



CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

R-22

September 7, 2010

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt the attached Resolution approving the Annual Assessment Report from October 1, 2010 to September 30, 2011 for the Bixby Knolls Parking and Business Improvement Area, declaring its intention to levy the annual assessment and setting the date of hearing for October 12, 2010. (Districts 7 and 8)

DISCUSSION

The Bixby Knolls Business Improvement Association promotes and markets the Bixby Knolls commercial area, using funds generated through the assessment of area businesses located in the Bixby Knolls Parking and Business Improvement Area (BKPBIA). State law governing Parking and Business Improvement Areas require that an annual assessment report be submitted to the City Council by the Advisory Commission designated for the Assessment District. At its August 25, 2010 meeting, the BKPBIA Advisory Board voted to adopt the Fiscal Year 2011 BKPBIA Assessment Report (attached).

The Assessment Report describes the boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment. The report proposes no change in the method of levying the assessment and no significant changes to proposed activities.

The recommended Resolution of Intention grants approval of the assessment report, declares the intention of the City Council to levy the assessment for proposed activities and sets the date of a public hearing for October 12, 2010.

This letter was reviewed by Chief Assistant City Attorney Heather Mahood on August 17, 2010, City Treasurer David Nakamoto and Budget Management Officer Victoria Bell on August 18, 2010.

TIMING CONSIDERATIONS

The BKBIA contract year begins October 1, 2010. City Council action is requested following public hearing on October 12, 2010 to allow purchase order and contract modifications to be completed so that Fiscal Year 2011 (FY 11) assessment transfers may be made as required by the Agreement for Funding with the BKBIA.

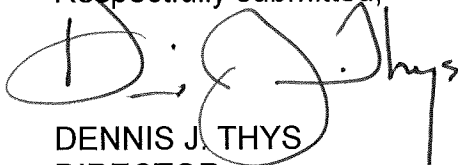
FISCAL IMPACT

It is estimated that the BKBIA will generate \$134,298 in FY 11 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 currently appropriated 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 and no local job impact associated with this action.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



DENNIS J. THYS
DIRECTOR
DEPARTMENT OF COMMUNITY DEVELOPMENT

DJT:VSG:jf
09.07.10 BKBIA ROI v3

Attachments: Bixby Knolls Business Improvement Association Annual Report Resolution of Intention
Approving Annual Report and Levy with Bixby Knolls

APPROVED:



PATRICK H. WEST
CITY MANAGER

2010 - 2011 Report
to The City of Long Beach
Including the Work Plan & Budget for
October 2010 - September 2011

Presented by the
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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

\$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

\$ 548.00

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 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 12% 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, and Supper Club* 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 5th Annual Dragster Expo and Car Show very successful with the biggest participation and attendance thus far. Early planning has already begun for the 6th Annual event to continue to grow this tradition in Bixby Knolls.

The BKBIA has relied heavily on its social media network to broaden its promotional and informational outreach. Creating accounts with Facebook and Twitter with over 950 “friends and followers” provides a new outlet to promote the Bixby Knolls area. All programs, events, and issues were posted regularly as continued efforts to engage the community and stimulate business. The focus of 2010-2011 will be to continue the current monthly events, continue the streetscape improvements per the Bixby Knolls Work Plan, and begin recruiting efforts to fill vacant store fronts and office spaces.

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 continue to be booked out months in advance.

Monthly E-Newsletters & Notices

Online sign-ups for the BKBIA's monthly **Bixby Banter** e-newsletter has more than quadrupled in the last two years to just over 2100 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 8th 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 of local events and to promote Bixby Knolls as an active, engaging district.

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 grand opening of the Marshalls department store helped to draw a great crowd to the event. **Postcards and direct mail pieces** are mailed monthly or as needed to the membership to provide additional resources or information.

The first "In the Know'lls" newsletter was produced and mailed to the membership as a sort of "state of the district" report. Features included the plans for the BK Work Plan projects, events at the Expo building, and fun facts about our very own superhero, the Knolls Ranger. Plans and the design for the next newsletter are in the works.

Promotion of the Business District

Media

The BKBIA continued to remain in the media with increased visibility in the local press with 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 online resources such as *LBReport.com*, *LBPost.com*, and *562CityLife.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

For FY'11, the paper version of the member directory will be discontinued. Increased costs and the inability to make this directory remain current after printing were the key factors in this decision. The focus will be to enhance the online member directory on the BKBIA website. The new directory will allow members on their own to add photos of their business listing, plus add links to blogs, Facebook and Twitter accounts; the directory is much more searchable and includes a new mapping feature (linked to Google maps),

Active Website -- www.bixbyknollsinfo.com

The BKBIA website had a make over this year with a cleaner look is even more user-friendly. The site provides constantly updated sources 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 BKBIA remains very active within social media networks. Facebook & Twitter accounts are used to announce events and programs and to directly connect with people and organizations from all over the city (and beyond). The increase in attendance to events such as First Fridays or community parties can be definitely be attributed to these accounts. The Facebook account has over 950 "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. Now 2 ½ years into it, the Strollers continue to have roughly 40 people each week coming out to tour the corridors and neighborhoods.

The **Bixby Knolls Supper Club** is seventeen months old and no location has been duplicated yet. 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 a minimum of 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. It is just another example of how the BKBIA is bringing people together on the business corridors.

Similar to our Bixby Knolls Summer Shutters photo contests, the new **Poetry Box** event was recently launched at the August 6 First Friday. Two boxes have been placed at It's a Grind Coffee House and Coffee Bean & Tea Leaf for the community to submit poems or other writings all things "in, on, around, and about Bixby Knolls." Ultimately this is a way to drive more people into the local coffee houses. The promotion and hype behind the event are another way to get media attention for the district drawing not just curiosity but more visitors to the area as new patrons of the businesses.

First Fridays has gained an incredible amount of momentum with the constant barrage of Facebook posts and new features each month. Our event coordinator spends the entire month hyping the event, and the branding of "Bixby Knolls" becomes one of creativity and activity. Word-of-mouth advertising has also helped to make this a special event with a city-wide draw. 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. More businesses have become participants in the event by staying open late and featuring art as the catalyst to draw people indoors. We continue to hear about the successes that result in First Fridays from the business owners.

We launched our **Bounce Back Coupon** during the July First Fridays event. This coupon is given out to the participating venues who are offering a 10%-15% discount on goods and services. Attendees return to the business on another day during the month to redeem the discounts.

To address the aesthetic needs and improvements for Long Beach Boulevard, **tree plantings** and **landscape improvements** have occurred throughout the year and will continue to do so. The boulevard has not looked as nice as it currently does in over ten years. The professional service members reap the benefit of a clean and safe district to attract and retain their clients.

The BKBIA has partnered with and supported the **clean-up team** from the California Heights neighborhood called **Cal Heights Clean Streets**. Every Thursday morning a group of volunteers pick up trash from a different corridor in Bixby Knolls and California Heights. The BKBIA will supplement the clean-up efforts by watering trees, trim trees, pull weeds, or conduct a trash pick-up on our own so there is a combined effort to keep the area looking clean.

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. This year the "80's Night" event held in March was so successful that an "**80's Night Part Deux**" has been planned for late August. 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 10 the **5th Annual Dragster Expo and Car Show** revved up again in full force with 15 vintage dragsters firing up their engines during two "cacklefests" while over 180 classic cars and boats were on display. The event was the largest ever for participants and 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. Special thanks goes to Councilwoman Rae Gabelich for raising all of the necessary sponsorship needed to fund the event. The car show was also successful with BKBIA businesses participating in the actual event and others receiving the benefits of the crowd during and after the show hours.

Business District Improvement and Safety

HyettPalma Visioning Plan & BK Work Plan Projects

The BKBIA continues to pursue the projects recommended by the HyettPalma consultant plan. The funds provided by the Redevelopment Agency not only takes the pressure of the assessment budget for the association but allows the BKBIA to make significant improvements to the district at an increased pace.

Streetscape Maintenance and Improvement

Two new streetscape projects were completed with the partnership with Boy Scout Troop 29. There were 35 new trees planted along Atlantic Avenue between 35th and Bixby under Greg Reilly's coordination. Also, the empty lot at 33rd & Atlantic ("Lot 33") was landscaped by Ben Eastman and the help of the 7th & 8th District council offices, RDA, Cal Heights Releaf, and Signal Hill Petroleum. These two projects helped to beautiful our gateway into Bixby Knolls. The next scout project (these are used for the scouts to reach their Eagle designation) will be the landscaping of an empty parkway on Wardlow road. Now the southern portion of the district shows the recent improvements while more work continues in the pedestrian zone.

Tree plantings and landscape projects are ongoing. In the city-owned parking lot at 46th and Atlantic there were eight new Chinese Elm trees planted to help soften the landscape of the lot. Additional landscaping to this lot will include the removal of parking spaces for new, larger trees that will then complete the framing of this lot and make the area far more attractive. This is the lot used by farmers market on Thursdays which will provide a nicer experience once these projects are completed.

The **Expo building** at 4321 Atlantic has been leased from the RDA to activate the windows with **art** as well as to program arts and culture events in the space. The BKBIA continues its partnership with the Long Beach Shakespeare Company to program drama camps for kids as well as jazz concerts that have seen great attendance by the local community.

Bixby Knolls will be working with Public Works to become a **bike friendly business district**. This will include new bike racks and special parking spaces at local retailers. New bike lanes have been added along Carson Street and Bixby Road as the first phase of this project. Additional bike lanes and signage will be installed throughout the new fiscal year.

In the works, and near completion, are the **freeway signs** that will read "Bixby Knolls Next 2 Exits" that will serve to designate BK as a shopping and dining destination. Ongoing coordination with Public Works and Cal Trans continues.

Our new **pole banners** are displayed along both Long Beach Boulevard and Atlantic Avenue. New banners showing the features and assets will be purchased and supplemented among the branding

banners. Such banners with images and graphics that show “LB Shakespeare,” “Literary Society,” “First Fridays,” “Dining,” “Shopping,” and more will be on display along the corridors.

Funding from RDA for FY 11 will also include **blade signs** for the retailers in the pedestrian zone of Atlantic Avenue. This additional signage will benefit the businesses for easier identification to pedestrians walking along Atlantic. New and improved signage will be an ongoing enhancement project as well as painting buildings and fixing lighting.

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. Also, the BKBIA has partnered with Cal Heights Clean Streets to add a day of additional trash removal to the corridors. BKBIA has a new “clean wagon” with new tools and supplies for removing graffiti and so there can be regular watering of the new trees, trimming trees and bushes, pulling weeds, and picking up trash.

Safety

The BIA continues to maintain a close relationship with the North Long Beach Police Division, 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 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 Hendricks 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 continue to 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 or social media seminars by local experts remain priorities.

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 2010-11 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.
- Continue to implement the recommendations of the 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.

2010 - 2011 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 “showcase” for participating businesses
- Publish and distribute the “In the Know’l’s” newsletter that includes all of the latest projects, events, resources, and big picture plans for district improvements.
- 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.

- Continue to implement the recommendations of the HyettPalma consultants and BK Work Plan with special funding from the Redevelopment Agency 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 and partner with Cal Heights Clean Streets for regular maintenance to the district.
- 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.
- Document and report incidents of graffiti or other vandalism to code enforcement and LBPD
- 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 7th and 8th District City Council Offices.
- Implement the HyettPalma recommendations for recruitment by bringing together resources from Development Services, council offices, SBDC, and BKBIA with potential new business owners.

October 1, 2010 – September 30, 2011
Bixby Knolls Business Improvement Association Budget

Revenue

Assessment Income	134,298
Voluntary Dues	1,000
2011 DECS Revenue	55,000
Special Programs	2,930
RDA Funds	<u>174,000</u>

Total Revenue

\$ 367,228

Expenses

Administration	34,052
Salaries/Benefits	83,776
On-Going Promotions	20,400
2011 DECS Expenses	55,000
RDA Expenditures	<u>174,000</u>

Total Expenses

\$ 367,228

OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

1 RESOLUTION NO.

2
3 A RESOLUTION OF THE CITY COUNCIL OF THE
4 CITY OF LONG BEACH APPROVING AN ANNUAL REPORT
5 FOR OCTOBER 1, 2010 TO SEPTEMBER 30, 2011 FOR
6 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 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, 2010 to September 30, 2011
14 relating to the Bixby Knolls Parking and Business Improvement Area ("PBIA") which is
15 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 as more specifically
17 described in the Report; and

18 WHEREAS, said Report contains, among other things, with respect to
19 October 1, 2010 to September 30, 2011 all matters required to be included by the above
20 cited Section 36533; and

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

23 A. Confirm levy of and direct collecting within the Area, assessments for
24 the Bixby Knolls PBIA for October 1, 2010 to September 30, 2011. Said assessments
25 are proposed to be levied on such classifications and at such rates as are set forth in
26 Exhibit "A" attached hereto and incorporated herein. These assessments are not
27 proposed to be levied on owners of commercial or residential property;

28 B. Provide that each business shall pay the assessment annually, at the

1 same time the business license is due. This is the same collection procedure which
2 occurred in the previous fiscal year; and

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

6 WHEREAS, a copy of the Report is on file with the City Clerk and includes
7 a full description of the activities and improvements to be provided from October 1, 2010
8 to September 30, 2011, the boundaries of the area, and the proposed assessments to be
9 levied on the businesses that fiscal year and all other information required by law; and

10 WHEREAS, it is the desire of this City Council to fix a time and place for a
11 public hearing to be held in the City Council Chamber of the City of Long Beach on
12 October 12, 2010 at 5:00 p.m., regarding the Report, the levy and the proposed program
13 for October 1, 2010 to September 30, 2011;

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

16 Section 1. That certain Report entitled "Assessment Report for
17 October 1, 2010 to September 30, 2011, Bixby Knolls Parking and Business
18 Improvement Area" as filed with the City Clerk is hereby approved.

19 Section 2. On October 12, 2010 at 5:00 p.m., in City Council Chamber,
20 City Hall, 333 West Ocean Boulevard, Long Beach, California 90802, the City Council of
21 the City of Long Beach will conduct a public hearing on the levy of proposed
22 assessments for October 1, 2010 to September 30, 2011 for the Bixby Knolls PBIA. All
23 concerned persons are invited to attend and be heard, and oral or written protests may
24 be made, in accordance with the following procedures:

25 A. At the public hearing, the City Council shall hear and consider
26 all protests. A protest may be made orally or in writing by any interested
27 person. Any protest pertaining to the regularity or sufficiency of the
28 proceedings shall be in writing and shall clearly set forth the irregularity or

1 defect to which the objection is made.

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

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

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

17 Section 3. The City Clerk shall give notice of the public hearing called for
18 in Section 2 by causing this Resolution of Intention to be published once in a newspaper
19 of general circulation in the City not less than seven days before the public hearing. This
20 resolution shall take effect immediately upon its adoption by the City Council, and the City
21 Clerk shall certify the vote adopting this resolution.

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

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OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long 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 _____, 2010, by the following vote:

Ayes: Councilmembers: _____

Noes: Councilmembers: _____

Absent: Councilmembers: _____

City Clerk

2010 - 2011 Report
to The City of Long Beach
Including the Work Plan & Budget for
October 2010 - September 2011

Presented by the
Bixby Knolls Parking and Business Improvement Association
4313 Atlantic Avenue
Long Beach, CA 90807

Phone (562) 595-0081
Fax (562) 595-0281
E-mail info@bixbyknollsinfo.com
Website www.bixbyknollsinfo.com

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

\$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

\$ 548.00 *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 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 12% 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*, and *Supper Club* 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 5th Annual Dragster Expo and Car Show very successful with the biggest participation and attendance thus far. Early planning has already begun for the 6th Annual event to continue to grow this tradition in Bixby Knolls.

The BKBIA has relied heavily on its social media network to broaden its promotional and informational outreach. Creating accounts with Facebook and Twitter with over 950 "friends and followers" provides a new outlet to promote the Bixby Knolls area. All programs, events, and issues were posted regularly as continued efforts to engage the community and stimulate business. The focus of 2010-2011 will be to continue the current monthly events, continue the streetscape improvements per the Bixby Knolls Work Plan, and begin recruiting efforts to fill vacant store fronts and office spaces.

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 continue to be booked out months in advance.

Monthly E-Newsletters & Notices

Online sign-ups for the BKBIA's monthly **Bixby Banter** e-newsletter has more than quadrupled in the last two years to just over 2100 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 8th 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 of local events and to promote Bixby Knolls as an active, engaging district.

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 grand opening of the Marshalls department store helped to draw a great crowd to the event. **Postcards and direct mail pieces** are mailed monthly or as needed to the membership to provide additional resources or information.

The first "In the Know'lls" newsletter was produced and mailed to the membership as a sort of "state of the district" report. Features included the plans for the BK Work Plan projects, events at the Expo building, and fun facts about our very own superhero, the Knolls Ranger. Plans and the design for the next newsletter are in the works.

Promotion of the Business District

Media

The BKBIA continued to remain in the media with increased visibility in the local press with 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 online resources such as LBReport.com, LBPost.com, and 562CityLife.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

For FY'11, the paper version of the member directory will be discontinued. Increased costs and the inability to make this directory remain current after printing were the key factors in this decision. The focus will be to enhance the online member directory on the BKBIA website. The new directory will allow members on their own to add photos of their business listing, plus add links to blogs, Facebook and Twitter accounts; the directory is much more searchable and includes a new mapping feature (linked to Google maps),

Active Website -- www.bixbyknollsinfo.com

The BKBIA website had a make over this year with a cleaner look is even more user-friendly. The site provides constantly updated sources 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 BKBIA remains very active within social media networks. Facebook & Twitter accounts are used to announce events and programs and to directly connect with people and organizations from all over the city (and beyond). The increase in attendance to events such as First Fridays or community parties can be definitely be attributed to these accounts. The Facebook account has over 950 "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. Now 2 ½ years into it, the Strollers continue to have roughly 40 people each week coming out to tour the corridors and neighborhoods.

The **Bixby Knolls Supper Club** is seventeen months old and no location has been duplicated yet. 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 a minimum of 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. It is just another example of how the BKBIA is bringing people together on the business corridors.

Similar to our Bixby Knolls Summer Shutters photo contests, the new **Poetry Box** event was recently launched at the August 6 First Friday. Two boxes have been placed at It's a Grind Coffee House and Coffee Bean & Tea Leaf for the community to submit poems or other writings all things "in, on, around, and about Bixby Knolls." Ultimately this is a way to drive more people into the local coffee houses. The promotion and hype behind the event are another way to get media attention for the district drawing not just curiosity but more visitors to the area as new patrons of the businesses.

First Fridays has gained an incredible amount of momentum with the constant barrage of Facebook posts and new features each month. Our event coordinator spends the entire month hyping the event, and the branding of "Bixby Knolls" becomes one of creativity and activity. Word-of-mouth advertising has also helped to make this a special event with a city-wide draw. 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. More businesses have become participants in the event by staying open late and featuring art as the catalyst to draw people indoors. We continue to hear about the successes that result in First Fridays from the business owners.

We launched our **Bounce Back Coupon** during the July First Fridays event. This coupon is given out to the participating venues who are offering a 10%-15% discount on goods and services. Attendees return to the business on another day during the month to redeem the discounts.

To address the aesthetic needs and improvements for Long Beach Boulevard, **tree plantings** and **landscape improvements** have occurred throughout the year and will continue to do so. The boulevard has not looked as nice as it currently does in over ten years. The professional service members reap the benefit of a clean and safe district to attract and retain their clients.

The BKBIA has partnered with and supported the **clean-up team** from the California Heights neighborhood called **Cal Heights Clean Streets**. Every Thursday morning a group of volunteers pick up trash from a different corridor in Bixby Knolls and California Heights. The BKBIA will supplement the clean-up efforts by watering trees, trim trees, pull weeds, or conduct a trash pick-up on our own so there is a combined effort to keep the area looking clean.

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. This year the "80's Night" event held in March was so successful that an "**80's Night Part Deux**" has been planned for late August. 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 10 the **5th Annual Dragster Expo and Car Show** revved up again in full force with 15 vintage dragsters firing up their engines during two "cacklefests" while over 180 classic cars and boats were on display. The event was the largest ever for participants and 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. Special thanks goes to Councilwoman Rae Gabelich for raising all of the necessary sponsorship needed to fund the event. The car show was also successful with BKBIA businesses participating in the actual event and others receiving the benefits of the crowd during and after the show hours.

Business District Improvement and Safety

HyettPalma Visioning Plan & BK Work Plan Projects

The BKBIA continues to pursue the projects recommended by the HyettPalma consultant plan. The funds provided by the Redevelopment Agency not only takes the pressure of the assessment budget for the association but allows the BKBIA to make significant improvements to the district at an increased pace.

Streetscape Maintenance and Improvement

Two new streetscape projects were completed with the partnership with Boy Scout Troop 29. There were 35 new trees planted along Atlantic Avenue between 35th and Bixby under Greg Reilly's coordination. Also, the empty lot at 33rd & Atlantic ("Lot 33") was landscaped by Ben Eastman and the help of the 7th & 8th District council offices, RDA, Cal Heights Releaf, and Signal Hill Petroleum. These two projects helped to beautiful our gateway into Bixby Knolls. The next scout project (these are used for the scouts to reach their Eagle designation) will be the landscaping of an empty parkway on Wardlow road. Now the southern portion of the district shows the recent improvements while more work continues in the pedestrian zone.

Tree plantings and landscape projects are ongoing. In the city-owned parking lot at 46th and Atlantic there were eight new Chinese Elm trees planted to help soften the landscape of the lot. Additional landscaping to this lot will include the removal of parking spaces for new, larger trees that will then complete the framing of this lot and make the area far more attractive. This is the lot used by farmers market on Thursdays which will provide a nicer experience once these projects are completed.

The **Expo building** at 4321 Atlantic has been leased from the RDA to activate the windows with **art** as well as to program arts and culture events in the space. The BKBIA continues its partnership with the Long Beach Shakespeare Company to program drama camps for kids as well as jazz concerts that have seen great attendance by the local community.

Bixby Knolls will be working with Public Works to become a **bike friendly business district**. This will include new bike racks and special parking spaces at local retailers. New bike lanes have been added along Carson Street and Bixby Road as the first phase of this project. Additional bike lanes and signage will be installed throughout the new fiscal year.

In the works, and near completion, are the **freeway signs** that will read "Bixby Knolls Next 2 Exits" that will serve to designate BK as a shopping and dining destination. Ongoing coordination with Public Works and Cal Trans continues.

Our new **pole banners** are displayed along both Long Beach Boulevard and Atlantic Avenue. New banners showing the features and assets will be purchased and supplemented among the branding

banners. Such banners with images and graphics that show “LB Shakespeare,” “Literary Society,” “First Fridays,” “Dining,” “Shopping,” and more will be on display along the corridors.

Funding from RDA for FY 11 will also include **blade signs** for the retailers in the pedestrian zone of Atlantic Avenue. This additional signage will benefit the businesses for easier identification to pedestrians walking along Atlantic. New and improved signage will be an ongoing enhancement project as well as painting buildings and fixing lighting.

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. Also, the BKBIA has partnered with Cal Heights Clean Streets to add a day of additional trash removal to the corridors. BKBIA has a new “clean wagon” with new tools and supplies for removing graffiti and so there can be regular watering of the new trees, trimming trees and bushes, pulling weeds, and picking up trash.

Safety

The BIA continues to maintain a close relationship with the North Long Beach Police Division, 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 Hendricks 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 continue to 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 or social media seminars by local experts remain priorities.

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 2010-11 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.
- Continue to implement the recommendations of the 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.

2010 - 2011 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 “showcase” for participating businesses
- Publish and distribute the “In the Know’l’s” newsletter that includes all of the latest projects, events, resources, and big picture plans for district improvements.
- 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.

- Continue to implement the recommendations of the HyettPalma consultants and BK Work Plan with special funding from the Redevelopment Agency 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 and partner with Cal Heights Clean Streets for regular maintenance to the district.
- 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.
- Document and report incidents of graffiti or other vandalism to code enforcement and LBPD
- 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 7th and 8th District City Council Offices.
- Implement the HyettPalma recommendations for recruitment by bringing together resources from Development Services, council offices, SBDC, and BKBIA with potential new business owners.

October 1, 2010 – September 30, 2011
Bixby Knolls Business Improvement Association Budget

Revenue

Assessment Income	134,298
Voluntary Dues	1,000
2011 DECS Revenue	55,000
Special Programs	2,930
RDA Funds	<u>174,000</u>

Total Revenue

\$ 367,228

Expenses

Administration	34,052
Salaries/Benefits	83,776
On-Going Promotions	20,400
2011 DECS Expenses	55,000
RDA Expenditures	<u>174,000</u>

Total Expenses

\$ 367,228