and gutters, weeding tree wells and sidewalks.

Maintenance is as follows:

- Once a week for sidewalk water pressure cleaning on both the north side and south side of Anaheim Street corridor from Raymond Ave. to Alamitos Ave.
- Three times a week of cleaning services of the removal of debris, trash, recyclables, etc. on Anaheim Street from Raymond Ave to Alamitos Ave.

Neighborhood Clean-up

The MBID partnered with Midtown Neighborhood Association and Cambodia Town Neighborhood Association to organize a monthly cleanup in Midtown. The MBID also removed sofas and other furniture from alleys in Midtown. Every month we collected trashes and furniture to fill the 40 yards dumpster, 7 to 9 tons of trash.

e-Waste Recycling

The MBID also partnered with Conservation Corps of Long Beach to organize e-Waste recycling in Midtown. E-Waste is anything with electrical cable such as computers, copiers, printers, cellphones, scanners, stereo equipment, etc.

The MBID partnered with the Cambodia Town Neighborhood Association to pick up trash once a month along Anaheim Street. The MBID also picks up cigarette butts to recycle, as they are toxic and harmful to the environment.

Mark Twain Library Community Garden

Midtown BID is proud to partner with Mark Twain Library, Cambodia Town, SBCC Thrive LA, and Clean Wilmington to build 20 raised beds at Mark Twain Library on Peterson Ave. The purpose of the community garden is to beautify and unify the area and to provide fresh fruits and vegetable to the resident in Midtown.

Environmental Fair

Midtown BID is proud sponsor the FAB FOUR of the Neighborhood Leadership Program to host the Environmental Fair. The Environmental Fair provides education, resources, and equipment to keep the clean and beautiful. Folks can utilize Go Long Beach App to report illegal dumping items, graffiti, pothole, etc. Educate them to use paper or reusable straws.

Marketing/Communication

It is important to not only provide the services needed in the MBID, but to tell the story of improvement in the MBID. MBID awarded a contract to Commune Communication to develop a comprehensive strategy and branding identity that embraces MBID's unique position among all Long Beach neighborhoods. Our main objective is to establish MBID as Long Beach's landmark of diversity and a community that brings business, residents and visitors together in celebration of cultural experiences. Some of the communication/image programs being considered are:

- Web Site
- Banners
- Social Media
- Business Directory
- Business Retention
- Business Recruitment
- Events
- Customer Recruitment
- Tote bags

Banners Installation

Midtown BID installed 50 banners (Shop, Tour, Dine, and Meet) from Raymond Ave to Alamitos Ave on north and south side of Anaheim St. The banners uniquely designed to reflect the diverse businesses in the district. The banners serve to provide a sense of community spirit, promotion, and mark boundary for Midtown BID.

Tote bags promotion

Two thousand tote bags were given to business owners in Midtown to disseminate to their customers to promote sustainability and Midtown brand. The tote bags lime-green and orange color with Midtown logo and website printed on the front.

QUARTERLY BUSINESS MIXER

The purpose of the Quarterly Business Mixer is to promote and assist with the growth and development of small businesses through ongoing education and networking. The Quarterly Business Mixer provides innovative ways where small business can network and find opportunities to flourish in our ever-changing economy and it provides a platform for businesses to take an active and tangible role in the community.

The mixer provided MBID members with resources to alternative funding such as KIVA loan. KIVA loan is zero interest loans through crowdfunding platform which that fund from \$500-\$10,000. The fund can be used to purchase equipment, hire staff, or business marketing

COMMUNITY EVENTS

Sponsored the 11th Annual Cambodia Town Culture Festival

MBID is proud to co-sponsor the 11th Annual Cambodia Town Culture Festival to celebrate the Year of the Pig at Mark Twain Neighborhood Library. The event brought thousands of people and elected officials, including Congressman Lowenthal, Mayor Garcia, Councilman Supernaw, and Vice Mayor Andrews to Midtown District. The spectators were treated to the majestic procession of LAKHOAN

KHAOL, Khmer Mask Drama Dance designated as a UNESCO World Heritage, classical Khmer performances, and enjoyed authentic Cambodian food. There were booths for local businesses to sell merchandise and provide information to the public.

Angel's Gift

MBID organized our 2nd Annual Angel Gift. Over 300 children and adults attended the event. The Angel Gift is unique because they tell us what they need instead of us giving them what they don't want. An appreciation and gratitude to all of our Angels who sponsored and partook in fulfilling the wishes of our 300 children who submitted their wish list at Mark Twain Library. Our Angels and partners this year consisted of local nonprofits, business owners, and local residents in our community.

- Cambodia Town
- Cambodian Networking Our World (C-NOW)
- United Cambodian Community
- Jasmine Sim & Sarah Chhay (Community Angels)
- Stacey Chin & Samone Keo (Business owners)
- Mark Twain Library
- Midtown Neighborhood Association

AOC7 Literacy Fair

The Literacy Fair is organized by AOC7 to promote reading and give free books to the children in the neighborhood. Over 500 people attended the AOC7's 7th Annual Literacy Fair on Saturday, May 11, 2019 at MacArthur Park. The event started with pledge of allegiance and introduction of AOC7's members and sponsors. Over 300 children from the neighborhood received free books and gifts. There were games, raffle, drum team, music, and magic show for the attendees.

Management

The improvements and activities are managed by a professional staff that requires centralized administrative support. Management staff oversees the MBID's services and actively work on behalf of the MBID parcels to ensure that City and County services and policies support the MBID. Included in this item are management labor, office expense and organizational expenses such as insurance and the cost to conduct a yearly financial review. A well-managed District provides necessary program oversight and guidance that produces higher quality and more efficient programs. Management staff expenses are allocated according to generally accepted accounting job costing procedures and are allocated to the specific areas in which staff works.

City of Long Beach
Midtown PBID
FY 2019/20 Direct Bill Summary

APN	Direct Bill Recipient	2019/20 Levy
7261-024-910	LONG BEACH TRANSIT	\$23,660.96
7261-024-911	LONG BEACH TRANSIT	1,436.16
7261-025-913	LONG BEACH TRANSIT	14,851.70
Total	3 Parcels	\$39,948.82

APN	Direct Bill Recipient	2019/20 Levy
7267-001-900	CITY OF LONG BEACH	\$565.04
7267-001-901	CITY OF LONG BEACH	564.96
7267-001-902	CITY OF LONG BEACH	552.34
7267-001-903	CITY OF LONG BEACH	376.36
7267-001-904	CITY OF LONG BEACH	414.14
7267-001-905	CITY OF LONG BEACH	339.24
7267-001-906	CITY OF LONG BEACH	2,809.12
Total	7 Parcels	\$5,621.20

APN	Direct Bill Recipient	2019/20 Levy
7268-040-900	CITY OF LONG BEACH (PARKS, REC, MARINE)	\$508.46
7268-041-900	CITY OF LONG BEACH (PARKS, REC, MARINE)	14,490.04
Total	2 Parcels	\$14,998.50

APN	Direct Bill Recipient	2019/20 Levy
7268-041-910	CITY OF LONG BEACH LIBRARY	\$4,636.28
Total	1 Parcel	\$4,636.28

ASSESSMENT ROLL

The following pages contain the 2019/20 assessment roll for the MBID.

City of Long Beach
Midtown Business Improvement District
Final Billing Detail Report for Fiscal Year 2019/20

Account ID	Property ID	DB	Levy	Other	Total
7260-021-024	7260-021-024-8		\$977.62	\$0.00	\$977.62
7260-021-025	7260-021-025-7		706.09	(0.01)	706.08
7260-021-026	7260-021-026-6		503.77	(0.01)	503.76
7260-021-027	7260-021-027-5		506.11	(0.01)	506.10
7260-021-028	7260-021-028-4		504.02	0.00	504.02
7260-021-029	7260-021-029-3		1,029.70	0.00	1,029.70
7260-032-001	7260-032-001-2		652.92	0.00	652.92
7260-032-002	7260-032-002-1		649.07	(0.01)	649.06
7260-032-003	7260-032-003-0		617.97	(0.01)	617.96
7260-032-014	7260-032-014-7		2,819.66	0.00	2,819.66
7261-021-023	7261-021-023-8		824.38	0.00	824.38
7261-021-024	7261-021-024-7		639.54	0.00	639.54
7261-021-025	7261-021-025-6		791.78	0.00	791.78
7261-021-026	7261-021-026-5		1,373.55	(0.01)	1,373.54
7261-022-013	7261-022-013-8		1,128.60	0.00	1,128.60
7261-022-014	7261-022-014-7		1,022.60	0.00	1,022.60
7261-022-015	7261-022-015-6		2,021.36	0.00	2,021.36
7261-022-016	7261-022-016-5		677.66	0.00	677.66
7261-024-910	7261-024-910-8	Y	23,660.97	(0.01)	23,660.96
7261-024-911	7261-024-911-7	Y	1,436.16	0.00	1,436.16
7261-025-913	7261-025-913-2	Y	14,851.71	(0.01)	14,851.70
7261-026-011	7261-026-011-1		3,476.26	0.00	3,476.26
7261-026-012	7261-026-012-0		629.01	(0.01)	629.00
7261-026-013	7261-026-013-9		815.27	(0.01)	815.26
7261-026-014	7261-026-014-8		912.74	0.00	912.74
7261-027-009	7261-027-009-3		1,942.45	(0.01)	1,942.44
7261-027-010	7261-027-010-0		1,034.88	0.00	1,034.88
7261-027-012	7261-027-012-8		990.74	0.00	990.74
7261-027-020	7261-027-020-8		1,046.67	(0.01)	1,046.66
7261-028-001	7261-028-001-9		1,406.40	0.00	1,406.40
7261-028-002	7261-028-002-8		1,254.00	0.00	1,254.00
7261-028-003	7261-028-003-7		1,380.57	(0.01)	1,380.56
7261-029-003	7261-029-003-5		1,027.03	(0.01)	1,027.02
7261-029-004	7261-029-004-4		601.08	0.00	601.08
7261-029-023	7261-029-023-1		1,044.00	0.00	1,044.00
7261-029-024	7261-029-024-0		977.62	0.00	977.62
7261-029-025	7261-029-025-9		938.33	(0.01)	938.32
7261-029-026	7261-029-026-8		897.28	0.00	897.28
7261-030-009	7261-030-009-7		3,146.70	0.00	3,146.70
7261-030-010	7261-030-010-4		1,178.01	(0.01)	1,178.00

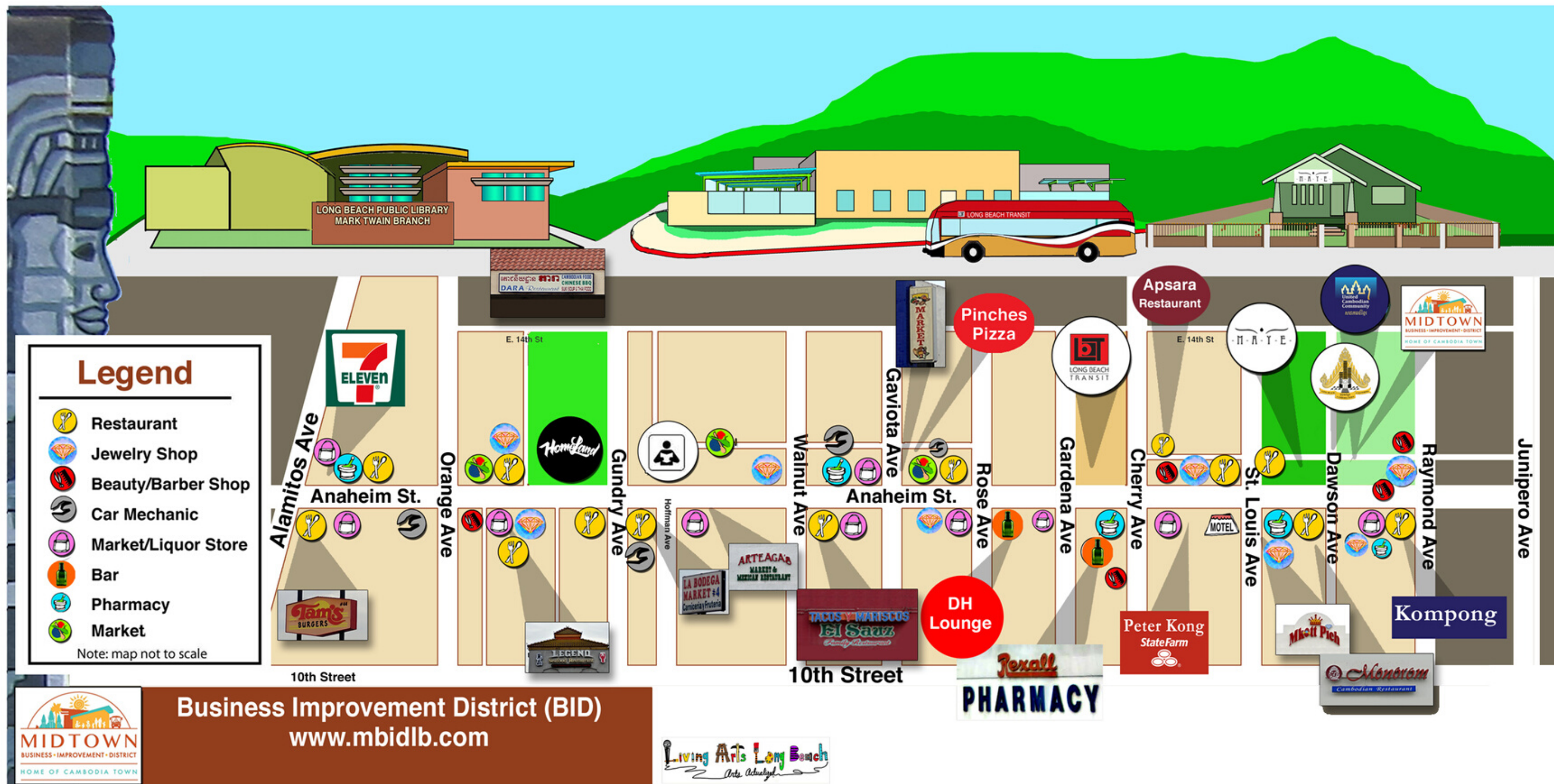
City of Long Beach
Midtown Business Improvement District
Final Billing Detail Report for Fiscal Year 2019/20

Account ID	Property ID	DB	Levy	Other	Total
7261-030-011	7261-030-011-3		868.52	0.00	868.52
7261-030-028	7261-030-028-4		2,352.75	(0.01)	2,352.74
7261-031-001	7261-031-001-3		771.29	(0.01)	771.28
7261-031-005	7261-031-005-9		832.07	(0.01)	832.06
7261-031-006	7261-031-006-8		958.64	0.00	958.64
7261-031-028	7261-031-028-2		2,017.60	0.00	2,017.60
7261-032-001	7261-032-001-1		575.17	(0.01)	575.16
7261-032-030	7261-032-030-6		2,749.60	0.00	2,749.60
7261-032-031	7261-032-031-5		967.67	(0.01)	967.66
7261-032-033	7261-032-033-3		1,375.47	(0.01)	1,375.46
7261-033-002	7261-033-002-8		650.83	(0.01)	650.82
7261-033-003	7261-033-003-7		815.18	0.00	815.18
7261-033-027	7261-033-027-9		2,676.20	0.00	2,676.20
7267-001-023	7267-001-023-4		1,001.70	0.00	1,001.70
7267-001-024	7267-001-024-3		4,985.49	(0.01)	4,985.48
7267-001-900	7267-001-900-2	Y	565.05	(0.01)	565.04
7267-001-901	7267-001-901-1	Y	564.97	(0.01)	564.96
7267-001-902	7267-001-902-0	Y	552.35	(0.01)	552.34
7267-001-903	7267-001-903-9	Y	376.37	(0.01)	376.36
7267-001-904	7267-001-904-8	Y	414.15	(0.01)	414.14
7267-001-905	7267-001-905-7	Y	339.25	(0.01)	339.24
7267-001-906	7267-001-906-6	Y	2,809.13	(0.01)	2,809.12
7267-002-001	7267-002-001-8		439.82	0.00	439.82
7267-002-002	7267-002-002-7		930.13	(0.01)	930.12
7267-002-014	7267-002-014-3		4,198.64	0.00	4,198.64
7267-003-001	7267-003-001-6		1,311.18	0.00	1,311.18
7267-003-002	7267-003-002-5		1,596.59	(0.01)	1,596.58
7267-003-013	7267-003-013-2		946.02	0.00	946.02
7267-003-041	7267-003-041-8		905.05	(0.01)	905.04
7267-003-042	7267-003-042-7		931.72	0.00	931.72
7267-004-003	7267-004-003-2		628.76	0.00	628.76
7267-004-004	7267-004-004-1		1,160.87	(0.01)	1,160.86
7267-004-005	7267-004-005-0		501.77	(0.01)	501.76
7267-004-006	7267-004-006-9		1,283.68	0.00	1,283.68
7267-004-018	7267-004-018-5		1,270.39	(0.01)	1,270.38
7268-018-024	7268-018-024-6		1,904.07	(0.01)	1,904.06
7268-018-029	7268-018-029-1		3,769.27	(0.01)	3,769.26
7268-040-022	7268-040-022-2		631.10	0.00	631.10
7268-040-023	7268-040-023-1		392.75	(0.01)	392.74
7268-040-024	7268-040-024-0		606.43	(0.01)	606.42

City of Long Beach
Midtown Business Improvement District
Final Billing Detail Report for Fiscal Year 2019/20

Account ID	Property ID	DB	Levy	Other	Total
7268-040-031	7268-040-031-1		1,582.63	(0.01)	1,582.62
7268-040-900	7268-040-900-9	Y	508.46	0.00	508.46
7268-041-900	7268-041-900-7	Y	14,490.05	(0.01)	14,490.04
7268-041-910	7268-041-910-5	Y	4,636.29	(0.01)	4,636.28
7268-042-031	7268-042-031-7		4,922.87	(0.01)	4,922.86
85 Accounts			\$160,862.27	(\$0.45)	\$160,861.82

YOUR ASSESSMENT DOLLARS AT WORK



YOUR ASSESSMENT DOLLARS AT WORK

We need your help and involvement to keep this going

2019

Summary of Topics

Safety

Clean & Beautiful

Economic Development

Midtown Business Improvement District

VISION: A vibrant and prosperous business community celebrating its diverse culture.

MISSION: We enhance the Midtown business community by investing in safety, beautification and economic development.

VALUES:

Business-Focused: Invest in local businesses, properties and community – taking consistent action on behalf of our partners.

Diversity: Embrace diversity in our business community.

Public Engagement: Involve our business partners and neighbors in dialogue about the future through meaningful and inclusive public engagement.

Commitment: Demonstrate the highest level of integrity, transparency, and respect.

Fiscal Responsibility: Commit to being accountable for the proper management, stewardship and expenditure of funds

SAFETY



Platt Security has provided 2,496 hours of patrol service for Midtown beginning early 2019

Patrol service by Platt Security is done 8 hours a day (9:00 AM- 5:00 PM), 6 days a week.

Linda is the patrol security officer. Her duties are to advise panhandlers, transients to move along and report other safety issues in Midtown.

To request for service, members can call Platt Dispatch at (562) 986-4484

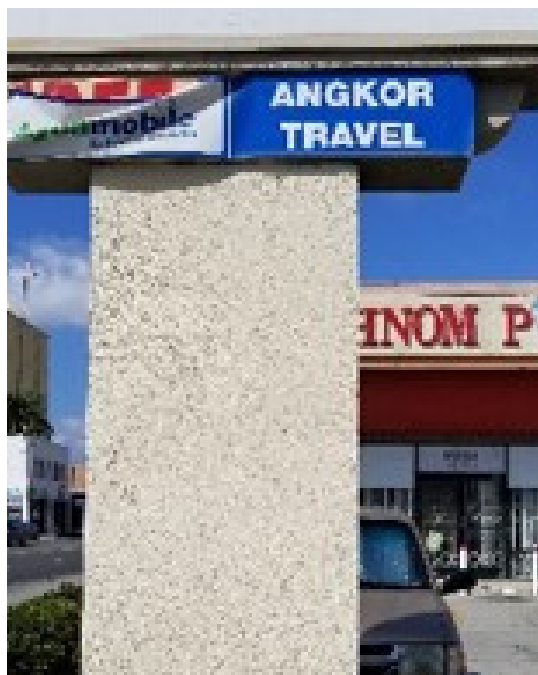
CLEAN & BEAUTIFUL

Graffiti & Illegal Dumping are reported via Go Long Beach App

GRAFFITI



1569 E. Anaheim St.
Walnut Plaza
Anaheim & Walnut

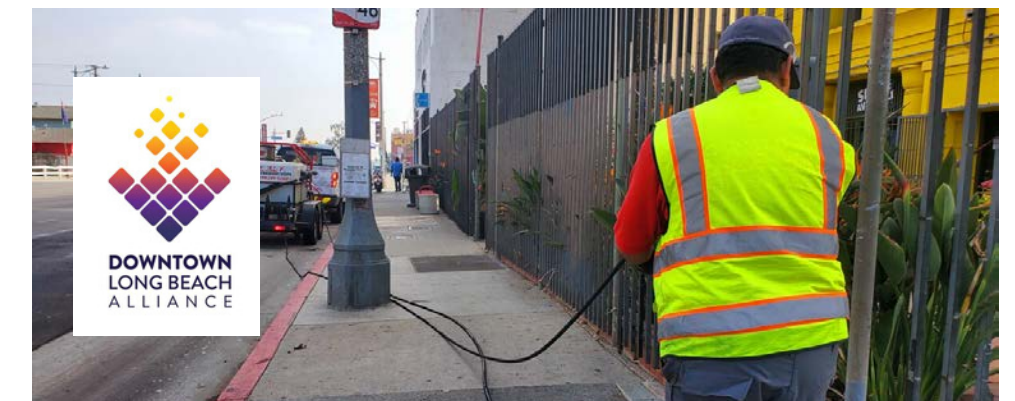


ILLEGAL DUMPING



1734 E. Anaheim St.
Anaheim & Rose Anaheim
& Gaviota

POWERWASH



Downtown Long Beach Alliance
is contracted to pick up trash
and debris 3 days a week and
powerwash 2 days a week.

MONTHLY COMMERCIAL / NEIGHBORHOOD CLEAN-UP & E-WASTE COLLECTION



The MBID partnered with Midtown Neighborhood Association and Cambodia Town Neighborhood Association to organize a monthly cleanup in Midtown. The MBID also removed sofas and other furniture from alleys in Midtown. Every month we collected trashes and furniture to fill the 40 yards dumpster, 7 to 9 tons of trash.



COMMUNITY PARTNERSHIPS



Cambodia Town
Long Beach CA Cambodian Community



CAMBODIA TOWN
NEIGHBORHOOD ASSOCIATION



Midtown Neighborhood Association

ECONOMIC DEVELOPMENT

MARK TWAIN LIBRARY COMMUNITY GARDEN

Community Gardens:

- Provide residents access to fresh foods
- Increase physical activity through garden maintenance activities
- Improve dietary habits through education
- Promote fruit and vegetable intake
- Lower risk of obesity and obesity-related diseases
- Improve mental health and promote relaxation

Photo Credit: Julie Daniels, C-NOW



Banner Installation



50 banners were installed along the corridor. (Shop, Tour, Dine, and Meet)
Installation begins from Raymond Ave to Alamitos Ave on North and South of Anaheim St.
The banners uniquely designed to reflect the diverse businesses in the district. The banners serve to provide a sense of community spirit, promotion, and mark boundary for Midtown BID.

Tote Bag Promotion

Two thousand tote bags were given to business owners in Midtown to disseminate to their customers to promote sustainability and Midtown brand. The tote bags lime-green and orange color with Midtown logo and website printed on the front.



Community Events

11th Annual Cambodia Town Culture Festival

Midtown BID is a proud co-sponsor for the 11th Annual Cambodia Town Culture Festival that took place at the Mark Twain Library. The event brought thousands of people and elected officials.



7th Annual AOC7 Literacy Fair

AOC7 hosted a their annual literacy fair at MacArthur Park providing over 3,000 books to underprivileged children in Midtown. Over 500 people attended the AOC7's 7th Annual Literacy Fair on Saturday, May 11, 2019 at MacArthur Park.



Midtown 2nd Annual Angel Gift

Over 300 children and adults attended the event. The Angel Gift is unique because they tell us what they need instead of us giving them what they don't want.



Facade Improvement

United Cambodian Community & Lee Heng Market

Location: Anaheim & Dawson

United Cambodian Community of Long Beach and Lee Heng Market received the Commercial Improvement Rebate Program. Find out how your business can be next.

Captain Kirk's Water Sport

Location: Anaheim & Gardenia, Anaheim & Cherry (NE)

Captain Kirk's Water Sport located at 2015 E. Anaheim St #A received the Commercial Improvement Rebate Program.

*For more information, please contact Executive Director at:
Director@mbidlb.com*

