



# CITY OF LONG BEACH

# C-4

ECONOMIC DEVELOPMENT DEPARTMENT

383 West Ocean Boulevard 3<sup>RD</sup> Floor • Long Beach, CA 90802 • (562) 570-6099 • Fax (562) 570-6380

August 21, 2018

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Adopt a Resolution approving the Annual Report for October 1, 2018 to September 30, 2019, for the Belmont Shore Parking and Business Improvement Area, declaring its intention to levy the annual assessment, and setting the date of hearing for September 11, 2018. (District 3)

## DISCUSSION

The Belmont Shore Business Association (BSBA) promotes and markets the commercial area along Second Street using funds generated through the assessment of businesses located in the Belmont Shore Parking and Business Improvement Area (BSPBIA). State law governing Parking and Business Improvement Areas requires that an Annual Report be submitted to the City Council by the Advisory Board designated for this Assessment District. On May 18, 2018, the BSPBIA Advisory Board voted to recommend to the City Council approval of the BSPBIA 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 significant change to the District boundaries, the method of levying the assessment, or to the proposed activities.

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

### **Method of Assessment**

The estimated FY 19 revenue from business assessments is \$140,000. Assessments are calculated by category of business and incorporate a base rate plus a per employee rate. Business categories and rates are as follows:

<u>CATEGORIES</u>	<u>BASE RATE</u>	<u>EMPLOYEE RATE</u>
Financial Institution	\$ 1,646.22	\$ 16.50
Service Real Estate Office	\$ 638.70	\$ 22.00

<u>CATEGORIES</u>	<u>BASE RATE</u>	<u>EMPLOYEE RATE</u>
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 (Misc. Rec/Ent, Vending, Manufacturing)	\$ 319.35	\$ 16.50
Unique & Wholesale	\$ 319.35	\$ 16.50
39 percent Reduced Rate for Service-related Independent	\$ 194.80	\$ 16.50
Non-profits	\$ 0.00	\$ 0.00

The City enters into agreements with business and/or property owner associations (associations), which utilize assessment revenues to provide services and improvements in Business Improvement District (BID) areas, that set forth the parameters and requirements of the relationship between the associations and the City. These agreements include requirements such as annual reporting requirements, deadlines, and payment schedules. These agreements perpetuate annually based on the City Council’s approvals of annual reports. Per the City Auditor’s recommendation in the BID Oversight Audit, the City will re-execute the agreement with BSBA to reflect current procedures and other changes deemed necessary. The agreement will be periodically revisited as processes and requirements change to ensure it stays current and relevant.

The recommended Resolution grants approval of the Annual Report, declares the intention of the City Council to levy the assessment for proposed activities, and sets the date of the public hearing for September 11, 2018.

This matter was reviewed by Deputy City Attorney Amy R. Webber on July 30, 2018 and by Budget Analysis Officer Julissa José-Murray on July 31, 2018.

TIMING CONSIDERATIONS

City Council action is requested on August 21, 2018, to set the date of the public hearing for September 11, 2018. The new contract year begins on October 1, 2018.

FISCAL IMPACT

It is estimated that the BSPBIA will generate \$140,000 in FY 19 through the proposed continuation of the assessment. Assessment funds are collected by the City on behalf of the BSPBIA through additional fees attached to BSPBIA business licenses and passed directly through to the BSBA for implementation of annual programs. There is no local job impact associated with this recommendation.

HONORABLE MAYOR AND CITY COUNCIL

August 21, 2018

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**SUGGESTED ACTION:**

Approve recommendation.

Respectfully submitted,



**JOHN KEISLER  
DIRECTOR OF ECONOMIC DEVELOPMENT**

JK:VDR:er

Attachment: Resolution

**APPROVED:**



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**PATRICK H. WEST  
CITY MANAGER**

OFFICE OF THE CITY ATTORNEY  
CHARLES PARKIN, City Attorney  
333 West Ocean Boulevard, 11th Floor  
Long Beach, CA 90802-4664

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RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH APPROVING THE ANNUAL ASSESSMENT REPORT FOR OCTOBER 1, 2018 TO SEPTEMBER 30, 2019 FOR THE BELMONT SHORE 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 Belmont Shore Parking and Business Improvement Area Advisory Commission has caused a Report to be prepared for October 1, 2018 to September 30, 2019 relating to the Belmont Shore Parking and Business Improvement Area which is located along the commercial corridor at Second Street generally between Livingston Drive and Bayshore Avenue within the City of Long Beach; and

WHEREAS, said Report contains, among other things, with respect to October 1, 2018 to September 30, 2019, 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. Confirm levy of and direct collecting within the Area, assessments for the Belmont Shore Parking and Business Improvement Area for October 1, 2018 to September 30, 2019. Said assessments are proposed to be levied on such classifications and at such rates as set forth in Exhibit "A" attached hereto and incorporated herein.

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

1 occurred in the previous fiscal year; and

2 WHEREAS, to this end, the proposed activities and improvements  
3 undertaken by the Area include those generally specified in the establishing Ordinance  
4 No. C-5963, Section 5, as adopted by the City Council on June 7, 1983; and

5 WHEREAS, a copy of the Report is on file with the City Clerk and includes  
6 a full description of the activities and improvements to be provided from October 1, 2018  
7 to September 30, 2019, the boundaries of the area, and the proposed assessments to be  
8 levied on the businesses that fiscal year and all other information required by law; and

9 WHEREAS, it is the desire of this City Council to fix the time and place for a  
10 public hearing to be held in the City Council Chamber of the City of Long Beach on  
11 August 21, 2018, at 5:00 p.m., regarding the Report, the levy and the proposed program  
12 for the 2018-2019 fiscal year;

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

15 Section 1. That certain Report entitled "Belmont Shore Business  
16 Association Annual District Report& Budget Fiscal Year" attached hereto as Exhibit "A"  
17 and incorporated herein, for the period of October 1, 2018 to September 30, 2019, as  
18 filed with the City Clerk is hereby approved.

19 Section 2. On August 21, 2018 at 5:00 p.m., in the City Council Chamber  
20 of the City of Long Beach located in the Long Beach City Hall, First Floor, 333 West  
21 Ocean Boulevard, Long Beach, California 90802, the City Council of the City of Long  
22 Beach will conduct a public hearing on the levy of proposed assessments for October 1,  
23 2018 to September 30, 2019 for the Belmont Shore Parking and Business Improvement  
24 Area with no change in the basis and method assessment. All concerned persons are  
25 invited to attend and be heard, and oral or written protests may be made, in accordance  
26 with the following procedures:

27 A. At the public hearing, the City Council shall hear and consider  
28 all protests. A protest may be made orally or in writing by any interested

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person. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made.

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

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

D. Testimony is also invited relating to any perceived irregularities in or protests to previous years' proceedings/assessments.

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

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

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OFFICE OF THE CITY ATTORNEY  
CHARLES PARKIN, City Attorney  
333 West Ocean Boulevard, 11th Floor  
Lona Beach, CA 90802-4664

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I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of \_\_\_\_\_, 2018 by the following vote:

Ayes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Noes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

Absent: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

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

# EXHIBIT "A"





**BELMONT SHORE BUSINESS ASSOCIATION (BSBA)  
ANNUAL DISTRICT REPORT & BUDGET  
FISCAL YEAR  
OCTOBER 1, 2018 - SEPTEMBER 30, 2019**

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The BSBA Board of Directors facilitates and manages the many promotions and marketing opportunities, improvements, community outreach and events currently being coordinated in Belmont Shore

## **YEAR IN REVIEW – OCT. 1, 2017 – SEPT 30, 2018**

### **BEAUTIFICATION**

Representatives from the BSBA Board and the BSBA Executive Director attended the monthly meetings of the BSPBIAAC. The priority of the association has been to keep Belmont Shore clean and safe.

- The Conservation Corps of Long Beach (CCLB) is contracted for daily trash pick-up, ash tube cleaning, trash can wipe down, graffiti & sticker removal, daily sweeping of the streets, alleys and city parking lots. A monthly report from the CCLB is sent to the BSBA office and the BSPBIAA. (Report attached)
- Spectrum Facility Maintenance is contracted to provide power washing of sidewalks every two weeks. Due to the high pedestrian traffic and the drought, power washing increased to weekly from July through October. Alleys and trash enclosures in the parking lots are maintained quarterly. The schedule of cleaning is listed on the BSBA website and a report is sent to the BSBA office. (Report attached)
- Belmont Shore has 75 Big Belly trash receptacles on 2<sup>nd</sup> street. This use to be 77 Big Belly trash receptacles but two were removed on 2<sup>nd</sup> St. near Santa Ana and near Roycroft after cars crashed into them. They have not been replaced. Cement trash receptacles are still located on some of the side streets. The Big Belly trash receptacles reduce collection frequency by 80%, freeing up resources and increases recycling opportunities and reduces homeless trash picking. (Report attached)
- The BSBA Executive Director was and is in constant communication with CCLB and Spectrum to maintain the streets and report any problem areas.

### **COMMUNITY OUTREACH**

- The BSBA Executive Director or a BSBA Board Member attended 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 attended the monthly meetings of COBA and the BSPBIAAC.

### **POLICING**

- A representative from the LBPB East Division has attended our monthly BSBA meetings. An officer or Eastside Commander has provided members with safety issues and tips for Belmont Shore businesses. Members have also communicated their concerns to the officers. The BSBA office has served as a liaison between police and businesses communicating suspicious activity, nuisances and safety concerns. The LBPB also attend community meetings in the 3<sup>rd</sup> District.

#### EVENTS-October 1, 2017-September 30, 2018

The BSBA hosted several events this past year. The events gained 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 sponsored an American Red Cross Blood drive and Menorah Lighting ceremony during the holidays.

The association continues to analyze its events and determine which ones are beneficial to the district and if any should be discontinued or added. The following events have taken place during the fiscal year.

#### Art Walk & Chalk Art Contest: October 14, 2017

Belmont Shore participated to be part of the Long Beach Arts Month celebration. The BSBA worked with the non-profit C.A.T., Justin Rudd and their Chalk Art Contest and the LB art community to combine and make the event a success. The Chalk Art Contest had artist creating chalk art pieces on paper and other artists created or/or displayed art pieces on location during the day for sale. This event is growing each year and is free to the public.

#### Trick-Or-Treat On 2<sup>nd</sup> St.: October 31, 2017

A safe and fun destination for trick-or-treating drew hundreds of parents and children to Belmont Shore on Halloween evening. Most storefront businesses participated by handing out candy to the costumed children. No advertising is needed because the event is well known in the community. This is a free event for the community and has been going on for over 25 years.

#### Small Business Saturday: November 25, 2017

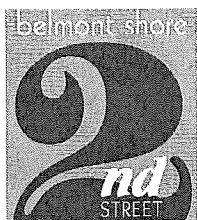
The BSBA continues to promote this retail-shopping day. Started by American Express for small businesses a day after Black Friday. We concentrated on getting customers to start their holiday shopping early in Belmont Shore. The BSBA promoted the day by advertising in local Long Beach publications, social media; emails, banners and we had FREE metered parking for customers.

#### 35th Annual Christmas Parade: December 2, 2017

The Belmont Shore Parade's theme was "Christmas in Paradise." Our presenting sponsor was the Port of LB along with additional sponsors. The BSBA worked with the City of Long Beach Special Events office, LBPD, LBFD, Public Works and parade staging coordinator Run Long Beach. The start time of the parade was 6pm. Our Grand Marshal was Water Polo 5-time Olympian Tony Azevedo. PADnet TV shown throughout the holiday season televised it. This long-time event is free to the public and attracted 30,000 people to Belmont Shore.

#### Menorah Lighting in Belmont Shore: December 17, 2017

The BSBA kept the holiday season going with a public Chanukah Menorah Lighting in Belmont Shore, located at the old Citibank parking lot. Rabbi Abba Perelmuter of The Shul by the Shore in Long Beach organized the Hanukkah celebration. This was an outside community event and free to the public.



**BELMONT SHORE BUSINESS ASSOCIATION (BSBA)  
CALENDAR OF EVENTS 2018-19**

**2018**

Art Walk & Chalk Contest	Saturday, October 20th	11am - 4pm
Trick or Treat on 2 <sup>nd</sup> St	Wednesday, October 31 <sup>st</sup>	4pm - 6pm
Small Business Saturday	Saturday, November 24th	ALL DAY
36th Annual Christmas Parade	Saturday, December 1 <sup>st</sup>	6pm - 9pm
Holiday Shopping in The Shore	December 7,8,9, 14,15,16,21,22,23	All DAY

**2019**

Chocolate Festival	Saturday, February 9	TBT
Roar in the Shore	Wednesday, April 10	5p - 8pm
Stroll & Savor	Wed. & Thur., May 15, 16	5:30pm - 9pm
Stroll & Savor	Wed. & Thur., June 19, 20	5:30pm - 9pm
Stroll & Savor	Wed. & Thur., July 17 & 18	5:30pm - 9pm
Stroll & Savor	Wed. & Thur., Aug. 21,22	5:30pm - 9pm
Car Show	Sunday, September 8th	9am - 3pm



**BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA (BSPBIA)**

**October 1, 2018 – September 30, 2019**

No changes are requested in the boundaries of the Belmont Shore PBI for the coming contract period. These boundaries have been unchanged since the district was expanded by City Council action September 2008, thereby amending Ordinance No. C-5963.

**BOUNDARIES OF THE BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA**

All that certain real property located in the City of Long Beach, County of Los Angeles, State of California, as shown on that certain map and more particularly bounded as follows:

Beginning at the intersection of the centerline of Livingston Drive and the centerline of Roycroft Avenue; thence southerly to the most northerly corner of Parcel 1 as per Parcel May 11194, thence southerly, northeasterly and southwesterly along the boundary lines of said Parcel map; thence southeasterly along the centerline of the Northwesterly-southeasterly alley northeasterly of Second Street; thence northeasterly along the centerline of Claremont Avenue; thence southeasterly along the centerline of the Toledo; thence easterly southwesterly and westerly along the boundaries of the Second Street bridge right-of-way across Alamitos Bay; thence along the southwesterly line of Second Street; thence southwesterly along the centerline of the northeasterly-southwesterly alley west of Bayshore Avenue; thence northwesterly along the centerline of the northwesterly-southeasterly alley southwesterly of Second Street; thence northwesterly along the northeasterly line of Tract No. 23854 to the intersection of the centerline of the east-west alley known as Lois Ln; thence westerly 346 feet along the centerline of Lois Ln; then northerly to the southwest corner of Parcel 3 of Block 37 of Belmont Height Tract (M.B. 8, P.150); thence easterly along southern boundary line of said parcel; thence along the prolongation of the same boundary line to the intersection of the of the southwesterly line of Second Street; thence southeasterly to the centerline of Livingston Drive; thence easterly along the centerline of Livingston Drive to the point of beginning.

**BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA (BSPBIA)**

**PBIA ASSESSMENT FORMULA**

**2018– 2019**

<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
<b>Total estimated annual assessment: \$140,000.00</b>		

BELMONT SHORE BUSINESS ASSOCIATION  
EXPENSES  
2018-2019

EXPENSES	BUDGET	BIA FUND	PROMOTIONS
<b>ADMINISTRATION</b>			
Outside Services	70,000.00	70,000.00	
Rent	21,000.00	21,000.00	
Office	1,000.00	1,000.00	
Postage	200.00	200.00	
Printing	8,000.00	8,000.00	
Supplies	2,500.00	2,500.00	
Equipment	2,000.00	2,000.00	
Insurance	6,500.00	6,500.00	
Telephone	2,000.00	2,000.00	
Accounting	1,125.00	1,125.00	
Meetings/Mixers	3,000.00	3,000.00	
Dues & Subscriptions	500.00	500.00	
<b>6200 TOTAL</b>	<b>117,825.00</b>	<b>117,825.00</b>	
<b>ONGOING PROMOTIONS</b>			
Christmas Decorations	6,000.00		6,000.00
Marketing	36,275.00		36,275.00
Welcome Wagon	1,000.00		1,000.00
Shore Corp	3,000.00		3,000.00
Web Page	1,000.00		1,000.00
<b>6600 TOTAL</b>	<b>47,275.00</b>		<b>47,275.00</b>
<b>PROMOTIONAL EVENTS</b>			
Roar in the Shore	6,500.00		6,500.00
Car Show	20,000.00		20,000.00
<b>Stroll &amp; Savor Series</b>			
May	30,000.00		30,000.00
June	40,000.00		40,000.00
July	38,000.00		38,000.00
August	35,000.00		35,000.00
Christmas Parade	40,000.00		40,000.00
Art Walk	0.00		0.00
Holiday Shopping	5,000.00		5,000.00
Chocolate Festival	8,000.00		8,000.00
Entertainment	10,000.00		10,000.00
<b>6800 TOTAL</b>	<b>232,500.00</b>	<b>117,825.00</b>	<b>232,500.00</b>
<b>EXPENSE TOTAL</b>	<b>397,600.00</b>		