



## Legislation Text

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**File #:** 13-0888, **Version:** 1

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Recommendation to receive and file the Annual Report of the Downtown Long Beach Parking and Business Improvement Area; approve the proposed budget for Fiscal Year 2014 (FY 14); and authorize City Manager to execute a contract with the Downtown Long Beach Associates for the period of October 1, 2013 through September 30, 2014. (Districts 1,2)

Downtown Long Beach Associates (DLBA) has three established sources of revenue that pass through the City to the organization. These include business operator assessments, property owner assessments and downtown parking meter revenue sharing. This recommended action relates to business operator assessment funds that are used to promote and market downtown Long Beach on behalf of businesses located in the Downtown Long Beach Parking and Business Improvement Area (DLBPBIA). The City Council approves the property owner assessment separately.

The proposed contract with DLBA requires the City to transmit all DLBPBIA assessment funds collected from downtown businesses to the DLBA every other month. This City Council action estimates DLBPBIA assessment revenue of \$598,026 for the contract period of October 1, 2013 through September 30, 2014 (attached). The DLBA will provide quarterly reports to the City on expenditures and submit an annual report summarizing FY 14 activities.

This matter was reviewed by Deputy City Attorney Amy Webber on September 12, 2013 and Budget Management Officer Victoria Bell on September 19, 2013.

The DLBA contract year begins on October 1, 2013. City Council action is requested on October 8, 2013 to allow FY 14 assessment transfers to be made in accordance with the City's contract with DLBA.

Sufficient funds are budgeted in the FY 14 Parking and Business Area Improvement Fund (SR 132) in the Department of Public Works (PW) to support these pass-through payments. The FY 14 assessment revenue will fully offset the proposed allocation. Approval of this recommendation will provide continued support to the local economy.

Approve recommendation.

ARA MALOYAN, PE  
ACTING DIRECTOR OF PUBLIC WORKS

APPROVED:

PATRICK H. WEST  
CITY MANAGER

