

Attachment A



Annual Report  
October 2004 - September 2005  
Work Plan & Budget

Bixby Knolls  
Business Improvement Association  
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Long Beach, CA 90807

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The Board of Directors of the Bixby Knolls Business Improvement Association (BIA) is pleased to present its Annual Report and Budget for the fiscal year October 1, 2004 - September 30, 2005.

## ASSESSMENT FORMULA

### Type A

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\$135.00 + \$ 2.50 per employee

*Includes:* Contractors  
Insurance  
Manufacturing  
Professions  
Wholesale  
Unique Businesses

### Type B

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\$ 165.00 + \$ 3.25 per employee

*Includes:* Services  
Vending Operations

### Type C

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\$ 185.00 + \$ 4.00 per employee

*Includes:* Retailing  
Recreation & Entertainment

### Type D

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\$ 500.00

*Includes:* Financial Institutions

*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 and basis of levying the annual assessment. Any increase in assessment revenue is based on an increase of businesses within the district boundaries.

The Bixby Knolls BIA anticipates a carry over of approximately \$24,000.00. This carry over is a result of not receiving assessment dollars for August and September until late October or early November.

## Introduction

The Mission Statement of the Bixby Knolls BIA states, "The purpose of the Bixby Knolls Business Improvement Association is to enhance the business environment and quality of life in Bixby Knolls." For more than a decade the Board of Directors, BIA staff and a host of volunteers have worked toward fulfillment of that mission with many great successes along the way.

Our focus now is on the future. After nearly a year of transition the BIA has focused its sights on building on past successes and achievements and continuing to focus on its mission of enhancing the business environment and quality of life in Bixby Knolls.

Not only has the past year been a year of transition for BIA staff with a new Executive Director but also with several new Board and Committee members and volunteers and as the 2003-2004 fiscal year ends, the BIA looks forward to working with a newly-elected City Councilmember in the 8<sup>th</sup> Council District.

## 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. As an organization governed by a volunteer board of directors and committee members, the BIA's effectiveness is determined by the commitment of its volunteers.

### Business & Community Mixers

The Bixby Knolls BIA has held three Business & Community Mixers to date in the 2003-2004 fiscal year. The first, held in November which served as a farewell party for the former Executive Director and was held at the Icaro Gallery and catered by Four Olives Café. The next mixer was held at Phil Trani's Restaurant in March and served as a "Meet the New Director" mixer. The third was held at Nino's Italian Restaurant in June and helped kick off the summer season. All of the Mixers have been well-attended by both BIA members and residents in the community. The Mixers provide an opportunity for BIA members to meet the Board of Directors, for BIA members and business owners to network and for the members of the community to learn more about the efforts of the BIA, express concerns, share ideas and introduce themselves to the diverse mix of businesses that comprise the Bixby Knolls BIA.

### Business Connection Newsletter

The BIA's *Business Connection* newsletter features stories that introduce members to new and existing businesses in the district and helps keep members informed about incoming businesses and proposed developments, community events and the efforts of the BIA to fulfill its mission to enhance the business environment and quality of life in Bixby Knolls. The newsletter is also available for download from the BIA's website.

### Meet the Director

BIA Executive Director Jeffrey Henderson has embarked upon an aggressive plan to meet BIA members. The Bixby Knolls BIA member roster includes more than 850 businesses. Henderson spends time each month visiting member businesses and introducing himself – this hands-on approach has been well-received as members are able to voice their opinions, share ideas, get involved, learn about the BIA efforts and put a face on the organization.

## Promotion of the Business District

### Media Relations

The Bixby Knolls BIA continued to remain visible 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* and *LBReport.com*. Activities of the BIA as well as throughout the business district are routinely covered in these publications and the BIA continually distributes press releases and conducts media relations for the organization as well as on behalf of its members. The BIA and Bixby Knolls businesses regularly receive reduced advertising rates in *The Signal Tribune*, *Downtown Gazette*, *Grunion Gazette* and *Long Beach Business Journal*.

### Direct Mail

As reported in the 2003-2004 Annual Report, the BIA, acting upon the request of business owners, began a direct mail campaign of an advertising packet which was mailed to 8,000 residential addresses in the Bixby Knolls area and included advertisements and coupons from Bixby Knolls businesses. After a total of three mailings the Marketing and Recruitment Committee evaluated the program to determine marketing and cost-effectiveness and determined that direct mail to the residential community in the Bixby Knolls area is effective but felt that they should be receiving a newsletter rather than a coupon book.

The Committee is currently planning on expanding four of the eight *Business Connection* newsletters to more than 10,000 residential addresses in the area. As part of the expanded mailing, the BIA intends to initiate a survey of area residents for the purpose of ascertaining what they wish to see in Bixby Knolls, i.e. types of businesses, district improvements, etc. To encourage a return on the survey, the BIA will award a prize to a respondent drawn at random.

### Business Directory & Shopper's Guide

*The Signal Tribune*, in conjunction with the Marketing and Recruitment Committee and BIA staff, published the 2004 Business Directory and Shopper's Guide. 15,000 directories were published, they were distributed to BIA members – many of which aid distribution by making them available for their customers. 10,000 directories were delivered to homes in the Bixby Knolls area. The directories are also available at all BIA events.

### [www.bixbyknollsinfo.com](http://www.bixbyknollsinfo.com)

The BIA website which was launched in 2003 has been well-received and continues to be one of the few Business Improvement District websites. The Marketing and Recruitment Committee was pleased to have completed what they've dubbed "Phase 1" of the BIA website – launch of a new website designed to promote the business district beyond the confines of print media and street traffic. The Committee is now focusing its attention on Phase 2 – refining the website by making it a destination providing information for a variety of users.

### Marketing Package

The Marketing and Recruitment Committee is currently in the process of developing a marketing package that will not only serve as a tool to recruit prospective businesses, but will also serve as a welcome package for new businesses, a press kit and any other use as necessary. The piece will have a standard element that will be applicable for all uses but will be easily altered in-house for multiple uses. After results of the resident survey are tabulated, the BIA will target the types of businesses identified by respondents as desirable for Bixby Knolls.

### Community Events

In December the BIA produced the 10<sup>th</sup> Annual **Snow in Bixby Knolls**. Though the weather was not in agreement – it rained most of the morning – the event was larger than ever. The 30 tons of snow, great holiday shopping a visit from Santa Claus, live entertainment and great food drew a great crowd of thousands. For the second time, the event turned a modest profit.

In June the BIA produced the 9<sup>th</sup> Annual **Bixby Knolls Street Fair**. With more vendors than ever before, great weather and huge crowds the event proved to be a success. Visitors not only enjoyed the 165 vendor booths ranging from artisans to food but were also found shopping in the local stores and eating in the local restaurants throughout the day. The entertainment was a crowd-pleaser throughout the Street Fair as was an art exhibition with several artists visiting from the East Village Arts District.

The BIA's Promotion & Organization Committee is working on developing new community events. While all are in the feasibility stage, the ideas for possible events include a Business Tools seminar series, a casino night and an event focusing on the great restaurants in Bixby Knolls.

The BIA will again work with the Bixby Knolls Revitalization Group, a grass-roots resident's organization, to assist with their annual **After 5 at the Movies** – a series of Friday evening family movies staged outdoors in Bixby Knolls – should the organization decide to continue the event for another year. Local businesses participate in the event by extending business hours and/or offering discounts and dining specials on movie evenings.

## **Business District Improvement and Safety**

### **Streetscape Maintenance and Improvement**

Our street banners remain in place helping to define the Bixby Knolls area. Holiday décor is installed each year and continues to brighten the thoroughfares in December. The combination of the banners and the holiday décor contribute to a sense of place.

In the 2003-2004 fiscal year, the BIA received two matching grants by the Neighborhood Partners Program and North Long Beach Project Area Committee to fund additional streetscape enhancements to the district:

### **Planters & Bike Racks**

Five planter groups and five bike racks have been acquired and currently await City permits to be installed at strategic locations in the district to enhance the beauty of the streetscape and provide accommodation for our community members who utilize bicycles. The Quick Crete planters – designed by a local landscape architect who serves as a member of the BIA's Design Committee – will be fitted with jardiniers (self-watering systems) and will be planted with appropriate shrubs and perennials that will increase the attractiveness of the surrounding business area. Each planter will contain a large central shrub (five gallon) and 23 coordinating plants (quart size).

### **New Seasonal Banners**

The BIA was recently awarded another matching grant to facilitate the purchase of additional banners that will be added to the seasonal rotation of banners. These colorful seasonal banners have had a positive impact on Bixby Knolls' commercial corridors and help to create a sense of place and define the Bixby Knolls area. The Banner Program has become one of the BIA's most popular programs and changing the banners on a seasonal rotation keeps the district fresh, and provides new color, impact, and interest.

### **Maintaining the Common Areas**

Keeping the common areas clean remains a priority for the BIA. Part-time employee Richard Chavez routinely and conscientiously eliminates weeds and picks up litter throughout the district.

The BIA's median on Atlantic Avenue continues to be an enormous asset to our streetscape, and its maintenance continues to be funded by the BIA. Anticipation is building as we await construction of the additional median from Roosevelt Road to San Antonio Drive. Additionally, trees planted through the BIA's Adopt-a-Tree program are flourishing and are doing their part in softening the appearance of our streets.

### **Façade Improvement Program**

Many businesses in the district continue to invest in façade improvements, both with and without the support of the Commercial Façade Improvement Program. 3777 Long Beach Boulevard is nearing completion and will soon begin leasing the space which the developer has not only refurbished but revived. 3633 Long Beach Boulevard has been completed and provides a fresh look to the area. Several other buildings in the area are slated for improvements and have had their plans reviewed by the BIA's Design Committee.

Projects progressing with the assistance of the Commercial Façade Improvement Program include 3811 and 4121-29 Long Beach Boulevard, 3821, 3825-31, 3840, 4301, 4320, 4335 and 4343 Atlantic Avenue and 80 percent of the 3900 block of Atlantic Avenue. These sites are all in various stages of façade renovation. The Bixby Knolls BIA Design Committee continues to work with each of the project architects to ensure compliance with the Bixby Knolls Design Guidelines.

### **Parking Issues**

The Design Committee previously met with parking consultants to gather information on the components and cost of parking studies. There are plans to conduct a parking study as staff and volunteer resources become available.

### **Safety**

The BIA continues to maintain a close relationship with the North Long Beach Police Substation, meeting as needed for security updates. Executive Director Henderson attends the Quarterly North Long Beach Community Leaders Meeting hosted by Long Beach Police North Division Commander Frank McCoy. The BIA is currently forming a revitalized Security and Code Enforcement Committee to continue to keep abreast of security issues and to help control City code issues in the district.

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

The Bixby Knolls BIA maintains a Retail and Office Vacancy Roster, and is pleased with an very low vacancy rate. Vacant buildings are slowly vanishing and new developments continue to move forward.

The trend of small businesses continues throughout the Bixby Knolls business district with the majority of new businesses having one or fewer employees. The loss of businesses is difficult but does happen – thankfully Bixby Knolls gained more businesses than it lost in the past year and our district has continued to increase in popularity among businesses seeking a good location.

The most recent survey of available property indicates rents are have remained fairly steady over the past year for new construction – averaging \$3.50 per square foot, but existing property rents are slowly inching up and are listing at \$1.35 to \$1.50 per square foot and higher.

### **New Developments**

Walgreen's opened their new, larger, full-service store on Atlantic Avenue this year and the new retail development at the corner of Carson Street and Atlantic Avenue became home to Jamba Juice a year after breaking ground on the development. This development will soon be home to Red Brick Pizza and the developer is in negotiations for the other two spaces. The development at the corner of Long Beach Boulevard at Wardlow Road is nearing completion and will soon be home to a Subway, a balloon and gift shop and a doughnut shop.

EZ Lube is in the planning stages of opening a new location at the northeast corner of Atlantic Avenue and Wardlow Road and other sites throughout the district are slated for development. The Bixby Knolls BIA has remained actively involved in these projects, monitoring usage and design plans for consistency with community goals.

### **New Businesses**

New businesses continue to discover that Bixby Knolls is a great place to be. Jamba Juice opened recently and has reported great sales; The Conservation Corps of Long Beach purchased a building in Bixby Knolls and opened in the Spring; and T-Mobile, Liberty Fitness Center, Quiznos and The UPS Store all opened in the Bixby Knolls Shopping Center.

### **Tools for our Businesses**

The BIA is developing a Business Tools seminar series for its member businesses and will kick off the series in late 2004/early 2005. The purpose of the Business Tools seminar series is to feature topics that will benefit business owners – possible topics include tax law, lease negotiation and others.

## **The Bixby Knolls BIA Beyond Bixby Knolls**

The Bixby Knolls BIA is regularly represented to the community at large by the participation of Executive Director Henderson in local and statewide activities. On behalf of the BIA, Henderson serves on the North Long Beach Project Area Committee, where he ensures the interests of Bixby Knolls are addressed. Beyond Long Beach, Henderson attended the California Downtown Association's (CDA) spring conference recently held in El Segundo and will be attending the CDA's fall conference in San Luis Obispo. Continued participation in these associations and in conferences provides a steady stream of ideas and trends, which are incorporated into Bixby Knolls BIA strategic plans.

## **Conclusion**

In preparation of our annual report, the Board has conducted a work session to evaluate our effectiveness and determine our focus for the upcoming year. As much of the 2003-2004 fiscal year has been transitional, the Board feels that the focus for the coming year shall continue to be concentrated on what the organization has done well in the past, build upon those items and continue to address the items the Board has deemed as priorities, yet for which efforts have not been as effective. The BIA's goals for the year are detailed in the following pages.

Overall, even with a transitional period, the Board is pleased with the progress made over the past year. New developments are replacing empty lots, and the new businesses coming into the district are discovering that with good service and products, the Bixby Knolls community continues to embrace shopping locally. Quality businesses continue to discover the superb business opportunities inherent within the district. The Bixby Knolls BIA will continue to support new and existing businesses with marketing, streetscape enhancements, clean and safe efforts, and community outreach to assist each business in realizing its full potential.

## **Mission**

The purpose of the Bixby Knolls Business Improvement Association is to enhance the business environment and quality of life in Bixby Knolls.

## **Objective**

The Bixby Knolls BIA's objective is to maintain an aggressive, well-rounded program that is designed to strengthen the organization, promote and market the district, retain, strengthen and attract new businesses and improve the common areas.

## **Goals**

- Ensure that the surrounding communities know about Bixby Knolls' businesses, events and the BIA.
- Pursue methods to market the BIA and the Bixby Knolls area.
- Create membership involvement and ensure effective communication with the membership, other organizations and city entities.
- Retain and strengthen existing businesses and attract new businesses to Bixby Knolls.
- Provide leadership through input, monitoring and working closely with the area's design plan. Create awareness of the design plan among property and business owners and generally improve the aesthetics of the BIA common areas.
- Ensure that Bixby Knolls is a safe area to shop, dine, visit, live and conduct business.



## 2004 - 2005 Action Plan

### Promotion & Organization Committee

*The purpose of the Promotion and Organization Committee is to ensure that the surrounding communities know about Bixby Knolls businesses, events and the BIA and to foster membership involvement and ensure effective communication with the membership, other organizations and City entities.*

- Plan and implement two sponsored activities/fund-raisers to promote the area
  - June - Bixby Knolls Street Fair
  - December - Snow in Bixby Knolls
- Develop additional events to increase awareness of the district and benefit the local businesses
- Organize and host a minimum of four mixers including the Annual Meeting and the Annual Installation of Directors and Officers
- Integrate, where possible, the residential community's agenda into the business agenda and work with and involve neighborhood groups in the planning and implementing of activities

### Marketing & Recruitment Committee

*The purpose of the Marketing and Recruitment Committee is to pursue additional methods to market the Business Improvement Association and the Bixby Knolls area and to retain and strengthen existing businesses while attracting new businesses to Bixby Knolls..*

- Continue public and media relations/publicity campaign
- Publish and distribute the Business Directory & Shopper's Guide
- Update and distribute the Restaurant Guide
- Maintain and update the website
- Publish and distribute a total of eight *Business Connection* newsletters; four times per year to BIA members only and four times per year to BIA Members and 10,000+ households in the 90807 zip code; one issue to contain residential survey
- Develop a multi-use marketing piece for use as a business recruitment tool, new business welcome and press kit; target specific businesses requested through residential survey
- Maintain the retail and office vacancy roster
- Assist new businesses with ribbon-cutting and grand opening ceremonies and celebrations
- Provide advocacy on behalf of business license holders as required
- Work with the residential community to attract quality retail, service and office users
- Continue to communicate with commercial brokers and property owners
- Continue to work closely with City Staff, the Economic Development Office and the 7<sup>th</sup> and 8<sup>th</sup> District Council Offices

**Design Committee**

*The purpose of the Design Committee is to provide leadership through input, monitoring and working closely with the area's design guidelines; and create awareness of the design guidelines among property and business owners and generally improve the aesthetics of the BIA common areas.*

- Aggressively pursue opportunities and funding sources for streetscape and gateway enhancements
- Continue to work with businesses and developers to promote the Bixby Knolls Design Guidelines and the Urban Design Master Plan
- Develop an abbreviated version of the Bixby Knolls Design Guidelines
- Bring the BIA office facade and signage into compliance with the Design Guidelines
- Continue the litter and weed abatement program
- Inspect common areas and address unsightly conditions
- Monitor appearance and request cooperation for maintaining store fronts and vacant lots
- Continue the Adopt-A-Tree Program

**Security & Code Enforcement Committee**

*The purpose of the Security and Code Enforcement Committee is to ensure that Bixby Knolls is a safe area to shop, dine, visit, live and conduct business as well as 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
- Develop a recognition program
- Monitor City code violations and work with business and property owners to mitigate the violations

**Bixby Knolls At a Glance**  
*90807 Zip Code Demographic Profile*

Population..... 29,280

Households..... 10,925

Average Family Income ..... \$93,567

Percentage of Households  
with Income over \$50,000..... 65%

Median Age .....36

**Bixby Knolls Business Improvement Association  
Annual Budget  
October 1, 2004 - September 30, 2005**

<b>Income</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Budget</b>
Assessment Income	145,000.00	<b>Program &amp; Services</b>	
Newsletter Ad Sales	10,000.00	Snow in Bixby Knolls	17,000.00
Interest Income	400.00	Bixby Knolls Street Fair	16,000.00
Adopt-A-Tree Program	1,000.00	Web Site Development/Maintenance	1,000.00
		Directory	300.00
<b>Promotions/Fundraiser Income</b>		Miscellaneous Promotional	1,000.00
Snow in Bixby Knolls	17,000.00	Holiday Decoration Installation	4,500.00
Bixby Knolls Street Fair	18,000.00	Advertising	3,500.00
Promotional Item Sales	500.00	Insurance - Liability	4,300.00
		Newsletter - Member & Neighborhood	25,000.00
<b>Unrestricted Income</b>		Postage	3,000.00
Voluntary Dues	300.00	Support Staff/Payroll Tax	10,000.00
Donations	500.00	Mixers/Sponsored Events	1,400.00
Miscellaneous Fund-raising	300.00	Litter & Weed Abatement/Payroll Tax	12,000.00
<b>Total Income</b>	<b>193,000.00</b>	Design Committee	400.00
		Tree Planting	1,000.00
		Median Maintenance/Water/Electric	3,000.00
		Marketing & Recruitment Committee	800.00
		Security & Code Enforcement Committee	150.00
		Promotion & Organization Committee	150.00
		Banner Program	3,000.00
		<b>Management Services</b>	
		Executive Director	46,000.00
		Executive Payroll Tax	5,000.00
		Medical Benefits	3,800.00
		Conferences/Seminars	2,000.00
		Rent	14,400.00
		Office Improvements	800.00
		Utilities	1,500.00
		Insurance/D&O & WC	2,150.00
		Board Development	800.00
		Miscellaneous	500.00
		Office Equipment	500.00
		Office Supplies & Printing	3,000.00
		Dues & Subscriptions	350.00
		Telephone & DSL	4,000.00
		Accounting & Tax Preparation	700.00
		<b>Total Expense</b>	<b>193,000.00</b>
		Net Income	0.00

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1 RESOLUTION NO. C-

2  
3 A RESOLUTION OF THE CITY COUNCIL OF THE  
4 CITY OF LONG BEACH APPROVING AN ANNUAL  
5 REPORT FOR OCTOBER 1, 2004 TO SEPTEMBER 30,  
6 2005 FOR THE BIXBY KNOLLS PARKING AND BUSINESS  
7 IMPROVEMENT AREA ("PBIA") AND DECLARING ITS  
8 INTENTION TO LEVY THE ANNUAL ASSESSMENT FOR  
9 THAT FISCAL YEAR  
10

11 The City Council of the City of Long Beach resolves as follows:

12 WHEREAS, pursuant to Section 36533 of the California Streets and  
13 Highways Code, the Bixby Knolls Parking and Business Improvement Area Advisory  
14 Board has caused a Report to be prepared for October 1, 2004 to September 30, 2005  
15 relating to the Bixby Knolls Parking and Business Improvement Area ("PBIA") which is  
16 located generally in that section of the City of Long Beach bounded by Wardlow Road,  
17 Long Beach Boulevard, Del Amo Boulevard and Orange Avenue and as more  
18 specifically described in the Report; and,

19 WHEREAS, said Report contains, among other things, with respect to  
20 October 1, 2004 to September 30, 2005 all matters required to be included by the  
21 above cited Section 36533; and,

22 WHEREAS, having approved such Report, the City Council hereby  
23 declares its intention to:

24 A. Confirm levy of and direct collecting within the Area,  
25 assessments for the Bixby Knolls PBIA for October 1, 2004 to September 30, 2005.  
26 Said assessments are proposed to be levied on such classifications and at such rates  
27 as are set forth in Exhibit "1" attached hereto and incorporated herein. These  
28 assessments are not proposed to be levied on owners of commercial or residential

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1 property;

2 B. Provide that each business shall pay the assessment  
3 annually, at the same time the business license is due. This is the same collection  
4 procedure which occurred in the previous fiscal year; and

5 WHEREAS, to this end, the proposed activities and improvements  
6 undertaken by the Area include those generally specified in the establishing Ordinance  
7 No. C-6646, Section 5, as adopted by the City Council on September 19, 1989; and

8 WHEREAS, a copy of the Report is on file with the City Clerk and includes  
9 a full description of the activities and improvements to be provided from October 1,  
10 2004 to September 30, 2005, the boundaries of the area, and the proposed  
11 assessments to be levied on the businesses that fiscal year and all other information  
12 required by law; and

13 WHEREAS, it is the desire of this City Council to fix a time and place for a  
14 public hearing to be held in the City Council Chamber of the City of Long Beach on  
15 September 21, 2004 at 5:00 p.m., regarding the Report, the levy and the proposed  
16 program for October 1, 2004 to September 30, 2005;

17  
18 NOW THEREFORE, the City Council of the City of Long Beach resolves  
19 as follows:

20 Section 1. That certain Report entitled "Assessment Report for  
21 October 1, 2004 to September 30, 2005, Bixby Knolls Parking and Business  
22 Improvement Area" as filed with the City Clerk is hereby approved.

23 Sec. 2. On September 21, 2004 at 5:00 p.m., in City Council  
24 Chamber, City Hall, 333 West Ocean Boulevard, Long Beach, California 90802, the  
25 City Council of the City of Long Beach will conduct a public hearing on the levy of  
26 proposed assessments for October 1, 2004 to September 30, 2005 for the Bixby Knolls  
27 PBIA. All concerned persons are invited to attend and be heard, and oral or written  
28 protests may be made, in accordance with the following procedures:

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

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

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

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

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

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

27 ////

28 ////

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I certify that this resolution was adopted by the City Council of the City of Long Beach at its meeting of \_\_\_\_\_, 2004, by the following vote:

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

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

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

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

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#04-03303

**Exhibit 1**

**FY 2005 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, Vending Operations

**Type C**

\$ 185.00 + \$ 4.00 per employee

*Includes:* Retailing, Recreation & Entertainment

**Type D**

\$ 500.00

*Includes:* Financial Institutions

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

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