



Legislation Details (With Text)

**File #:** 10-1040      **Version:** 1      **Name:** CD-ROI for East Anaheim BID D3,4  
**Type:** Resolution      **Status:** Adopted  
**File created:** 9/1/2010      **In control:** City Council  
**On agenda:** 9/21/2010      **Final action:** 9/21/2010

**Title:** Recommendation to adopt resolution approving the Annual Assessment Report from October 1, 2010 to September 30, 2011 for the East Anaheim Street Parking and Business Improvement Area, declaring its intention to levy the annual assessment, and setting a date for a public hearing for Tuesday, October 19, 2010 at 5:00 p.m. (Districts 3,4)

**Sponsors:** Community Development

**Indexes:** Report

**Code sections:**

**Attachments:** 1. 092110-R-19sr&att.pdf, 2. RES-10-0113.pdf

Date	Ver.	Action By	Action	Result
9/21/2010	1	City Council	approve recommendation and adopt	Pass

Recommendation to adopt resolution approving the Annual Assessment Report from October 1, 2010 to September 30, 2011 for the East Anaheim Street Parking and Business Improvement Area, declaring its intention to levy the annual assessment, and setting a date for a public hearing for Tuesday, October 19, 2010 at 5:00 p.m. (Districts 3,4)

The East Anaheim Business Association promotes and markets the East Anaheim Street commercial area, using funds generated through the assessment of area businesses located in the East Anaheim Street Parking and Business Improvement Area (EASPBIA). State law governing Parking and Business Improvement Areas require that an annual assessment report be submitted to the City Council by the Advisory Commission designated for the Assessment District. At its July 27, 2010 meeting, the EASPBIA Advisory Board voted to adopt the Fiscal Year 2011 EASPBIA Assessment Report (attached).

The Assessment Report describes the boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment. The report proposes no change in the method of levying the assessment and no significant changes to proposed activities.

The recommended Resolution of Intention grants approval of the assessment report, declares the intention of the City Council to levy the assessment for proposed activities and sets the date of a public hearing for October 19, 2010 .

This letter was reviewed by Chief Assistant City Attorney Heather Mahood on August 31, 2010, City Treasurer David Nakamoto and Budget Performance Officer Victoria Bell on August 31,2010.

The EASPBIA contract year begins October 1, 2010. City Council action is requested following public hearing on October 19, 2010 to allow purchase order and contract modifications to be completed so that Fiscal Year 2011 (FY 11) assessment transfers may be made as required by the Agreement for

Funding with the EASPBIA.

It is estimated that the EASPBIA will generate \$140,980 in FY 11 through the proposed continuation of the existing assessment. Assessment funds are collected through additional fees attached to EASPBIA business licenses and passed directly through to the East Anaheim Street Business Association for implementation of annual programs. Funding for this activity in the amount of \$132,710 is included in the FY 11 Proposed budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD). The remainder of \$8,270 will be requested via the FY 11 quarterly budget adjustment process. There is no fiscal impact to the General Fund and no local job impact associated with this action.

Approve recommendation.

DENNIS J. THYS  
DIRECTOR  
DEPARTMENT OF COMMUNITY DEVELOPMENT

APPROVED:

PATRICK H. WEST  
CITY MANAGER

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH APPROVING AN ANNUAL REPORT FOR OCTOBER 1, 2010 TO SEPTEMBER 30, 2011 FOR THE EAST ANAHEIM STREET PARKING AND BUSINESS IMPROVEMENT AREA ("EASPBIA") AND DECLARING ITS INTENTION TO LEVY THE ANNUAL ASSESSMENT FOR THAT FISCAL YEAR