



# CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

## H-2

October 20, 2009

HONORABLE MAYOR AND CITY COUNCIL

City of Long Beach  
California

### RECOMMENDATION:

Receive supporting documentation into the record, adopt the Resolution confirming the Bixby Knolls Business Improvement Area Annual Report, continuing the levy of assessment for the period of October 1, 2009 through September 30, 2010, conclude the hearing, and authorize the City Manager to extend the agreement with the Bixby Knolls Business Improvement Association for one-year. (Districts 7 and 8)

### DISCUSSION

The Bixby Knolls Business Improvement Association (BKBIA) uses assessment funds to promote and market the Bixby Knolls commercial area on behalf of businesses located in the Bixby Knolls Parking and Business Improvement Area (BKPPIA). The City contracts with the BKBIA annually using assessment revenue collected from BKPPIA members to govern the assessment to be collected and the activities to be funded by the assessment.

On August 27, 2009, the BKPPIA Advisory Commission voted to recommend to the City Council approval of the BKPPIA Assessment Report (Assessment Report). The Assessment Report describes the boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment, and is provided as Attachment A.

To continue the assessment levy, State law requires that a public hearing be held on the proposed program and assessment. At its meeting of September 22, 2009, City Council reviewed the Assessment Report and set the hearing date for October 20, 2009.

State law further 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 Assessment Report. The Assessment Report transmitting the recommendations of the BKPBA Advisory Commission proposes the following:

- Continue the current year assessment at the following rates:

Type A \$ 135.00 + \$ 2.50/employee  
Contractors, Manufacturing, Professions, Wholesale, Unique, Insurance

Type B \$ 165.00 + \$ 3.25/employee  
Services, Vending Operations

Type C \$ 185.00 + \$ 4.00/employee  
Recreation & Entertainment, Retailing

Type D \$ 548.00  
Financial Institutions

- Independent Contractors (per Municipal Code 3.80.243) in service-related retail businesses operating at the same address as the primary licensee pay \$100.65 per year plus \$3.25 per employee.
- Make no significant changes in the activities program.
- Make no changes in the existing boundaries.

The law 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 against a specific portion of the program, the City Council shall eliminate that portion.

A hearing notice and copy of RES 09-0106 was published in local media. The attached resolution concludes the hearing and approves the Assessment Report and levy for the period October 1, 2009 through September 30, 2010.

On September 22, 2002, the City and BKBIA executed an Agreement for Funding setting forth the duties and delegations of the parties. This agreement is automatically extended on a year-by-year basis upon approval of the annual Assessment Report and related levy of assessments by City Council.

This letter was reviewed by Assistant City Attorney Heather Mahood on September 1, 2009 and by Budget and Performance Management Bureau Manager David Wodynski on September 23, 2009.

TIMING CONSIDERATIONS

The BKBIA contract year begins October 1, 2009. City Council action is requested following public hearing on October 20, 2009, to allow purchase order and contract modifications to be completed so that Fiscal Year 2010 (FY 10) assessment transfers may be made as required by the Agreement for Funding with the BKBIA.

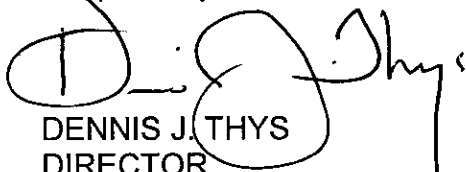
FISCAL IMPACT

It is estimated that the BKBIA will generate \$140,892 in FY 10 through the proposed continuation of the existing assessment. Assessment funds are collected through additional fees attached to BKBIA business licenses and passed directly through to the Bixby Knolls Business Association for implementation of annual programs. Sufficient funds are included in the FY 10 Adopted budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD). There is no fiscal impact to the General Fund.

**SUGGESTED ACTION:**

Approve recommendation.

Respectfully submitted,




DENNIS J. THYS  
DIRECTOR  
DEPARTMENT OF COMMUNITY DEVELOPMENT

DJT:tb  
10-20-09 Bixby Knolls PBIA Hrng ccl v2

Attachments: Attachment A: Bixby Knolls Business Improvement Association Annual Report  
Resolution Confirming the Annual Report and Levy of Assessment

APPROVED:

  
PATRICK H. WEST  
CITY MANAGER

## **ATTACHMENT A**

2009 - 2010 Report  
to The City of Long Beach  
Including the Work Plan & Budget for  
October 2009 - September 2010

**Presented by the**  
Bixby Knolls Parking and Business Improvement Association  
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The Board of Directors of the Bixby Knolls Parking and Business Improvement Association (BIA) is pleased to present its Annual Report and Budget for the fiscal year October 1, 2009 - September 30, 2010.

## **ASSESSMENT FORMULA**

### **Type A**

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$\$135.00 + \$ 2.50 \text{ per employee}$	<i>Includes:</i> Contractors Insurance Manufacturing Professions Wholesale Unique Businesses
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### **Type B**

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$\$ 165.00 + \$ 3.25 \text{ per employee}$	<i>Includes:</i> Services Vending Operations
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### **Type C**

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$\$ 185.00 + \$ 4.00 \text{ per employee}$	<i>Includes:</i> Retailing Recreation & Entertainment
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### **Type D**

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$\$ 548.00$	<i>Includes:</i> Financial Institutions
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*Business classifications are determined by the City of Long Beach Business License Division.*

The BIA is recommending no changes in the boundaries or in the method of levying the annual assessment. Any increase in assessment revenue is based on an increase of businesses within the district boundaries.

## **Introduction**

The Mission Statement of the Association reads: “The purpose of the Bixby Knolls Business Improvement Association is to promote the interests of its professional, service, and retail members, to enhance the common areas within the BIA area, to facilitate the exchange of business information and ideas, and to promote the highest business and ethical standards.” This statement reflects the focus for the Board’s activities and its continuing commitment to the growth and enhancement of our business community.

During the past year, the focus of the BKBIA has maintained the drive and efforts to follow its mission statement and create a more active, vibrant, and successful business district for its members and adjacent community. The issue of the current down economy has resulted in a 10% decrease in assessment revenue for the association so it has been important to remain creative and flexible with the operations and programming. Reconnecting the residential customer base to the business corridor through consistent low-cost monthly events and programs such as the *Strollers*, *Literary Society*, *First Fridays*, *Happy Hours* has been the first phase of a new chapter of revitalization of Bixby Knolls.

The strengthening and current partnerships with the City Manager, Redevelopment Agency, media, Convention & Visitor’s Bureau, other BIDs and community organizations will further the progress of Bixby Knolls. The 4<sup>th</sup> Annual Dragster Expo and Car Show, though scaled back due to economic factors, was again well-received by the community and drew thousands to Atlantic Avenue. Additional members from the dragster and car culture will be added to the planning committee to help reach a larger audience and add more elements to the event.

The BKBIA has also delved in the social media network to broaden its promotional and informational outreach. Creating accounts with Facebook and Twitter with over 500 “friends and followers” provides a new outlet to promote the Bixby Knolls area. New programs such as the Bixby Knolls Supper Club were introduced in 2009 as continued efforts to engage the community and support the local restaurants. The focus of 2009-2010 will be to continue the current monthly events while focusing on the next phase of improvements such as façade improvements, landscaping and beautification projects as outlined in the Bixby Knolls Work Plan between the BKBIA and the Redevelopment Agency.

## **The Strength of the Organization**

### **The Board of Directors**

The Board of Directors of the Bixby Knolls BIA represents a cross-section of the diverse business community throughout the business district. Elected in accordance with our Bylaws, each position represents a sector of the area as defined by the formation ordinance. As a non-profit organization governed by a volunteer board of directors, the BIA’s effectiveness is primarily determined by the dedication and commitment of the volunteers that serve on the Board of Directors and its committees.

### **Monthly Community Happy Hours**

Community Happy Hours (member mixers) provide an opportunity for BIA members to network, meet their Board of Directors, express concerns, share ideas and get to know each other. Attendance has

grown and these mixers are a popular monthly event to showcase the hosting business to the community and among other BKBIA members. Each month includes something unique as a draw to the event. Interesting guest speakers, music, and refreshments have been the enticements to draw a crowd. The Happy Hours have now been booked out for the next six months.

### **Monthly E-Newsletters & Notices**

Online sign-ups for the BKBIA's monthly **Bixby Banter** e-newsletter has quadrupled in the last year to just over 1600 recipients. These newsletters are not only a cost savings but an effective way to reach its members and the community at large. The content and scope of Banter remains current and relevant with updates from the 8<sup>th</sup> District Council Office, tips for BIA members regarding enterprise zone benefits, code enforcement issues, seminars, latest news on improvements to the district, local interest stories and a new feature on a BIA member.

The **Bixby Buzz** e-newsletter continues to serve as a conduit to inform BKBIA members and community members

Other email alerts updates are sent randomly throughout the month to increase communication from the BKBIA to its members. A series of e-notices about the recent Atlantic Avenue repaving project kept people informed about the project status and reduce the amount of misinformation that often occurs during a project of this type. **Postcards and direct mail pieces** are mailed monthly or as needed to the membership to provide additional resources or information.

Plans and the design for a semi-annual print newsletter to members for FY10 are now in the works.

### **Promotion of the Business District**

#### **Media**

The BKBIA gained even more visibility in the past year in the local press in both features and briefs appearing in several local media outlets including *The Signal Tribune*, *Long Beach Business Journal*, *Downtown Gazette*, *Grunion Gazette*, *Long Beach Press-Telegram*, *Long Beach Magazine*, *The District Weekly*, and [www.LBReport.com](http://www.LBReport.com). Activities and events of the BKBIA are routinely covered in these publications as the BKBIA distributes press releases weekly and facilitates media relations for the organization and on behalf of its members.

#### **“Spotlight on Business” – Website Feature**

As the BKBIA's website has gained significantly increased traffic, the home page became another opportunity to feature a local business for additional exposure. Every two weeks a new business is in the “spotlight” on the home page with photos and description of the business. The business owner provides a brief statement and history as a way to personalize the business to the community. This is another free and easy service that the BKBIA can provide to its membership.

#### **Online Member Directory and Business Directory & Shopper's Guide**

*The Signal Tribune* was once again retained by the BKBIA to compile and publish the 2009-2010 Business Directory and Shopper's Guide; 13,500 directories will be published, and 12,000 will be

delivered to homes in the Bixby Knolls area. The balance is distributed to BIA members – many of whom aid distribution by making them available for their customers – and to the public at sponsored events, e.g. Community Happy Hours, Strollers, Literary Society, Car Show, etc. BKBIA staff has spent the last year cleaning up the membership list, making changes and updates as necessary to create a more accurate directory (both in printed and online forms).

#### **Active Website -- [www.bixbyknollsinfo.com](http://www.bixbyknollsinfo.com)**

The BKBIA website is a dynamic, constantly updated source of information for the community. New content is always being added as well as an ever-growing gallery of photos to document the work being done. Google Analytics is used to track the traffic and helps the staff make adjustments to the site for more effectiveness.

#### **Social Media**

The newest promotional tools in 2009 have been the addition of social media functions such as Facebook & Twitter. These sites help to connect the association with people and organizations from all over the city (and beyond) to network ideas and promote events. The increase in attendance to events such as First Fridays can be attributed to these accounts. The Facebook account has over 500 “friends” who get the links and event messages sent directly to them. In addition, there is a lot of “chatter” about the BKBIA via Twitter with constant updates.

#### **Community Events**

The BKBIA sustained and developed its programs and events to connect its members and the neighborhoods. The **Bixby Knolls Strollers** walking club was created so neighbors and BIA members could meet and greet every Saturday morning as a way to socialize together. The weekly routes tour the business districts and neighborhoods as a way to re-acquaint the community with each other. The Strollers are hosted by the local It’s A Grind Coffeehouse. The Strollers have no less than 40 people each week coming out to tour the corridors and neighborhoods.

The newest program is the **Bixby Knolls Supper Club**. It is a simple concept of supporting the local restaurants by filling them up on a Monday night which is typically a slow night for restaurants. Each month one of the local restaurants is drawn randomly to be a host. The restaurant will reserve 50-100 seats for the event. The response has been so great that some restaurants need to be host for two nights rather than one. Businesses gain 100% to 300% in sales for these particular nights. There is no cost to the BKBIA. An email is sent out to our list and within 4 hours the reservations get filled up.

The **Bixby Knolls Literary Society** monthly book club consistently has 25 participants coming together for the discussion. The Richard Goad Theatre has become the home of this monthly gathering and refreshments are usually provided by Alsace Lorraine Bakery or It’s a Grind Coffeehouse.

The **Bixby Knolls Summer Shutters 2.0 Photo Contest** was held in June and drew 68 photographers to the area. The purpose of the event is again to get people to explore every inch of Bixby Knolls, document it in photographs, and then share with the community. The viewing and reception is well received. The photos document the businesses and the images are then used on the BKBIA website and other promotional means.



Through a grant from the Connected Corridor, the BKBIA has been able to hire an event coordinator for **First Fridays**. The concept of the event is to have the local businesses in the “pedestrian corridor” showcase themselves by featuring art and music. Drawing people into the businesses is the goal rather than the concept of a street fair where the attendees remain in the street and not inside of the local businesses. With the new event coordinator helping to work with the businesses and promotional elements, the attendance at the event has sky-rocketed. August had the best turnout yet and the businesses were thrilled with the exposure.

To address the aesthetic needs and improvements for Long Beach Boulevard, a **tree planting** event was held in March bringing together BKBIA board members, business owners and members of the community.

A spring cleaning on the corridors or **Bixby Clean-Up Day** took place in April with 100 volunteers picking up trash on the two corridors, retrieving abandoned shopping carts, pulling weeds, and other landscape jobs. The event not only drew council members, but also the city prosecutor who presented a local community member with an award for the great ongoing efforts to keep Bixby Knolls and California Heights clean and safe.

**Community nights at the Long Beach Petroleum Club.** Since Bixby Knolls does not have an entertainment venue or one central social location, the BKBIA has partnered with the Long Beach Petroleum Club to host larger “mixers” as themed parties to bring the community together. **Havana Night, Casablanca Night, and Studio 3636** were held during the year. A true community is created as BKBIA members and residents mix and get to know each other. With more and more of these types of events the faces become familiar and the area becomes more personalized.

On July 11 the **4<sup>th</sup> Annual Dragster Expo and Car Show** took place on a slightly scaled-back version of the event (using Atlantic from San Antonio to Carson) but added more music and a “speed expo” to attract attendees. More BKBIA members participated as vendors this year than in previous events. In addition, the businesses along Atlantic within the street closure also stayed open and were part of the event.

The economy has affected the ability to raise large sponsorships so with the exception of the car show, the board decided not to pursue the larger street events. There has been greater impact and direct benefit of holding the smaller events inside of hosting businesses.

The BKBIA continues promoting area restaurants to the residents for the **Summer Concerts in the Park** series. The BKBIA has again strongly encouraged area residents to patronize the restaurants before enjoying a picnic at the concerts.

The **Business Tools Seminars** series was held in November just prior to the kick-off of the holiday season. The BKBIA extended the invitation to attend the seminar to members of other BIDs as well as its own membership.

## **Business District Improvement and Safety**

### **HyettPalma Visioning Plan Revisited**

In February 2009 the Redevelopment Agency contracted the consulting team, HyettPalma, to revisit their 1993 strategic plan for Bixby Knolls. Community meetings, interviews with local residents, business owners, and community leaders were held to update recommendations. From the executive summary report, the BKBIA created a Work Plan that will dictate most of the streetscape improvements for the remaining FY09 and all of FY10.

### **Streetscape Maintenance and Improvement**

With the approved funds in FY09 from the Redevelopment Agency the BKBIA partnered with Boy Scout Troop 29 to develop the empty parkway on Carson, just west of Atlantic Avenue, to develop a “parkway garden” which then completes the aesthetic facelift to the intersection of Carson and Atlantic. Boy Scout Tyler Anderson used this landscaping project to receive his Eagle Scout status. The BKBIA will further develop this partnership with Troop 29 for new improvements along the corridors in FY10.

The BKBIA continues its **art window** program where local artists exhibit their works in the empty storefronts as a way to keep the district looking attractive and vital while pursuing new tenants. The Expo Building at 4321 Atlantic has art displayed in the large windows to help activate the space and make the corridors more attractive.

In 2009, **31 new bike racks** were placed along Atlantic Avenue to not only add an artful, colorful presence on the street to but to encourage the community to make Bixby Knolls more pedestrian friendly. Additional racks have been ordered for installation before the end of this fiscal year.

The **Atlantic Avenue repaving project** funded by the Redevelopment Agency has now been completed. During the time of construction traffic was actually slowed down enough for drivers to take the time to see the businesses along the corridor. Although the road work was a major disruption to the course of business it did allow for the businesses to gain more visibility due to the increase in foot traffic (due to limited parking) and slower speeds. The newly repaved and rubberized Atlantic Avenue with decorative pavers in the intersections of Bixby, Roosevelt, and Carson have added another element to the district to become more attractive to the community as well as potential new business owners. Banners have been placed at the ends of the medians reading “Bixby Knolls Open for Business” to show life is back to normal after the road work.

### **Maintaining the Common Areas**

Keeping the common areas clean remains a priority for the BIA. We have again contracted with the Conservation Corps of Long Beach to provide litter and weed abatement services. In addition, a landscaping firm has been retained to care for the two medians on Atlantic Avenue that are under our charge. Semi-annual community clean up days were implemented for additional trash removals.

**Additional trash cans** have been requested from Environmental Services to be placed in the pedestrian zone on Atlantic Avenue in the 3800 and 4200 blocks as an additional attempt to keep the corridors

clean. Trash cans will also be placed between Bixby and the 3300 block of Atlantic for the same purpose. With new bike racks and trash cans Atlantic becomes more of a pedestrian-friendly corridor.

### **Safety**

The BIA continues to maintain a close relationship with the North Long Beach Police Substation, meeting monthly for security updates. The BKBIA has a standing Security and Code Enforcement Committee to continue to keep abreast of security issues and to help control City code issues in the district. The BIA is also provides safety tips from the police department to its members and the community via the Banter e-newsletter. BKBIA staff attends the quarterly North Long Beach Leaders meeting with Commander Quach for more information about the community from the North Division of LBPD.

### **Council of Business Associations (COBA)**

The BKBIA meets monthly with representatives from other BIDs and business alliances. There is a great exchange of information and ideas to better help each other and individual districts. All members share the same issues, whether large or small. The dialogue each month between the BIDs and the monthly guest speakers from city departments allows for “best practices” to be applied to specific issues or needs in each district. These meetings have been truly invaluable thus far.

### **Business and Commercial Real Estate Development**

The BKBIA will continue its outreach to property owners and brokers to work together on furthering the goals and visions of the BIA. Councilwoman Gabelich has also committed to partnering with BKBIA staff on this outreach to further pursue the recommendations of the HyettPalma consultants.

The BKBIA simultaneously focuses on physical improvements to the district to make it more attractive to potential retailers, connects the community with BIA members for support and vitality, and creating events that showcase Bixby Knolls as a viable location for future business. Discussions with property owners regarding potential new businesses to the area, offering assistance to potential new businesses through the City of Long Beach Redevelopment Agency or the Small Business Development Center also aid in attracting the next phase of retailers and professional services to the area.

### **New Businesses**

The Bixby Knolls Work Plan per the HyettPalma recommendations serves as a road map for the continued upgrades to the area. The BKBIA will dovetail its efforts of streetscape improvements and events with the pursuit of potential new businesses. Working closely with the brokers and property owners and creating an inventory list of vacancies, square footage, etc., will provide the BKBIA with the tools to lure the type of businesses that would best serve the district. In addition, the support of the Redevelopment Agency, SBDC, and council offices creates a much easier process for a business to locate to Bixby Knolls. With an active community and attractive corridors, Bixby Knolls will be a much more welcoming location for new businesses. .

### **Tools for our Businesses**

The purpose of the Business Tools seminar series is to feature topics that will benefit business owners with topics such as branding for small businesses and ways to enhance your business's security – from landscaping to cameras to computers. These seminars will start in fall beginning with business security and fraud prevention. The challenges facing the seminar series is the ability to draw a significant number of the small business owners to the seminars who would actually benefit the most. Hours of operations and limited staffing are factors to overcome. However, the BKBIA will continue to offer the seminars. In addition, keeping our membership apprised of resources offered at the Small Business Development Center

### **Conclusion**

The Board of Directors is committed to its mission statement, and is currently working on refining the specific goals set up by each committee designed to move the organization closer to its articulated mission. The BKBIA is working on several fronts simultaneously, to encourage consumers locally and regionally to experience Bixby Knolls. This includes new and frequent events to connect the community to the business district, increasing print advertising in new outlets, reaching out to a variety of businesses in our area to get their participation in activities/events, and building upon and creating new partnerships with BKBIA members and city agencies. Special events have played an important part in developing positive recognition for our district, and helps draw out the local residents. However, the long term success for the business corridor will also need to draw from the broader population. Using the HyettPalma recommendations as the road map, the BKBIA can implement multiple projects immediately to additionally enhance the attractiveness of the district for its membership. With the continued support of our city partners we can enlist the support and participation of property and business owners in the area, and make Bixby Knolls a regional marketplace.

## **Mission**

The purpose of the Bixby Knolls Business Improvement Association is to promote the interests of its professional, service and retail members, to enhance the common areas within the BIA area, to facilitate the exchange of business information and ideas, and to promote the highest business and ethical standards.

## **Objective**

The Bixby Knolls BIA's objective is to maintain an positive, balanced program designed to promote and market the district; retain and support existing businesses; assist in the attraction of new businesses; and improve the common areas in order to create a sense of identity for Bixby Knolls as well as enhance the district's ambiance.

## **Goals**

Our goals for 2009-10 are as follows:

- Continue to connect the local communities (customer base) to the retail and businesses corridors through newsletters and other communications and effective events.
- Ensure that the surrounding communities know about Bixby Knolls' businesses, events and the BKBIA through effective use of existing media from print, social media, networking, and various e-newsletters and publications.
- Increase the reach and scope of the Bixby Knolls area not only to consumers, but to retailers and commercial brokers via events, advertising, press releases, and community outreach partnerships.
- Create membership involvement and ensure effective communication with the membership, other community organizations and city entities.
- Through cooperative efforts with the City of Long Beach and BKBIA members, work to retain and strengthen existing businesses and attract new businesses to Bixby Knolls.
- Implement the recommendations and Bixby Knolls Work Plan as created by the HyettPalma consultants to continue to improve the aesthetics of the BKBIA common areas with painting programs, façade improvements, tree-planting and landscape programs, street banners, art window displays, and street clean-up programs.
- Work with the various City departments and community groups to keep Bixby Knolls a safe and pleasant area to shop, dine, visit and conduct business.

## **2009 - 2010 Work Plan**

### **Promotion & Marketing Committee**

*The purpose of the Promotion and Marketing Committee is to ensure that the surrounding communities are aware of Bixby Knolls businesses, events and the BIA.*

- Plan and implement effective sponsored activities/fund-raisers to promote the area.
  - Expo Building concerts and events
  - Maintaining current monthly events such as: Strollers, Literary Society, Happy Hours, First Fridays, Supper Club, Petroleum Club parties
  - July – Dragster Expo and Car Show
  - December – First Fridays Holiday Celebration
  - Promote and support events hosted by BKBIA members
- Promote and network events and programs through social media outlets such as Facebook and Twitter
- Develop additional events to increase awareness of the district and benefit the local businesses. (including: Food, clothing, and blood drives; Clean-Up Days)
- Continue to develop and expand the First Fridays event along the corridor as a monthly “living advertisement” for participating businesses
- Publish and distribute an accurate and updated annual Business Directory & Shopper's Guide which lists all the BIA members.
- Continued upgrades and features on the BKBIA website to provide current and relevant information and resources for its members and the community.
- Increase subscriptions to the opt-in e-newsletters, *Bixby Banter* & *Bixby Buzz*, and develop its marketing potential to promote of Bixby Knolls and its retail and dining opportunities.

### **Revitalization Committee**

*The purpose of the Revitalization Committee is to create awareness of the design guidelines among property and business owners and generally improve the aesthetics of the BIA common areas; and to guide the development of a unifying vision for the enhancement of the area, including traffic calming, creating a more pedestrian-friendly ambiance along the primary corridors.*

- Aggressively pursue opportunities and funding sources for streetscape and gateway enhancements.
- Implement the recommendations of the HyettPalma consultants and BK Work Plan on new landscaping projects to beautify the entrances into Bixby Knolls

- Continue the litter and weed abatement program to maintain the attractiveness of the area
- Schedule regular Bixby Knolls Clean-Up Days throughout the year
- Inspect common areas and address unsightly conditions along the corridors.
- Monitor appearance and request cooperation for maintaining store fronts and vacant lots.
- Continue the partnerships and projects with the Redevelopment Agency, Code Enforcement, and Public Works

### **Security & Code Enforcement Committee**

*The purpose of the Security and Code Enforcement Committee is to provide information to business and property owners to help keep Bixby Knolls is a safe area to shop, dine, and conduct business; and, an area free of visual blight caused by violations of City code.*

- Continue the close liaison with Long Beach Police Department and North Division Substation and improve communication with business owners.
- Assist the Police Department with monitoring crime in the business district.
- Provide relevant security and safety information and resources for BIA members on BIA website and direct mailings.
- Monitor City code violations and work with business and property owners to mitigate the violations.
- Conduct Business Tools Seminars focused on crime prevention, identity theft and other related issues.

### **Business Retention & Recruitment Committee**

*The purpose of the Business Retention and Recruitment Committee is to pursue additional methods to market the Bixby Knolls area, and, working with the retail recruiters, property owners and brokers, and the City of Long Beach to retain and strengthen existing businesses, and attract new businesses to Bixby Knolls. This committee will be folded into the Member Relations Committee to focus efforts on improvements to the district as a whole.*

- **This committee has been folded into the Member Relations Committee.**

### **Member Relations Committee**

*The purpose of the Member Relations Committee is to make the BKBIA more accessible to members; boost members' awareness of the BKBIA and its goals; foster membership involvement; communicate effectively with the membership, other organizations and City entities; and serve as liaison between the Board and the membership.*

- Continue the “walk and talk” program by personally visiting every business, door to door, along both corridors to gather feedback, share pertinent information and resources for businesses, and put a face with the association name for all members
- Continue to organize monthly “community happy hours” with guest speakers and the Annual Meeting and the Annual Installation of Directors and Officers. Encourage new businesses to host these monthly mixers for networking opportunities.
- Personally meet and welcome new businesses to the area, and provide them with information about the BIA, its goals and objectives.
- Assist new businesses with ribbon-cutting and grand opening ceremonies, press releases and promotion to the community and media via newsletters and direct mailings.
- Continue to work closely with City staff, the Redevelopment Agency and the 7<sup>th</sup> and 8<sup>th</sup> District City Council Offices.
- Implement the HyettPalma recommendations for recruitment by bringing together resources from Economic Development, Redevelopment, council offices, SBDC, and BKBIA with potential new business owners



October 1, 2009 – September 30, 20010  
Bixby Knolls Business Improvement Association Budget

**Revenue**

Assessment Income	140,892	
Voluntary Dues	1,000	
DECS Corporate Sponsorship	47,250	
DECS Promotional Event Vendor Fees	7,750	
Special Programs	4,230	
RDA Funds	<u>130,600</u>	
<b>Total Revenue</b>		<b>\$ 331,722</b>

**Expenses**

Administration	34,227	
Salaries/Benefits	82,805	
On-Going Promotions	29,090	
DECS Costs	55,000	
RDA Expenditures	<u>130,600</u>	
<b>Total Expenses</b>		<b>\$ 331,722</b>

1 RESOLUTION NO.

2  
3 A RESOLUTION OF THE CITY COUNCIL OF THE  
4 CITY OF LONG BEACH CONFIRMING, FOLLOWING  
5 HEARING, THE ANNUAL REPORT OF THE BIXBY KNOLLS  
6 PARKING AND BUSINESS IMPROVEMENT AREA  
7 ADVISORY COMMISSION, CONTINUING THE LEVY OF  
8 ANNUAL ASSESSMENT AS SET FORTH IN SAID REPORT  
9 AND SETTING FORTH OTHER RELATED MATTERS  
10

11 WHEREAS, pursuant to Section 36533 of the California Streets and  
12 Highways Code, the Bixby Knolls Parking and Business Improvement Area Advisory  
13 Board has caused a Report to be prepared for October 1, 2009 through September 30,  
14 2010 relating to the Bixby Knolls Parking and Business Improvement Area ("PBIA") which  
15 is located generally in that section of the City of Long Beach bounded by Wardlow Road,  
16 Long Beach Boulevard, Del Amo Boulevard and Orange Avenue; and

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

19 WHEREAS, on October 20, 2009, at 5:00 p.m., the City Council conducted  
20 a public hearing relating to that Report in accordance with its Resolution of Intention No.  
21 RES-09-0106, adopted September 22, 2009, at which public hearing all interested  
22 persons were afforded a full opportunity to appear and be heard on all matters relating to  
23 the Report; and,

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

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

Section 1. A public hearing having been conducted on October 20, 2009, 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 Bixby Knolls Parking and Business Improvement Area Advisory Board, previously filed and approved by Resolution No. RES-09-0106, adopted September 22, 2009, as originally filed, and declares that this resolution shall constitute the levy of the Assessment referred to in the Report for October 1, 2009 through September 30, 2010 as more specifically set forth in Exhibit "A".

Section 2. The City Council further confirms that the Advisory Board for the Bixby Knolls PBI A shall consist of the Board of Directors of the Bixby Knolls Business Association.

Section 3. 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 \_\_\_\_\_, 2009, by the following vote:

Ayes: Councilmembers:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Noes: Councilmembers:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Absent: Councilmembers:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
City Clerk

## **Exhibit A**

# **FY 2010 Bixby Knolls PBIA Assessment Formula**

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### **Type A**

\$135.00 + \$ 2.50 per employee

*Includes:* Contractors, Insurance, Manufacturing, Professions, Wholesale, Unique Businesses

### **Type B**

\$ 165.00 + \$ 3.25 per employee

*Includes:* Services and Vending Operations. Note: Independent contractors secondary to another service business located at the same address pay a discounted base fee of \$100.65. (Ref Municipal Code 3.80.243)

### **Type C**

\$ 185.00 + \$ 4.00 per employee

*Includes:* Retailing, Recreation & Entertainment

### **Type D**

\$ 548.00

*Includes:* Financial Institutions

*Business classifications are determined by the City of Long Beach Business License Division.*