RESOLUTION NO. RES-12-0075

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH APPROVING AN ANNUAL REPORT FOR OCTOBER 1, 2012 TO SEPTEMBER 30, 2013 FOR THE BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA AND DECLARING ITS INTENTION TO LEVY THE ANNUAL ASSESSMENT FOR THAT FISCAL YEAR

WHEREAS, pursuant to Section 36533 of the California Streets and Highways Code, the Belmont Shore Parking and Business Improvement Area Advisory Commission has caused a Report to be prepared for October 1, 2012 to September 30, 2013 relating to the Belmont Shore Parking and Business Improvement Area which is located along the commercial corridor at Second Street generally between Livingston Drive and Bayshore Avenue within the City of Long Beach; and

WHEREAS, said Report contains, among other things, with respect to October 1, 2012 to September 30, 2013, all matters required to be included by the above cited Section 36533; and

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

1.   Confirm levy of and direct collecting within assessments for the Belmont Shore Parking and Business Improvement Area for October 1, 2012 to September 30, 2013. Said assessments are proposed to be levied at the rates set forth in Exhibit "A."

2.   Provide that each business shall pay the assessment with its business license tax; and

WHEREAS, to this end, the proposed activities and improvements

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1 undertaken by the Area include those generally specified in the establishing Ordinance

2 No. C-5963, Section 5, as adopted by the City Council on June 7, 1983; and

3 WHEREAS, a copy of the Report is on file with the City Clerk and includes

4 a full description of the activities and improvements to be provided from October 1, 2012

5 to September 30, 2013, the boundaries of the area, and the proposed assessments to be

6 levied on the businesses that fiscal year and all other information required by law; and

7 WHEREAS, it is the desire of this City Council to fix the time and place for a

8 public hearing to be held in the City Council Chamber of the City of Long Beach on

9 September 18, 2012, at 5:00 p.m., regarding the Report, the levy and the proposed

10 program for the 2012-2013 fiscal year;

11 NOW THEREFORE, the City Council of the City of Long Beach resolves as

12 follows:

13 Section 1.   That certain Report entitled "Belmont Shore Business

14 Association Annual District Report" for the period of October 1, 2012 to September 30,

15 2013, as filed with the City Clerk is hereby approved.

16 Section 2.   On September 18, 2012 at 5:00 p.m., in the City Council

17 Chamber of the City of Long Beach located in the Long Beach City Hall, First Floor, 333

18 West Ocean Boulevard, Long Beach, CA 90802, the City Council of the City of Long

19 Beach will conduct a public hearing on the levy of proposed assessments for October 1,

20 2012 to September 30, 2013 for the Belmont Shore Parking and Business Improvement

21 Area with no change in the basis and method assessment. All concerned persons are

22 invited to attend and be heard, and oral or written protests may be made, in accordance

23 with the following procedures:

24 A.   At the public hearing, the City Council shall hear and consider

25 all protests. A protest may be made orally or in writing by any interested

26 person. Any protest pertaining to the regularity or sufficiency of the

27 proceedings shall be in writing and shall clearly set forth the irregularity or

28 defect to which the objection is made.

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

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

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

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

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1   I hereby certify that the foregoing resolution was adopted by the City

2   Council of the City of Long Beach at its meeting of _____August 21_____, 2012 by the

3   following vote:

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5   Ayes: Councilmembers: Garcia, Lowenthal, DeLong, O'Donnell,

6   Schipske, Andrews, Johnson, Austin,

7   Neal.

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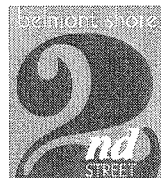9   Noes: Councilmembers: None.

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11   Absent: Councilmembers: None.

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14   City Clerk

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BELMONT SHORE BUSINESS ASSOCIATION
ANNUAL DISTRICT REPORT

About the Belmont Shore Business Association (BSBA)

Mission Statement: The purpose of the Belmont Shore Business Association is to form a common bond among business owners located in and around the Belmont Shore area whose goals are to promote, protect, and maintain prosperity for the Belmont Shore Community. This association is for its members and the immediate community, providing a united front to express opinions, protect tranquility and promote a better understanding among merchants, institutions, professionals, as well as residents.

2012 – 2013 GOALS

- Promote Belmont Shore businesses to all area residents and more widely to Southern California.
- Market Belmont Shore as a destination to Explore Belmont Shore. *Shoplocal* and *shop.dine.indulge* tag lines used for shopping, dining, personal & professional services, and community events.
- Work with vested residential and business community to promote and maintain prosperity of the area.
- Work closely with the Belmont Shore Parking & Business Improvement Area Advisory Commission to improve the Belmont Shore Business District.
- Collaborate with Long Beach Convention and Visitors Bureau to market Belmont Shore to the tourist and convention markets.
- Work with Council of Business Association (COBA) to improve ways to market & develop all Long Beach business districts in the Long Beach Community.
- Continue to provide safe and fun events for the Belmont Shore community.
- Seek corporate and private funding to supplement the BSBA budget and provide for more widely publicized events.

Each goal is accomplished through an aggressive and well-rounded work plan of special projects, marketing activities, and community events.

The Belmont Shore Business Association is grateful to help facilitate and manage the many promotions and marketing opportunities currently being coordinated in Belmont Shore. The key components of our program are:

BEAUTIFICATION

Representatives from the BSBA Board and the BSBA Executive Office attend the monthly meetings of the Belmont Shore Parking and Improvement Commission. The priority of the association has been to keep Belmont Shore litter and graffiti free. Trash is picked up twice a day, seven days a week by the Conservation Corps, which has a contract with the Belmont Shore Parking & Improvement Commission. Ten Big Belly Solar trash systems were installed on 2nd street and will reduce collection frequency by 80%, freeing up resources and increase recycling opportunities. Sidewalks were steam cleaned every 3 weeks and alleys were maintained and steam cleaned every quarter by West Coast Power Wash Co. who has a contract with the Belmont Shore Parking and Improvement Commission. A parking lot on Park near 2nd was upgraded with a new pay system, and was re-configured and re-landscaped

COMMUNITY OUTREACH

The Executive Director and/or board members have attended monthly community meetings of the Third District Joint Council, the Belmont Shore Residents Association (BSRA) and the Council of Business Association (COBA). The BSBA continues to make an effort to communicate Belmont Shore's progress, changes, and BSBA promotions to local residents and other community meetings.

EVENTS

The BSBA hosts several events every year. The events gain exposure for Belmont Shore through press coverage and by drawing thousands to the area. Many businesses benefit directly from the events. All members can benefit from the additional visitors who may not purchase from them on that day, but may make a point to return as they have come to know all that Belmont Shore has to offer.

The association continues to analyze its events and determine which ones are beneficial to the district and if any should be discontinued. No new events were added this past year. The following events have taken place during the Progress Report period:

Belmont Shore/Naples Scavenger Hunt: April 1 – 30, 2011
>In partnership with the Naples Island Businesses Association (NIBA), the Scavenger Hunt is a fun way for people to get to know businesses and have the chance to win up to $500 cash or gift certificates from participating businesses. Players solve clues and visit businesses to earn a sticker for their game sheet. This event is a partnership with the Naples Island Business Association (NIBA).

Stroll & Savor Series: May 18 & 19, June 22 & 23, July 20 & 21, August 17 & 18, 2011
>Over forty restaurants participated in this event series, which can be thought of as a "taste of Belmont Shore". Attendees purchased ticket books from the association and used tickets to purchase the food offered by participating restaurants. The event brought over a thousand people out each night to stroll 2nd St. and savor the many different cuisines Belmont Shore has to offer. The series is a favorite with our locals and was the biggest and most successful to date.

Stroll & Shop: May 21 & 22, 2011
>A retail event featured merchants who signed up and gave a description of what specials they were offering. The BSBA advertised in print & social media. Posters were displayed and banners were put on the street. This was a marketing effort to get customers to come to Belmont Shore to shop. The BSBA's Promotion & Marketing committee didn't see an increase in sales. It was decided to have a 3-day Spring Sidewalk sale in May of 2012 to replace Stroll & Shop.

Belmont Shore Community Golf Tournament: June 27, 2011

A community event, not held in Belmont Shore was held at Recreation Park 18-hole golf course. It was difficult to get the BSBA members to participate and also to get golfers to play. It was decided by the BSBA board & members to dis-continue this event because it did not benefit the businesses on 2nd st.

Summer Sidewalk Sale: July 22, 23, 24, 2011

During the three-day sale, Belmont Shore retail merchants cleared older and out-of-season merchandise. Many also offered special promotions. Shoppers loved it for their chance to get a great deal. The BSBA facilitated and promoted the event for the businesses.

22nd Annual Car Show: September 9, 2011

One of the largest classic car shows on the West Coast, the Belmont Shore Car Show drew thousands of spectators to see the nearly 500 beautifully maintained and restored cars dating to 1975 and earlier. 2nd St. was closed for the event and was filled with cars and people. The day landed on the 10th Anniversary of 911. To honor the day, American Flags were given to each classic car and the LBFD & LBPD drove down 2nd street at 9:11am. One fire truck started at the east end & another at the west end. They met in the middle, rang the fire bell 3 times, saluted, and we had a moment of silence. The BSBA worked closely with The Bay City Rodders to coordinate event. The BSBA acquired additional sponsors to make sure the event did not lose money and was a success.

Art Walk & Chalk Art Contest: October 22, 2011

Belmont Shore wanted to celebrate and participate with the GLOBAL (Greater Long Beach Arts Lab) of the Arts Council for Long Beach's 'Art Month' celebration. The BSBA worked with the non-profit C.A.T., Justin Rudd Chalk Art Contest, local schools and the LB art community. To participate, businesses exhibited artwork by local Long Beach students. The Chalk Art Contest had artist creating chalk art pieces on paper and other artists created or/or displayed art pieces on location during the day. Ballooning & face painting added activities for families.

Trick-Or-Treat On 2nd St.: October 31, 2011

A safe and fun destination for trick-or-treating drew hundreds of parents and children to Belmont Shore on Halloween evening. Most storefront businesses participated by handing out candy to the costumed children.

29th Annual Christmas Parade: December 3, 2011

The Belmont Shore Parade's theme was "It's a Green Christmas." The association worked with the City of LB, LBPD, LBFD and parade coordinator Run Long Beach, to conceive a logistics plan that would allow E. 2nd St. to remain open to traffic until 5:00PM. The start time of the parade was 6pm, one hour earlier than last year. Merchants & the community responded well to the change of time.

Holiday Shopping in The Shore: December 9, 10, 11, 2011

The Starlight Shopping event was changed to a 3-day shopping event to try to increase traffic in The Shore. The 3-days highlighted extended holiday store hours, Dickens carolers performed classic Christmas carols while strolling 2nd St., entertainment in front of Chase Bank & Santa was present to take photos with kids. Offered customers FREE two-hour parking all 3-days. Parking meters were covered with bags. The Belmont Shore Parking & Business Improvement Area Advisory board approved free parking. We had positive feedback from merchants and customers. The event benefits businesses by bringing potential new customers to their location and providing media exposure.

Chocolate Festival & Spring Sweets: March 24, 2012

This event date was changed from February to March to allow more time for the BSBA to put on an event and to get more merchants involved. The year before had a lot of people and we did not have enough restaurants participating. The name of event was changed slightly, so businesses could offer other sweets besides chocolate. Approximately 25 BSBA restaurants & merchants participated. As done for Stroll & Savor, attendees purchased ticket books and used the tickets to purchase the items. In addition to sweet offerings, the event included a Homemade Chocolate Dessert Contest and a Chocolate Pie Eating Contest. We had entertainment from the American Red Cross Puppet Show, offered ballooning, face painting & glitter tats for kids. The event did not draw as many people as the year before.

MARKETING

Belmont Shore was marketed as a dining, shopping and entertainment destination in local and regional visitor guides and publications. Locally, ads were placed in The LBCVB *Official Guide to Long Beach* and Destination Magazine (in-hotel magazine), depicting Belmont Shore as a place to Shop, Dine and Indulge.

BSBA has coordinated cooperative advertising opportunities for its members. These ads serve as a cohesive promotion for Belmont Shore and also provide members with a discounted rate for their ads. Such publications offering this partnership are the *Grunion Gazette and the LB Press Telegram.*

On the online front, the BSBA has tapped into promoting the business district and events through social media. Our Belmont Shore Facebook profile has 5,000 friends so another page was established to get people to LIKE us. A twitter account was also added: *shorelongbeach* to bring awareness to Belmont Shore. On-line publications such as the LBPost, CVB, Naples-Belmont Shore Patch and Limelight continue to promote Belmont Shore.

Certified Folder Display Inc. distributed the brochure for Belmont Shore, which includes a complete listing of all businesses by category and a map of the area, to nearly 700 racks located in hotels, motels, and visitor destinations from Santa Monica to San Clemente. The brochure is also available at the Long Beach Convention Center and Belmont Shore businesses. The new brochure printed in April 2011 will be distributed into all the local hotels and LB Airport (own rack). The BSBA office will take monthly visits and make sure tourist places have our brochure. BSBA decided not to go with Certified Fold Display to save dollars and to print local.

The BSBA decided to re-brand the street. A new logo was created, new colors, APP for smartphone, new website and also a new Belmont Shore brochure. The new website includes a full directory of all members, member information, what to do around The Shore etc. The directory also appears with events on the smartphone APP.

MEMBER COMMUNICATION

Most of the BSBA office to member communication is done by email and at the monthly Promotion/Marketing meetings and the BSBA General meetings. Email weekly updates to members only on BSBA Alert include meeting reminders, meeting agendas, promotion and advertising deals, Belmont Shore events and any other information relevant to Belmont Shore businesses. A Belmont Shore informational packet was also hand-delivered March 2011 to make sure all businesses were informed and kept up-to-date on what their BSBA membership entails.
All members have been invited and encouraged to attend the monthly promotions and board meetings where they may network, learn more about all aspects of the association's efforts, and offer their insight.

The Executive Director has also been working to visit members in an effort to communicate BSBA's efforts and to field any issues or suggestions the members may have.

MEMBERSHIP

There has also been a change in members as businesses have left and new businesses have come in. The Executive Director has visited new businesses to welcome them and inform them of the benefits of membership. They are presented with the new informational packet and we send them flowers to welcome them to The Shore. The association continues to invite membership outside of Belmont Shore for Associate or Affiliates, according to the BSBA bylaws.

POLICING

A representative from the Long Beach Police Department East Division has attended our monthly board meetings. The officer or Eastside Commander has provided members with safety issues and tips for Belmont Shore businesses. Members have also communicated their concerns to the officers. The BSBA office has served as a liaison between police and businesses communicating suspicious activity, nuisances and safety concerns. The LBPD has a quarterly meeting with restaurants and attend community meetings in the area.

2012-13
BELMONT SHORE BUSINESS ASSOCIATION
BOARD OF DIRECTORS

OFFICERS

President: Frank Colonna, *Colonna & Co., Realty, Inc.*
1st VP Finance: Dave Shlemmer, *Shlemmer Investments*
2nd VP Promotions: Mike Sheldrake, *Polly's Gourmet Coffee*
Secretary: Marsha Jeffers, *Mail Boxes Etc.*
Treasurer: Joy Starr, *Rubber Tree*

DIRECTORS

Alan Brawer, *Verizon Wireless*
Eric Johnson, *Legends Sports Bar & Restaurant*
Erin O'Hagan, *Olives Gourmet Grocer*
Stacia Hanley, *Frosted Cupcakery*
Lisa Ramelow, *La Strada*
Tula Trigonis, *Salon Soma*
Richard Stahl, *Union Bank*

EXECUTIVE DIRECTOR

Dede Rossi

MONTHLY BOARD MEETINGS

All members welcome & encouraged to attend

Last Tuesday of each Month (no December meeting)
11:30 lunch, 12p meeting

Legends Sports Bar & Restaurant
5236 E. 2nd St.
belmontshore.org for more information

BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA
October 1, 2012 – September 30, 2013

No changes are requested in the boundaries of the Belmont Shore PBIA for the coming contract period. These boundaries have been unchanged since the formation of the area by City Council action on June 7, 1983 adopting Ordinance No. C-7035.

Boundaries of Belmont Shore Parking and Business Improvement District

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

Beginning at the intersection of the centerline of Livingston Drive and the centerline of Roycroft Avenue; thence southerly to the most northerly corner of Parcel 1 as per Parcel May 11194, thence southerly, northeasterly and southwesterly along the boundary lines of said Parcel map; thence southeasterly along the centerline of the northwesterly-southeasterly alley northeasterly of Second Street; thence northeasterly along the centerline of Claremont Avenue; thence southeasterly along the centerline of the Toledo; thence easterly southwesterly and westerly along the boundaries of the Second Street bridge right-of-way across Alamitos Bay; thence along the southwesterly line of Second Street; thence southwesterly along the centerline of the northeasterly-southwesterly alley west of Bayshore Avenue; thence northwesterly along the centerline of the northwesterly-southeasterly alley southwesterly of Second Street; thence northwesterly along the northeasterly line of Tract No. 23854; thence easterly along the centerline of the east-west alley northerly of said Tract No. 23854; thence northwesterly along the southwesterly line of Second Street; thence easterly along the centerline of Livingston Drive to the point of beginning.

BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA
PBIA ASSESSMENT FORMULA
2012 – 2013

CATEGORIES	BASE RATE	EMPLOYEE RATE
Financial Institution & Insurance	$1,646.22	$16.50
Service Real Estate Office	$638.70	$22.00
Retail – Restaurant w/alcohol & RTE	$640.19	$9.63
Retail – Other	$548.73	$8.25
Consulting	$425.80	$22.00
Construction Contractor	$425.80	$22.00
Professional	$425.80	$22.00
Service – Other	$319.35	$16.50
Misc. Rec/Ent, Vending, Manufacturing, Unique & Wholesale	$319.35	$16.50
39% Reduced Rate for Service-related Independent Contractors	$194.80	$16.50
Non-profits	0.00	0.00

Total estimated annual assessment: $130,000.00

CALENDAR OF EVENTS
2012 – 2013

A description of the activities and improvements to be accomplished from October 1, 2012 to September 30, 2013 and the estimated cost of these improvements and activities are summarized below, beginning with the 2012 – 2013 calendar of events.

BELMONT SHORE BUSINESS ASSOCIATION
CALENDAR OF EVENTS
October 1, 2012 – September 30, 2013

Event	Date	Time
Artwalk & Chalk Contest	Saturday, October 20, 2012	11am – 6pm
Trick or Treat on 2nd St	Wed., October 31, 2012	4pm – 6pm
30th Annual Christmas Parade	Saturday, December 1, 2012	6pm – 9pm
Holiday Shopping in The Shore	Dec. 14, 15, 16, 2012	day & evening
Chocolate Festival & Sweets	Feb. 9, 2013	1pm – 4pm
Scavenger Hunt	April 1 – 30, 2013	
Stroll & Savor	Wed. & Thur., May 15 & 16, 2013	5:30pm – 9pm
Spring Sidewalk Sale	May 17, 18, 19 2013	10am – 6pm
Stroll & Savor	Wed. & Thur., June 19 & 20, 2013	5:30pm – 9pm
Stroll & Savor	Wed. & Thur., July 17 & 18, 2013	5:30pm – 9pm
Summer Sidewalk Sale	Fri. – Sun., July 19, 20, 21, 2013	10am – 6pm
Stroll & Savor	Wed. & Thur., Aug. 14, 15, 2013	5:30pm – 9pm
24th Annual Car Show	Sunday, September 8, 2013	9am – 3pm

DESCRIPTION OF EVENTS

OCTOBER 2012

ART WALK & CHALK CONTEST – Saturday, October 20, 2012

An event celebrating the art of Long Beach, 'Art Walk' is part of GLOBAL (Greater Long Beach Arts Lab) of the Arts Council For Long Beach's 'Art Month' celebration. Participating businesses exhibit artwork by local Long Beach students. Combines with C.A.T. The Chalk Art Contest will have artist creating chalk art pieces on paper and other artists will display art pieces on location during the day.

TRICK OR TREAT ON 2ND STREET – Wed., October 31

Many of the Belmont Shore restaurants and stores participate in this promotion by handing out treats to costumed children. This is a hugely popular activity, drawing hundreds of families to Second St. for the evening. Most businesses run out of candy! No advertising done by BSBA.

DECEMBER 2012

30th ANNUAL CHRISTMAS PARADE – Saturday, December 1

One of the largest events in Belmont Shore, the Christmas Parade has been a holiday tradition since 1982! The annual audience is estimated at 60,000! Fourteen local high school marching bands entertain the crowd and local businesses, organizations, and city and state dignitaries ride in cars and floats. The BSBA will seek corporate and private funding to supplement this event.

HOLIDAY SHOPPING IN THE SHORE – Friday, Saturday, Sunday - December 14, 15, 16

3-days and nights highlighted extended holiday store hours, Dickens carolers perform classic Christmas carols while strolling 2nd St., entertainment in front of Chase Bank & Santa will be present to take photos with kids. Will offer FREE two-hour parking all 3-days with approval of The Belmont Shore Parking & Business Improvement Area Advisory Board.

FEBRUARY/MARCH 2013

CHOCOLATE FESTIVAL & Spring Sweets – Saturday, February 9

Chocoholics rejoice during this event as Second St. is filled with chocolate! Over twenty merchants participate in the event by offering tempting chocolate treats. Many residents enter the Homemade Chocolate Dessert Contest, which is judged by local community leaders, business owners, and press. And children and kids-at-heart can enter the Chocolate Pie Eating Contest. All winners receive trophies.

APRIL 2013

SCAVENGER HUNT – April 1 – 30

A promotion in partnership with the Naples Island Businesses Association, the Scavenger Hunt is a fun way for people to get to know businesses and have the chance to win up to $500 cash or gift certificates from participating businesses. Players solve clues and visit businesses to earn a sticker for their game sheet. The event benefits businesses by bringing potential new customers to their location and providing media exposure.

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MAY 2013

STROLL & SAVOR – Wednesday & Thursday, May 15 & 16

This popular event showcases the many unique eating establishments of Belmont Shore. Participants purchase tickets and visit over 30 local restaurants sampling food throughout the evening. Retail merchants may participate by offering special promotions during the event. Live music is performed in multiple locations and lends to the festive atmosphere.

SPRING SIDEWALK SALE – MAY DATE, TBA

During the three-day sale, Belmont Shore retail merchants clear older and out-of-season merchandise.

JUNE 2013

STROLL & SAVOR – Wednesday & Thursday, June 19 & 20

See description above.

JULY 2013

STROLL & SAVOR – Wednesday & Thursday, July 17 & 18

See description above.

SUMMER SIDEWALK SALE – Friday – Sunday, July 19, 20, 21

See description for Spring Sidewalk Sale

AUGUST 2013

STROLL & SAVOR – Wednesday & Thursday August 14 & 15

See description above.

SEPTEMBER 2013

CAR SHOW – Sunday, September 8

This is one of, if not the largest classic car show on the West Coast. Over 600 classic cars dating pre-1975 are displayed and over 60,000 spectators fill the streets. Bay City Rodders Car Club continues to coordinate the event for the BSBA and in doing so, raises funds for local charities. The BSBA will seek corporate and private funding to supplement this event.

Belmont Shore Business Association
2012 – 2013 Budget – Income

			INCOME	BUDGET	BIA FUND	PROMOTIONS
4200			**Membership Dues**			
	4210		BIA Fund	$130,000.00	$130,000.00	
	4220		Associate Members	$1,200.00		$1,200.00
			4200 Total	**$131,200.00**		
4400			**Corporate Sponsorship**			
	4420		Car Show	$7,000.00		$7,000.00
	4485		Chocolate Festival	$500.00		$500.00
	4440		Stroll & Savor	$2,000.00		$2,000.00
	4470		Christmas Parade	$14,000.00		$14,000.00
	4495		Art Walk	$500.00		$500.00
			4400 Total	**$24,000.00**		**$24,000.00**
4600			**Investment Returns**			
	4610		Interest on Checking	$30.00		$30.00
	4630		Heartland	$800.00		$800.00
			4600 Total	**$830.00**		**$830.00**
4800			**Promotional Events**			
	4820		Car Show	$14,000.00		$14,000.00
	4840		Stroll & Savor			
		4842	May	$35,000.00		$35,000.00
		4844	June	$42,000.00		$42,000.00
		4845	July	$45,000.00		$45,000.00
		4846	August	$50,000.00		$50,000.00
	4870		Christmas Parade	$28,000.00		$28,000.00
	4885		Chocolate Festival	$20,000.00		$20,000.00
			4800 Total	**$234,000.00**		**$234,000.00**
			REVENUE TOTAL	**$390,030.00**	**$130,000.00**	**$390,030.00**

			EXPENSES	BUDGET	BIA FUND	PROMOTIONS
6200			**Administration**			
	6210		Outside Service	$65,000.00	$49,000.00	$16,000.00
	6220		Rent	$15,500.00	$15,500.00	
	6230		Office	$300.00	$300.00	
		6232	Postage	$500.00	$500.00	
		6234	Printing	$2,500.00	$2,500.00	
		6236	Supplies	$4,500.00	$4,500.00	
		6238	Equipment	$3,000.00	$3,000.00	
	6240		Insurance	$6,000.00	$6,000.00	
	6250		Telephone	$4,000.00	$4,000.00	
	6260		Accounting	$1,000.00	$1,000.00	
	6270		Meetings & Mixers	$3,000.00	$3,000.00	
	6280		Dues & Subscriptions	$1,000.00	$1,000.00	
			6200 Total	**$106,300.00**	**$90,300.00**	**$16,000.00**
6600			**Ongoing Promotions**			
	6610		Seasonal Decorations			
		6612	Christmas	$7,000.00		$7,000.00
		6618	Median Tree Lights	$2,000.00		$2,000.00
	6660		Marketing	$30,930.00		$30,930.00
	6630		Welcome Wagon	$1,000.00		$1,000.00
	6640		Volunteers	$300.00		$300.00
	6650		Web Page	$1,000.00		$1,000.00
			6600 Total	**$42,230.00**	**$0.00**	**$42,230.00**
6800			**Promotional Events**			
	6805		Sidewalk Sales			
		6807	July	$1,000.00		$1,000.00
		6809	May	$1,000.00		$1,000.00
	6820		Car Show	$21,000.00		$21,000.00
	6840		Stroll & Savor			
		6842	May	$30,000.00		$30,000.00
		6844	June	$37,000.00		$37,000.00
		6845	July	$40,000.00		$40,000.00
		6846	August	$45,000.00		$45,000.00
	6870		Christmas Parade	$42,000.00		$42,000.00
	6855		Art Walk	$2,500.00		$2,500.00
	6865		Holiday Shopping	$4,000.00		$4,000.00
	6885		Chocolate Festival	$18,000.00		$18,000.00
			6800 Total	**$241,500.00**		**$241,500.00**
			EXPENSE TOTAL	**$390,030.00**	**$90,300.00**	**$300,000.00**