



## Legislation Text

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File #: 18-0886, Version: 1

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Recommendation to receive supporting documentation into the record, conclude the public hearing, and adopt resolution continuing the Fourth Street Parking and Business Improvement Area assessment for the period of October 1, 2018 through September 30, 2019; and, authorize City Manager, or designee, to extend the agreement with the Fourth Street Business Improvement Association for a one-year term. (District 2)

The Fourth Street Business Improvement Association (FSBIA) promotes and markets the Fourth Street commercial area using funds generated through the assessment of area businesses located in the Fourth Street Parking and Business Improvement Area (FSPBIA). To continue the assessment levy, State law requires that a public hearing be held on the proposed program and assessment. A copy of the Annual Report describing proposed assessments, activities, and allocations is attached to the Resolution as Exhibit A.

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

At its September 11, 2018 meeting, the City Council approved Resolution No. RES-18-0133, granting approval of the Annual Report, declaring the intention of the City Council to levy the assessment, and set October 9, 2018 as the date of the public hearing. A hearing notice, including a copy of the Resolution, was published in local media.

State law provides that the City Council shall hear and consider all protests against the assessment, program, boundaries of the area, and/or any benefit zone as proposed in the Annual Report. State law further provides that protests may be made orally or in writing. Protests regarding the regularity or sufficiency of the proceedings shall be in writing. If written protests are received from area business owners representing 50 percent or more of the proposed assessments, the City Council shall not levy the assessment. If protests in such quantity are directed against a specific portion of the program, the City Council shall eliminate that portion.

The Fiscal Year 2019 (FY 19) Annual Report, transmitting the recommendations of the FSPBIA Advisory Board, proposes the following assessment rates:

### **FOURTH STREET PARKING AND BUSINESS IMPROVEMENT AREA (FSPBIA) PBIA ASSESSMENT FORMULA 2018 - 2019**

Business License Category	Annual Assessment
Financial/Banking & Insurance	\$200
Service Real Estate Offices	\$200
Retail - Restaurant w/Alcohol & RTE	\$200
Retail - Other	\$200
Consulting	\$200
Construction Contractor	\$200
Professional	\$200
Service - Other	\$200
Misc, Rec/Ent, Vend, Manf, Uniq, Whlsl,	\$100
Commercial space rental	\$100
Non-profit business operations	\$100
Residential property rental	0
All Secondary Licensees	0

This matter was reviewed by Deputy City Attorney Amy R. Webber on September 17, 2018 and by Budget Analysis Officer Julissa José-Murray on September 19, 2018.

City Council action is requested on October 9, 2018, to allow contract modifications to be completed, so that FY 19 assessment transfers may be made as required by the Agreement for Funding with the FSBIA.

It is estimated that the FSPBIA will generate \$17,500 in FY 19 through continuation of the existing assessment. Assessment funds are collected through additional fees attached to FSPBIA business licenses and passed directly through to the FSBIA for implementation of their annual programs. Approval of this recommendation will provide continued support to the local economy. There is no local job impact associated with this recommendation.

Approve recommendation.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH CONFIRMING, FOLLOWING HEARING, THE ANNUAL ASSESSMENT REPORT OF THE FOURTH STREET PARKING AND BUSINESS IMPROVEMENT AREA, CONTINUING THE LEVY OF ANNUAL ASSESSMENT AS SET FORTH IN SAID REPORT AND SETTING FORTH OTHER RELATED MATTERS

JOHN KEISLER  
DIRECTOR OF ECONOMIC DEVELOPMENT

APPROVED:

PATRICK H. WEST  
CITY MANAGER