

RESOLUTION NO. RES-21-0109

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH APPROVING AN ANNUAL REPORT FOR OCTOBER 1, 2021 TO SEPTEMBER 30, 2022 FOR THE ZAFERIA 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 Zaferia Business Association has caused a Report to be prepared for October 1, 2021 to September 30, 2022 relating to the Zaferia Parking and Business Improvement Area ("ZPBIA"); and

WHEREAS, said Report contains, among other things, with respect to October 1, 2021 to September 30, 2022 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. Modify assessments and confirm levy of and direct collecting assessments for the ZPBIA for October 1, 2021 to September 30, 2022. Said assessments are proposed to be levied on such classifications and at such rates as are set forth in Exhibit "A" attached hereto and incorporated herein. These assessments are not proposed to be levied on owners of commercial or residential property;

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 occurred in the previous fiscal year; and

WHEREAS, to this end, the proposed activities and improvements undertaken by the Area include those generally specified in the establishing Ordinance

OFFICE OF THE CITY ATTORNEY  
CHARLES PARKIN, City Attorney  
411 West Ocean Boulevard, 9th Floor  
Long Beach, CA 90802-4664

1 ORD-10-0012, as adopted by the City Council on May 4, 2010; and

2 WHEREAS, a copy of the Report is on file with the City Clerk and includes  
3 a full description of the activities and improvements to be provided from October 1, 2021  
4 to September 30, 2022, the boundaries of the area, and the proposed assessments to be  
5 levied on the businesses that fiscal year and all other information required by law; and

6 WHEREAS, it is the desire of this City Council to fix a time and place for a  
7 public hearing to be held regarding the Report, the levy and the proposed program for  
8 October 1, 2021 to September 30, 2022;

9 NOW THEREFORE, the City Council of the City of Long Beach resolves as  
10 follows:

11 Section 1. That certain Report entitled "2021-2022 Annual Report Zaferia  
12 Parking and Business Improvement Area" for the period October 1, 2021 to September  
13 30, 2022, as filed with the City Clerk is hereby approved.

14 Section 2. On October 5, 2021 at 5:00 p.m., in the Civic Chamber, 411  
15 West Ocean Boulevard, Long Beach, California 90802, the City Council of the City of  
16 Long Beach will conduct a public hearing on the levy of proposed assessments for  
17 October 1, 2021 to September 30, 2022 for the ZPBIA. All concerned persons are invited  
18 to attend and be heard, and oral or written protests may be made, in accordance with the  
19 following procedures:

20 A. At the public hearing, the City Council shall hear and consider all  
21 protests. A protest may be made orally or in writing by any interested person. Any  
22 protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and  
23 shall clearly set forth the irregularity or defect to which the objection is made.

24 B. Every written protest shall be filed with the City Clerk at or before the  
25 time fixed for the public hearing. The City Council may waive any irregularity in the form  
26 or content of any written protest and at the public hearing may correct minor defects in the  
27 proceedings. A written protest may be withdrawn in writing at any time before the  
28 conclusion of the public hearing.

1 C. Each written protest shall contain a description of the business in  
2 which the person subscribing the protest is interested sufficient to identify the business  
3 and, if a person subscribing is not shown on the official records of the City as the owner of  
4 the business, the protest shall contain or be accompanied by written evidence that the  
5 person subscribing is the owner of the business. A written protest which does not comply  
6 with this section shall not be counted in determining a majority protest.

7 Section 3. The City Clerk shall give notice of the public hearing called for  
8 in Section 2 by causing this Resolution of Intention to be published once in a newspaper  
9 of general circulation in the City not less than seven days before the public hearing.

10 Section 4. This resolution shall take effect immediately upon its adoption  
11 by the City Council, and the City Clerk shall certify the vote adopting this resolution.


12 I hereby certify that the foregoing resolution was adopted by the City  
13 Council of the City of Long Beach at its meeting of September 14, 2021,  
14 by the following vote:

15  
16 Ayes: Councilmembers: Zendejas, Allen, Price, Supernaw,  
17 Mungo, Saro, Uranga, Austin,  
18 Richardson.

19  
20 Noes: Councilmembers: None.

21  
22 Absent: Councilmembers: None.

23  
24 Recusal(s): Councilmembers: None.

25  
26  
27   
28 City Clerk

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EXHIBIT "A"

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# **2021-2022 Annual Report Zaferia Parking and Business Improvement Area**

SUBMITTED BY ZAFERIA BUSINESS ASSOCIATION  
JUNE 23, 2021

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# DISTRICT OVERVIEW

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## District Background

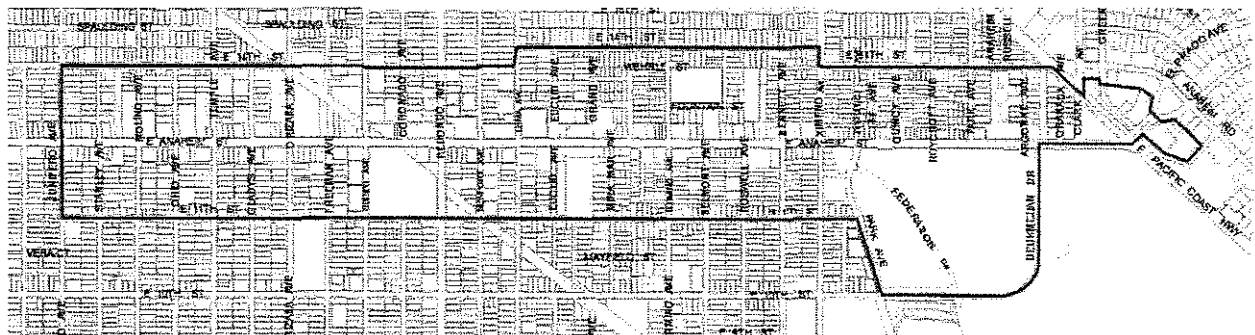
Conceived by a coalition of business owners located along Anaheim Street, the Zaferia Parking and Business Improvement Area (formerly known as the East Anaheim Street Parking and Business Improvement Area) (the "District") is a benefit assessment district whose goal is to provide a more attractive and vibrant business environment in the Zaferia business area, including a sidewalk cleanliness program, marketing and promotions of our members and the general Zaferia area, and support of local programs.

The organization overseeing the management of the District is the Zaferia Business Association (ZBA), an IRS 501 C-6, tax-exempt organization.

*The mission of the Zaferia Business Association is to promote, enhance, and represent the business members of the Zaferia district.*

## Zaferia Parking and Business Improvement Area Boundary

The District is bounded by Junipero Avenue to the west, Pacific Coast Highway to the east, 11<sup>th</sup> Street to the south, and 14<sup>th</sup> Street to the north. Historically, this area is known as Zaferia.



## Proposed Changes

The ZBA Board of Directors proposes no changes to the district boundary for 2021-2022.

## District Advisory Board

OFFICERS		TERMS
<b>President</b> Madison Mooney	Executive Director – Long Beach Playhouse Theatres	2021 – 2023
<b>Vice President</b> Zain Ramjan	Owner – Sani-Tec Janitorial Supplies and Coastline Car Wash	2021 – 2023
<b>Secretary</b> Dean Lockwood	Director of Development & Community Outreach - Su Casa – Ending Domestic Violence	2020 – 2022
<b>Treasurer</b> Lisa Lowe	President and Creative Director – Ore' Originals	2020 – 2022

## DIRECTORS

Alan Gomez	Owner – Commodity	2021 – 2023
Tokotah Ashcraft	Director of Community Engagement and Programs – Compound	2020 – 2022
Jennifer Little	Owner – The Park Hotel	2020 - 2022

## District Personnel

**Director** [director@zaferia.org](mailto:director@zaferia.org)  
Kristine Hammond (562) 305-7102  
*Part-time, Independent Contractor*

**Member Outreach Coordinator** [outreach@zaferia.org](mailto:outreach@zaferia.org)  
Tracy Ames (562) 668-6762  
*Part-time, Independent Contractor*

## METHOD OF ASSESSMENT

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Assessments are calculated as follows:

- **Type 1 Businesses**: Retail, recreation and entertainment, unique businesses, and banking institutions, shall pay annual assessment fees of:
  - Base fee: \$300 per year except that secondary licensees in these classes are exempt;
  - Employee Fee: \$15 per employee up to \$300 maximum.
- **Type 2 Businesses**: Service, vending, professional, wholesale, contractor, manufacturing and miscellaneous mobile, shall pay annual assessment fees of:
  - Base Fee: \$200 per year except that secondary licensees in these classes shall pay a base fee of \$120;
  - Employee Fee: \$15 per employee up to \$300 maximum.
- **Type 3 Businesses**: Non-residential space rental businesses shall pay an annual assessment fee of:
  - Base Fee: \$120 per year;
  - Employee Fee: not applicable.
- **Type 4 Businesses**: Non-profit businesses shall pay an annual assessment fee of:
  - Base Fee: \$100 per year;
  - Employee Fee: not applicable.



- **Type 5 Businesses:** Home-based businesses that voluntarily choose to be a member of the organization shall pay an annual assessment fee of:
  - Base Fee: \$100 per year;
  - Employee Fee: not applicable.

Residential property rental is exempt from the assessment.

### Proposed Changes

The ZBA Board of Directors proposes no changes to the method and basis of levying the assessment.

### Consumer Price Index Adjustment

The ZBA Board of Directors is not requesting a Consumer Price Index adjustment for the 2021-2022 contract year.

## BUDGET

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### Projected Budget

The ZBA Board of Directors is conservatively anticipating a 10% decrease in assessment revenue from the last pre-COVID term of FY 2019–2020 due to the continuing negative economic effects of the 2020 Stay-at-Home Order relating to COVID-19.

**ZBA**  
**Budget Overview: ZBA FY 2021-2022**  
**October 2021 - September 2022**

**Income**

Member Assessments		127,800.00
<b>Total Income</b>	<b>\$</b>	127,800.00
<b>Gross Profit</b>	<b>\$</b>	127,800.00

**Expenses**

**Administrative Expense**

Accounting		3,060.00
Annual Mailing		1,250.00
Cell Phone		780.00
Dues & Memberships		4.00
Franchise Tax Board		10.00
Hardware Purchases		500.00
Insurance		2,100.00
Management Fee		37,065.00
Member Appreciation		250.00
Member Outreach Coordinator		12,000.00

Office Supplies		430.00
Postage		225.00
Professional Services		500.00
Rent & Parking		
Rent		1,308.00
Total Rent & Parking	\$	1,308.00
Software Fees		1,368.00
<b>Total Administrative Expense</b>	\$	60,850.00
<b>Program Expense</b>		
Events		20,000.00
Food & Drinks		
BOD Meetings		300.00
Member Meetings		1,200.00
Member Socials		1,500.00
Total Food & Drinks	\$	3,000.00
Marketing		
Advertising Merchandise		2,000.00
Social Media Marketing		11,100.00
Total Marketing	\$	13,100.00
Member Support		6,468.00
Pole Banners & Maintenance		8,300.00
Sponsorship		1,000.00
Streetscape and Cleanliness		37,806.00
Water		876.00
Total Streetscape and Cleanliness	\$	38,682.00
Website		1,400.00
<b>Total Program Expense</b>	\$	91,950.00
<b>Total Expenses</b>	\$	152,800.00
<b>Net Operating Income</b>	-\$	25,000.00
<b>Net Income</b>	-\$	25,000.00

### Surplus or Deficit Carryover

The ZBA had approximately \$25,000 in surplus carryover for the fiscal year ending September 30, 2020. This surplus was due to the prohibition of in-person events due to COVID-19 restrictions that were originally factored into the 2019-2020 budget. This surplus carryover is factored into the 2021-2022 fiscal year budget as reflected in the negative net income.

Of additional note: The ZBA Board of Directors had conservatively anticipated a 20% decrease in assessment revenue for fiscal year 2020-2021 due to the continuing negative economic effects of the 2020 Stay-at-Home Order relating to COVID-19. However, to date we are tracking at an average 10% decrease in assessment revenue.

**Contributions from Other Sources**

The ZBA is not anticipating any monetary contributions from any other sources for the coming fiscal year.

**ZAFERIA BUSINESS ASSOCIATION PROGRAM**

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**2021 – 2022 Program**

**Cleanliness**

The ZBA will continue to manage our cleanliness program. Weeds, trash, gum, and stickers continue to be an ongoing issue in the district. Compounded with an increase in the homeless population in our area, the ZBA is making attempts to keep ahead of this issue by working closely with our cleaning contractor, our members, and the City. The ZBA’s new Member Outreach Coordinator will assist with reporting and follow-up in this area.

**Support of Area Events**

The ZBA Board of Directors intends to financially support area events for the 2021-2022 fiscal year, as reflected in the proposed budget. In prior years, the ZBA supported with funding and promotion the Happy Sundays multi-venue free music, open to the public event on the last Sunday of August. It is our goal to develop this program into a monthly, single-venue program that will culminate into the larger, one-day event in August 2022.

The ZBA has also previously supported with funding and promotion of the Open Art Studio Tour in October. This event includes several artists’ studios on the city-wide tour. It is free and open to the public. The ZBA has also previously supported with funding and promotion the annual Orizaba Park Halloween Party for area children, providing games and candy in a safe environment. It is free and open to the public. The ZBA Board of Directors will continue to review all requests for support on an individual basis.

It is our hope that the City of Long Beach Special Events & Filming Department will move forward with another “Beach Streets” weekend event on the E. Anaheim St. corridor sometime during the 2021-2022 fiscal year. The ZBA will support this event in whatever manner we can.

**Member & Area Marketing & Promotion**

The ZBA will continue with our robust social media program and will continue to provide a district website, [www.zaferia.org](http://www.zaferia.org), which includes a directory of members and provides the opportunity for members to share promotions, events, and be highlighted.

**Member Representation & Communication**

The ZBA will continue to support and participate in the Council of Business Associations (COBA) and relay information about City programs and topics of interest to ZBA members by way of email communications and the Member Resources page on our website. The ZBA’s new Member Outreach Coordinator will assist with reporting and follow-up in this area.

**Member Support**

The ZBA will provide support to members on an as-needed basis with assistance on City fees within the limitations of the proposed budget.