

City of Long Beach
Working Together to Serve



Suja Lowenthal
Councilmember, 2nd District

Memorandum

To: Mayor and City Council

April 6, 2010

From: Robert Garcia, First District *RG*
Suja Lowenthal, Second District *SL*

Subject: Downtown Long Beach Associates (DLBA) DPBIA Assessment

REQUESTED ACTION:

Respectfully request approval of the Downtown Parking and Business Improvement Area Board request to forego the scheduled July 1, 2010 Consumer Price Index increase in business license assessment rates.

BACKGROUND:

Downtown Long Beach Associates (DLBA) has three routine sources of revenue that pass through the City to the organization. They are: business operator assessments, property owner assessments and downtown parking meter revenue sharing. This action relates to business operator self-assessment funds used to promote and market downtown Long Beach on behalf of businesses located in the Downtown Parking and Business Improvement Area (DPBIA). The City Council approves the property owner assessment separately.

DPBIA assessments are a self-assessment approved by the businesses operating in the area. Assessments are collected through the business license billing system by Financial Management and returned to the district through payments made under Contract 28604 with Downtown Long Beach Associates, which administers the DPBIA.

The Downtown Parking and Business Improvement Area (DPBIA) establishing ordinance (ORD 06-0022) provides for an automatic annual increase in the assessment rate applied to businesses operating in the area. This increase is based on the Consumer Price Index (CPI) for Los Angeles County and is applied each July 1. Recognizing the continued financial hardship many are facing as a result of a nationwide downturn in the economy, DLBA's governing body voted not to increase assessments for a third consecutive year.

City Council approval of this request will forego only the 2010 CPI increase in business operator self-assessment. Unless additional action is taken by City Council, CPI adjustments will resume in 2011 as described in section 4 C of the contract. There is no cost to the City associated with this action and no impact on the General Fund.



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REQUEST TO ADD AGENDA ITEM

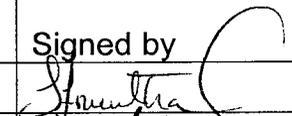
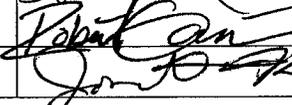
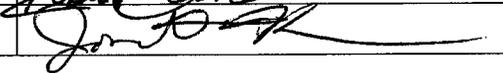
Date: March 29, 2010
To: Larry Herrera, City Clerk
From: Councilmember Suja Lowenthal
Subject: Request to Add Agenda Item to Council Agenda of **April 6, 2010**

Pursuant to Municipal Code Section 2.03.070 [B], the City Councilmembers signing below request that the attached agenda item (due in the City Clerk Department by Friday, 12:00 Noon) be placed on the City Council agenda under New Business via the supplemental agenda.

The agenda title/recommendation for this item reads as follows:

Downtown Long Beach Associates (DLBA) DPBIA Assessment

Respectfully request approval of the Downtown Parking and Business Improvement Area Board request to forego the scheduled July 1, 2010 Consumer Price Index increase in business license assessment rates.

Council District	Authorizing Councilmember	Signed by
2	Suja Lowenthal	
1	Robert Garcia	
8	Pae Gabelich	

Attachment:

CC: Office of the Mayor