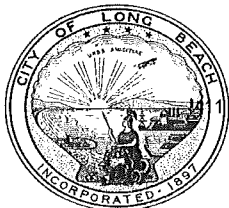


**CITY OF LONG BEACH**

ECONOMIC DEVELOPMENT DEPARTMENT

W. Ocean Boulevard 10th Floor • Long Beach, CA 90802 • (562) 570-6099 • Fax (562) 570-6380



September 17, 2019

**HONORABLE MAYOR AND CITY COUNCIL**City of Long Beach  
California**RECOMMENDATION:**

Receive supporting documentation into the record, conclude the public hearing, and adopt a Resolution continuing the Belmont Shore Parking and Business Improvement Area assessment levy for the period of October 1, 2019 through September 30, 2020; and, authorize the City Manager, or designee, to extend the agreement with the Belmont Shore Business Association for a one-year term. (District 3)

**DISCUSSION**

The Belmont Shore Parking and Business Improvement Area (BSPBIA) was established by the City Council in 1983, allowing for the levy of an annual business license assessment to be paid by businesses located in the BSPBIA. The City of Long Beach (City) contracts with the Belmont Shore Business Association (BSBA) to manage the BSPBIA and the BSBA Board of Directors serve as the Advisory Board to the City Council on matters related to the BSPBIA. The BSBA promotes and markets the commercial area along Second Street using funds generated through the BSPBIA business license assessment.

State law governing Parking and Business Improvement Areas requires that an Annual Report be submitted to the City Council by the Advisory Board for BSPBIA. On June 14, 2019, the Advisory Board voted to recommend to the City Council approval of the 2019-2020 BSPBIA Annual Report (Annual Report) (Exhibit A to the Resolution).

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 to the BSPBIA boundaries or the method of levying the assessment and no significant change to proposed activities.

To continue the assessment levy, State law requires that a public hearing be held on the proposed program and assessment. At its September 3, 2019 meeting, the City Council approved Resolution No. RES-19-0135 granting approval of the Annual Report, declaring the intention of the City Council to levy the assessment, and set September 17, 2019 as the date of the public hearing. A hearing notice, including a copy of the Resolution, was published in the local media.

State law provides that the City Council 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. If written protests are received from area business owners representing 50 percent or more of the proposed assessments, the City Council will not levy the assessment. If protests in such quantity are directed against a specific portion of the program, the City Council must eliminate that portion.

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

**Method of Assessment**

The estimated 2019-2020 fiscal year revenue from business assessments is \$140,000. Assessments are calculated by category of business and incorporate a base rate plus a per employee rate. Businesses categories and rates are as follows:

CATEGORIES	BASE RATE	EMPLOYEE RATE
Financial Institution	\$1,646.22	\$16.50
Service Real Estate Office	\$638.70	\$22.00
Retail – Restaurant w/alcohol & RTE	\$640.19	\$9.63
Retail – Other	\$548.73	\$8.25
Consulting	\$425.80	\$22.00
Construction Contractor	\$425.80	\$22.00
Insurance Agent Professional	\$425.80	\$22.00
Professional	\$425.80	\$22.00
Service – Other	\$319.35	\$16.50
Misc. Rec/Ent, Vending, Manufacturing,		
Unique & Wholesale	\$319.35	\$16.50
39% Reduced Rate for Service-related Independent Contractors	\$194.80	\$16.50
Non-profits	\$0.00	\$0.00

Each year the City calculates the Consumer Price Index (CPI), an adjustment for consumer goods and services, and applies the CPI to various City fees on July 1<sup>st</sup> of each year. Parking and Business Improvement Area Advisory Boards may request a CPI adjustment for business license assessments. The BSPBIA Advisory Board has decided not to request a July 2020 CPI adjustment.

This matter was reviewed by Deputy City Attorney Amy R. Webber on August 21, 2019 and by Budget Management Officer Rhutu Amin Gharib on August 29, 2019.

**TIMING CONSIDERATIONS**

City Council action is requested on September 17, 2019, so that Fiscal Year 2020 (FY 20) assessment transfers may be made as required by the Agreement for Funding with the BSBA.

FISCAL IMPACT

It is estimated that in FY 20 the BSPBIA will generate \$140,000 through the proposed continuation of the assessment. Assessments are collected by the City on behalf of the BSBA through additional fees attached to BSPBIA business licenses and passed directly through to the BSBA for implementation of annual programs. 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

JK:AA:er

Attachment: Resolution

APPROVED:

  
\_\_\_\_\_  
PATRICK H. WEST  
CITY MANAGER

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

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RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH CONFIRMING, FOLLOWING HEARING, THE ANNUAL REPORT OF THE BELMONT SHORE BUSINESS ASSOCIATION, CONTINUING THE LEVY OF ANNUAL ASSESSMENT AS SET FORTH IN SAID REPORT AND SETTING FORTH OTHER RELATED MATTERS

WHEREAS, pursuant to Section 36533 of the California Streets and Highways Code, the Belmont Shore Business Association has caused a Report to be prepared for Fiscal Year 2019-2020 relating to the Belmont Shore Parking and Business Improvement Area which is located along the commercial corridor of Second Street generally between Livingston Drive and Bayshore Avenue within the City of Long Beach; and

WHEREAS, said Report contains, among other things, all matters required to be included by the above-cited Section 36533; and

WHEREAS, on September 17, 2019 at 5:00 p.m., the City Council conducted a public hearing relating to that Report in accordance with its Resolution of Intention No. RES-19-0135, adopted September 3, 2019, at which public hearing all interested persons were afforded a full opportunity to appear and be heard on all matters relating to the Report as well as past years' proceedings and assessments; and

WHEREAS, a majority protest not having been received, it is the City Council's desire to confirm the Report as originally filed and continue the levy of the Annual Assessment as described in the Report;

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

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Section 1. A public hearing having been conducted on September 17, 2019 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be heard, the City Council hereby confirms the Report of the Belmont Shore Business Association, previously filed and approved by Resolution No. RES-19-0135, adopted September 3, 2019, as originally filed, and declares that this resolution shall constitute the levy of the Assessment referred to in the Report for Fiscal Year 2019-2020, as more specifically set forth in Exhibit "A" attached hereto and incorporated herein.

Section 2. This resolution shall take effect immediately upon its adoption by the City Council, and the City Clerk shall certify the vote adopting this resolution.

I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of \_\_\_\_\_, 2019, by the following vote:

Ayes:	Councilmembers:	_____
		_____
		_____
		_____
		_____
Noes:	Councilmembers:	_____
		_____
		_____
Absent:	Councilmembers:	_____
		_____
		_____

City Clerk

# EXHIBIT "A"



**2019-2020 Annual Report  
Belmont Shore Parking and Business  
Improvement Area**

SUBMITTED BY THE BELMONT SHORE BUSINESS ASSOCIATION  
JULY 19, 2019

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## DISTRICT OVERVIEW

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### District Background

In 1983, the City Council of the City of Long Beach adopted Ordinance C-5963, which established the Belmont Shore Parking and Business Improvement Area, providing for the levy of an additional business license assessment to be paid by businesses in the Belmont Shore commercial corridor. In 2008, the City Council of the City of Long Beach adopted Ordinance 08-0026 modifying the boundaries of the Belmont Shore Parking and Business Improvement Area. Assessment revenues are generally spent on activities that market the corridor and area businesses and promote a safe, clean, and vibrant environment.

The organization overseeing the management of the Belmont Shore Parking and Business Improvement Area is the Belmont Shore Business Association, a nonprofit organization incorporated on May 21, 1948 under California State law. The purpose of the Belmont Shore Business Association is to form a common bond among business owners located in and around the Belmont Shore area whose goals are to promote, protect, and maintain prosperity for the Belmont Shore Community. This association is for its members and the immediate community, providing a united front to express opinions, protect tranquility and promote a better understanding among merchants, institutions, professionals, as well as residents.

# Belmont Shore Parking and Business Improvement Area Boundary Map



## Proposed Changes

The Belmont Shore Business Association Board of Directors proposes no changes to the district boundary for 2019-2020.

## **District Advisory Board**

The Belmont Shore Business Association Board of Directors serves as the Advisory Board to the City Council of the City of Long Beach on matters related to the Belmont Shore Parking and Business Improvement Area.

The Belmont Shore Business Association has 13 available positions on its Board of Directors. Five of the 13 elected directors serve as officers of the Association. All (13) of the Directors and the officers are known as the Board of Directors. Elections for the 2019-20 Board of Directors is the Summer of 2019.

### **Officers**

PRESIDENT ..... Mike Sheldrake, Polly's Gourmet Coffee  
1st VP OF FINANCE..... Dave Shlemmer, Shlemmer Investments  
VP OF PROMOTIONS..... Heather Duncan, Blue Windows  
SECRETARY ..... Matt Peterson, Legends  
TREASURER..... Cory Peters, Chase Bank

### **Directors**

Bart De Lio, Associate Member  
Marsha Jeffer, Shore Business Center  
Eric Johnson, Legends Sports Bar & Restaurant  
Lisa Ramelow, La Strada  
Aaron Tofani, Rance's Pizza  
Tula Trigonis, Salon Soma  
Alexis Rabenn, Quinn's Pub

### **District Personnel**

Dede Rossi, Executive Director  
Daniela Fowler, Marketing & Events Coordinator

## METHOD OF ASSESSMENT

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Assessments are calculated by category of business and incorporate a base rate plus a per employee rate. Business categories and rates are as follows:

<b>CATEGORIES</b>	<b>BASE RATE</b>	<b>EMPLOYEE RATE</b>
Financial Institution	\$1,646.22	\$16.50
Service Real Estate Office	\$638.70	\$22.00
Retail – Restaurant w/alcohol & RTE	\$640.19	\$9.63
Retail – Other	\$548.73	\$8.25
Consulting	\$425.80	\$22.00
Construction Contractor	\$425.80	\$22.00
Insurance Agent Professional	\$425.80	\$22.00
Professional	\$425.80	\$22.00
Service – Other	\$319.35	\$16.50
Misc. Rec/Ent, Vending, Manufacturing, Unique & Wholesale	\$319.35	\$16.50
39% Reduced Rate for Service-related Independent Contractors	\$194.80	\$16.50
Non-profits	0.00	0.00

### Proposed Changes

The Belmont Shore Business Association Board of Directors proposes no changes to the method and basis of levying the assessment.

### Consumer Price Index Adjustment

The Belmont Shore Business Association Board of Directors is not requesting a Consumer Price Index adjustment for the 2019-2020 contract year.

# BUDGET

## 2019 – 2020 Estimated Revenue

	INCOME	BUDGET	BIA FUND	PROMOTIONS
<b>4200</b>	<b>Membership Dues</b>			
4210	BIA Fund		140,000.00	140,000.00
4220	Associate members		500.00	500.00
	<b>4200 TOTAL</b>		<b>140,500.00</b>	<b>140,500.00</b>
<b>4400</b>	<b>Corporate Sponsorship</b>			
4420	Car Show	15,000.00		15,000.00
4485	Chocolate Festival	0.00		0.00
4440	Stroll & Savor	1,000.00		1,000.00
4470	Christmas Parade	25,000.00		25,000.00
4495	Art Walk	0.00		0.00
	<b>4400 TOTAL</b>	<b>41,000.00</b>		<b>41,000.00</b>
<b>4600</b>	<b>Investment Returns</b>			
4610	Interest on Checking	25.00		25.00
	Heartland	75.00		75.00
	<b>4600 TOTAL</b>	<b>100.00</b>		<b>100.00</b>
<b>4800</b>	<b>Promotional Events</b>			
4820	Car Show	10,000.00		10,000.00
4840	Stroll & Savor			
4842	May	20,000.00		20,000.00
4844	June	43,000.00		43,000.00
4845	July	43,000.00		43,000.00
4846	August	43,000.00		43,000.00
4870	Christmas Parade	35,000.00		35,000.00
4885	Chocolate Festival	10,000.00		10,000.00
4895	Roar in the Shore	0.00		0.00
		<b>204,000.00</b>	<b>140,500.00</b>	<b>204,000.00</b>
	<b>Income Total</b>	<b>385,600.00</b>		

## 2019 - 2020 Estimated Expenses

	EXPENSES	BUDGET	BIA FUND	PROMOTIONS
<b>6200</b>	<b>ADMINISTRATION</b>			
6201	Independent Contractors	70,000.00	70,000.00	
6220	Rent	25,000.00	25,000.00	
6230	Office	1,000.00	1,000.00	
6232	Postage	200.00	200.00	
6234	Printing	7,000.00	7,000.00	
6236	Supplies	3,000.00	3,000.00	
6238	Equipment	2,000.00	2,000.00	
6240	Insurance	6,500.00	6,500.00	
6250	Telephone	2,500.00	2,500.00	
6260	Accounting	1,125.00	1,125.00	
6270	Meetings/Mixers	2,500.00	2,500.00	
6280	Dues & Subscriptions	500.00	500.00	
	<b>6200 TOTAL</b>	<b>121,325.00</b>	<b>121,325.00</b>	
<b>6600</b>	<b>ONGOING PROMOTIONS</b>			
6660	Marketing	43,275.00		43,275.00
6852	Entertainment	10,000		10,000
6612	Christmas Decoration	10,000	10,000	10,000
6630	Welcome Wagon	1,000	1,000	1,000
6640	Shore Corp	3,000	3,000	3,000
	<b>6600 TOTAL</b>	<b>67,275.00</b>	<b>14,000.00</b>	<b>67,275.00</b>
<b>6800</b>	<b>PROMOTIONAL EVENTS</b>			
6896	Roar in the Shore	7,000.00		7,000.00
6820	Car Show	6,000.00		6,000.00
<b>6840</b>	<b>Stroll &amp; Savor Series</b>	<b>0.00</b>		<b>0.00</b>
6842	May	16,000.00		16,000.00
6844	June	38,000.00		38,000.00
6845	July	38,000.00		38,000.00
6846	August	38,000.00		38,000.00
6870	Christmas Parade	40,000.00		40,000.00
6855	Art Walk	0.00		0.00
6865	Holiday Shopping	7,000.00		7,000.00
6885	Chocolate Festival	7,000.00		7,000.00
	<b>6800 TOTAL</b>	<b>197,000.00</b>	<b>135,325.00</b>	<b>197,000.00</b>
	<b>EXPENSE TOTAL</b>	<b>385,600.00</b>		

## **Surplus or Deficit Carryover**

The Belmont Shore Business Association does not anticipate any surplus or deficit business improvement district assessment revenues to be carried over from the previous fiscal year.

## **Contributions from Other Sources**

The Belmont Shore Business Association has multiple sources of income outside of the Belmont Shore Parking and Business Improvement Area assessments. These sources of income include: corporate sponsorships, promotional events, associate memberships, and investment returns. The estimated income for these sources are listed in the estimated 2019 – 2020 revenue section of this report. In total, contributions from other sources are expected total \$245,100.

# **BELMONT SHORE BUSINESS IMPROVEMENT DISTRICT PROGRAM**

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## **2019 – 2020 Program**

### **Member Communications**

Most of the BSBA office to BSBA member communication is done by email, e-news and the monthly BSBA meetings held on the last Tuesday of each month, except for December. Information includes meeting dates, special events, promotion and advertising deals, bus pass program (free bus passes for employees in The Shore), business opportunities and promotions, No Trespassing information, suspicious activity or events offered by BSBA members. BSBA staff also walks the district to communicate with members.

### **Marketing & Social Media**

The BSBA district is marketed as a destination and as a local place to go. Ads are placed in the Travel host, Long Beach Convention & Visitor's Bureau, Grunion Gazette, Long Beach Business Journal, Long Beach Post, Press Telegram, Beachcomber, social media, belmontshore.org website, pole banners, and on Big Belly trash receptacles.

The BSBA also manages multiple social media pages to highlight businesses, promote special events, and promote business specials.

### **Community Outreach**

The BSBA Executive Director or a BSBA Board Member attend the following monthly community meetings: Belmont Shore Residents Association (BSRA), Friends of Belmont Shore (FOBS), other residential meetings and meetings organized by the 3<sup>rd</sup> District Council office.

The Executive Director attends the monthly meetings of Council of Business Associations (COBA) and the Belmont Shore Parking & Business Improvement Area Advisory Commission (BSPBIAAC).

### **Security**

The BSBA coordinates with the Police Department's East Division and has them attend monthly BSBA meetings and to provide members with updates on safety issues and tips for Belmont Shore businesses. LBPD has cut back on our Beat Patrol from 4 days to 2 days. Officers follow up with businesses to sign them up for the NO Trespassing (penal code S 602) (o).

## Special Events

The BSBA host several events each year. Events gain exposure for Belmont Shore through press coverage and by drawing thousands to the area. Many businesses benefit directly from the events. All members can benefit if they choose to participate. The BSBA also has given local non-profits exposure by letting them attend our events and the BSBA sponsors several American Red Cross Blood drives throughout the year. The association continues to analyze its events and determine which ones are beneficial to the district and if any should be discontinued or added.

### BELMONT SHORE BUSINESS ASSOCIATION (BSBA) CALENDAR OF EVENTS

#### October 2019- September 2020

Art Walk & Chalk Contest	Saturday, October 19th	11am – 4pm
Trick or Treat on 2 <sup>nd</sup> St	Thursday, October 31 <sup>st</sup>	4pm – 6pm
Small Business Saturday	Saturday, November 30th	ALL DAY
37th Annual Christmas Parade	Saturday, December 7th	6pm – 9pm
Menorah Lighting	Sunday, December 22	4pm
Holiday Shopping in The Shore	December 13-24	All day
<b>2020</b>		
Chocolate Festival	Saturday, February 8	1pm – 3pm
Roar in the Shore	Wednesday, April 15	5pm – 8pm
Stroll & Savor	Wed. & Thur., May 13, 14	5:30pm – 9pm
Stroll & Savor	Wed. & Thur., June 17, 18	5:30pm – 9pm
Stroll & Savor	Wed. & Thur., July 15, 16	5:30pm – 9pm
Stroll & Savor	Wed. & Thur., Aug. 19, 20	5:30pm – 9pm
31 <sup>st</sup> Annual Car Show	Sunday, September 13	9am – 3pm