



# CITY OF LONG BEACH

# H-3

DEPARTMENT OF PUBLIC WORKS

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October 5, 2010

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive supporting documentation into the record, conclude the hearing, and adopt the attached resolution continuing the Belmont Shore Parking and Business Improvement Area program and assessment for the period of October 1, 2010 through September 30, 2011; and authorize the City Manager to execute an agreement with the Belmont Shore Business Association for a one-year term. (District 3)

## DISCUSSION

The Belmont Shore Business Association (BSBA) uses business license assessment funds to promote and market the commercial area along Second Street on behalf of businesses located in the Belmont Shore Parking and Business Improvement Area (BSPBIA). The BSBA governs the assessment to be collected. To continue the assessment levy, State law requires that a public hearing be held on the proposed program and assessment. A copy of the Assessment Report describing proposed activities and allocations is provided (attached). These items were reviewed by the City Council at its meeting of September 7, 2010.

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

At its September 7, 2010 meeting, City Council approved Resolution No. RES-10-0103 granting approval of the Assessment Report, declaring the intention of the City Council to levy the assessment, and set October 5, 2010 as the date of the public hearing. A hearing notice, including a copy of the resolution, was published in local media within seven days of the hearing date, as required.

State law further provides that the City Council shall hear and consider all protests against the assessment, program, boundaries of the area, and/or any benefit zone as proposed in the Assessment Report.

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October 5, 2010

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The law provides that protests may be made orally or in writing. Protests regarding the regularity or sufficiency of the proceedings shall be in writing. If written protests are received from area business owners representing 50 percent or more of the proposed assessments, the City Council shall not levy the assessment. If protests in such quantity are directed against a specific portion of the program, the City Council shall eliminate that portion.

Should the Assessment Report be approved, the City Council is requested to authorize the execution of an agreement with the BSBA for the use of assessment funds for promotional purposes. The 2011 Assessment Report, transmitting the recommendations of the BSPBIA Advisory Commission, proposes the following assessment rates:

<b>CATEGORIES</b>	<b>BASE RATE</b>	<b>EMPLOYEE RATE</b>
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
<b>Total estimated annual assessment:</b>	<b>\$136,000.00</b>	

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

City Council action is requested on October 5, 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 of Funding with the BSBA.

FISCAL IMPACT

It is expected that the BSPBIA will generate \$136,000 in FY 11 through continuation of the existing assessment. Sufficient funds are currently budgeted in the FY 11 Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD). FY 11 assessment revenue will fully offset the allocation in SR 132. As a result of the reorganization efforts that are currently in transition, a formal reconciliation to transfer these funds to the Public Works Department will occur through a future FY11 quarterly budget adjustment. There is no impact to the General Fund and no local job impact associated with the recommendation.

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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



MICHAEL P. CONWAY  
DIRECTOR OF PUBLIC WORKS

MPC:VSG:jfj  
10.05.10 Belmont Shore Pub Hrng v1

Attachments: Bel. Shore Parking and Business  
Improvement Area 2011 Annual Report  
Resolution

APPROVED:



PATRICK H. WEST  
CITY MANAGER



## **BELMONT SHORE BUSINESS ASSOCIATION ANNUAL DISTRICT REPORT**

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### **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.

### **2010 – 2011 GOALS**

- Promote Belmont Shore businesses to all area residents and more widely to Southern California.
- Market Belmont Shore as a destination for dining, shopping, personal & professional services, and community events.
- Work with vested residential and business community to promote and maintain prosperity of the area.
- Collaborate with Long Beach Convention and Visitors Bureau to market Belmont Shore to the tourist and convention markets.
- 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.



**YEAR IN REVIEW – TO DATE**  
**APRIL 1, 2009 – APRIL 1, 2010**

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 Executive Office have attended 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 as well to maintain medians that are esthetically appealing through landscaping. To uphold this goal, the BSBA has communicated to the businesses their responsibility to remove trash from the front of their establishments including the removal of full trash bags from sidewalk receptacles. This effort has supplemented the work performed by the Conservation Corps, which has a contract with the Belmont Shore Parking and Improvement Commission for litter and graffiti abatement.

**COMMUNITY OUTREACH**

The Executive Director or her assistant have attended monthly community meetings of the Third District Joint Council. The BSBA continues to make an effort to communicate Belmont Shore's progress, changes, and BSBA promotions to local residents.

**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. In addition, new events have been added, particularly those aimed at benefitting retail merchants. The Chili Cook-off was removed from the schedule of events. New events added during this period were Stroll & Shop, 'Art Walk' and 'Starlight Shopping'.

The following events have taken place during the Progress Report period:

- **Health, Beauty & Fitness Fair: May 3**  
This event was sponsored by St. Mary Medical Center, which provided funding and also medical staff for complimentary health screenings. In addition 47 health, beauty and fitness related businesses participated with booths at the event.
- **Stroll & Savor: May 20 & 21, June 24 & 25, July 22 & 23, August 19 & 20**  
Over thirty 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 2<sup>nd</sup> St. and savor the many different cuisines Belmont Shore has to offer.

- **Stroll & Shop: July 11**  
This new retail event featured 34 merchants that provided special discounts, offers, and activities.
- **Summer Sale: August 21 – 23**  
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.
- **20<sup>th</sup> Annual Car Show: September 13**  
One of the largest classic car shows on the West Coast, the Belmont Shore Car Show drew thousands of spectators to see the nearly 600 beautifully maintained and restored cars dating to 1975 and earlier. East 2<sup>nd</sup> St. was closed for the event and was filled with the cars and people.
- **Art Walk: October 25**  
A new event created for GLOBAL (Greater Long Beach Arts Lab) of the Arts Council For Long Beach's 'Art Month' celebration. Participating businesses exhibited artwork by local Long Beach residents and students. In addition, artists created art pieces on location during the day.
- **Trick-Or-Treat On 2<sup>nd</sup> St.: October 31**  
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.
- **27<sup>th</sup> Annual Christmas Parade: December 5**  
This was one of the largest parades Belmont Shore has hosted both in the number of entries and spectators. The theme of the parade was 'A Magical, Musical Christmas'. The grand marshal was Paul Garman, Executive Director for Musical Theater West. The association worked with the City and parade coordinator, International City Racing, to conceive of a logistics plan that would allow E. 2<sup>nd</sup> St. to remain open to traffic until 5:00PM (four hours later than previous year). The start time of the parade was changed to an hour later (7:00PM) as part of this plan. Merchants responded well to the change and reported that it benefitted their business that day.
- **Starlight Shopping: December 3, 10 & 17**  
A new retail promotion geared toward bringing holiday shoppers to Belmont Shore. The event highlights extended holiday store hours and the outstanding retail options available on 2<sup>nd</sup> Street. Dickens carolers performed classic Christmas carols throughout the district. Inside stores, retailers offer special promotions, giveaways and refreshments.
- **6<sup>th</sup> Annual Chocolate Festival: February 6**  
This event has grown in popularity bringing over 1,000 chocolate lovers to Belmont Shore. Twenty-four merchants participated in the event by offering tempting chocolate treats. As done for Stroll & Savor, attendees purchased ticket books and used the tickets to purchase the items. In addition to chocolate offerings, the event included a Homemade Chocolate Dessert Contest and a Chocolate Pie Eating Contest.

#### **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 Official Guide to Long Beach* and *Long Beach Planners Guide*. *Discovery Map of Long Beach* featured an enlarged map of Belmont Shore and a list of businesses. *Welcome To SoCal Magazine*, a quarterly publication distributed in Orange County hotels, John Wayne Airport and other visitor locations featured an editorial and two-page ad spread in the summer and fall issues. Destination ads have also ran in *SC Scene Magazine*, a new publication focused on the South Bay and Long Beach.

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 *Live LB Magazine*, *Grunion Gazette*, and *Sun Newspaper*.

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.

On the online front, the BSBA has tapped into promoting the business district and events through social media. In 2009 a Facebook profile was established, which currently has nearly 1,300 friends and is growing daily.

#### **MEMBER COMMUNICATION**

The Monthly Newsletter was delivered to all BSBA Members. This included the meeting minutes from the promotions and board meetings, a letter from the Executive Director with updates on Shore related news and promotions, a schedule of events and BSBA meetings, and any flyers or letters relevant to Belmont Shore businesses.

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.

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.

#### **MEMBERSHIP**

The association has brought on seven new Associate & Affiliate Members during this period. 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.

#### **POLICING**

A representative from the Long Beach Police Department East Division has attended our monthly board meetings. The officer 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.





2010  
BELMONT SHORE BUSINESS ASSOCIATION  
BOARD OF DIRECTORS

**OFFICERS**

PRESIDENT.....GENE ROTONDO, Legends Sports Bar & Grill  
1<sup>st</sup> VP OF FINANCE.....DAVE SHLEMMER, Shlemmer Investments  
2<sup>nd</sup> VP OF PROMOTIONS.....MIKE SHELDRAKE, Polly's Gourmet Coffee  
SECRETARY.....MARSHA JEFFER, Mail Boxes Etc.  
TREASURER.....DAVID MORGAN, DW Morgan, CPA

**DIRECTORS**

ERIN O'HAGAN, Olives Gourmet Grocer  
JIMMY LOIZIDES, George's Greek Cafe  
LISA RAMELOW, La Strada  
GARY ROTH, Belmont Station  
JOY STARR, Rubber Tree  
TULA TRIGONIS, Salon Soma  
JOE VOUTIRITSA, Farmer's & Merchants Bank

**EXECUTIVE DIRECTOR**

BROOKE KENNARD (Until May 31, 2010) / DEDE ROSSI (As of June 1, 2010)

**MONTHLY BOARD MEETINGS**

Last Tuesday of the Month, 12:00pm  
Legends Sports Bar & Restaurant, 5236 E. 2<sup>nd</sup> St.



**BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA  
October 1, 2010 – September 30, 2011**

No changes are requested in the boundaries of the Belmont Shore PBI 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.

Please review the Belmont Shore PBI assessment formula on the next page:



**BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT  
ASSESSMENT FORMULA  
2010 – 2011**

<b>CATEGORIES</b>	<b>BASE RATE</b>	<b>EMPLOYEE RATE</b>
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
<b>Total estimated annual assessment: \$136,000.00</b>		



**CALENDAR OF EVENTS  
2010 – 2011**

A description of the activities and improvements to be accomplished from October 1, 2010 to September 30, 2011 and the estimated cost of these improvements and activities are summarized below, beginning with the 2010 – 2011 calendar of events.

**BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT  
CALENDAR OF EVENTS  
October 1, 2010 – September 30, 2011**

<b>ART WALK</b>	Saturday, October 23, 2010	11am – 6pm
<b>TRICK OR TREAT ON 2<sup>ND</sup> ST.</b>	Sunday, October 31, 2010	4pm – 6pm
<b>28<sup>TH</sup> ANNUAL CHRISTMAS PARADE</b>	Saturday, December 4, 2010	7pm – 9pm
<b>STARLIGHT SHOPPING</b>	Friday, December 3, 10 & 17, 2010	6pm – 9pm
<b>WINTER SALE</b>	Fri. – Sun., January 21 – 23, 2011	10am – 6pm
<b>CHOCOLATE FESTIVAL</b>	Saturday, February 5, 2011	1pm – 4pm
<b>SCAVENGER HUNT</b>	March 1 – 31, 2011	
<b>STROLL &amp; SAVOR</b>	Wed. & Thur., May 18 & 19, 2011	5:30pm – 9pm
<b>STROLL &amp; SHOP</b>	Saturday, May 21, 2011	11am – 8pm
<b>STROLL &amp; SAVOR</b>	Wed. & Thur., June 23 & 24, 2011	5:30pm – 9pm
<b>2<sup>ND</sup> ANNUAL GOLF TOURNAMENT</b>	Monday, June 27, 2011 ( <i>tentative</i> )	11am
<b>HEALTH, BEAUTY &amp; FITNESS FAIR</b>	Sunday, July 10, 2011	11am – 4pm
<b>STROLL &amp; SAVOR</b>	Wed. & Thur., July 20 & 21, 2011	5:30pm – 9pm
<b>SUMMER SALE</b>	Fri. – Sun., July 22 – 24, 2011	10am – 6pm
<b>STROLL &amp; SAVOR</b>	Wed. & Thur., Aug. 17 & 18, 2011	5:30pm – 9pm
<b>22<sup>ND</sup> ANNUAL CAR SHOW</b>	Sunday, September 11, 2011	10am – 3pm



## DESCRIPTION OF EVENTS

### OCTOBER 2010

#### ART WALK – Saturday, October 23

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 residents and students. In addition, artists will be on hand created art through out the day.

#### TRICK OR TREAT ON 2<sup>ND</sup> STREET – Sunday, 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!

### DECEMBER 2010

#### STARLIGHT SHOPPING – Friday, December 3, 10 & 17

This retail promotion focuses on bringing holiday shoppers to Belmont Shore. The event highlights extended holiday store hours and the outstanding retail options available on 2<sup>nd</sup> Street. Dickens carolers stroll from business to business, singing classic Christmas carols in Dickens period costumes. Inside stores, retailers offer special promotions, giveaways and refreshments.

#### 28<sup>TH</sup> ANNUAL CHRISTMAS PARADE – Saturday, December 4

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 is pleased to continue its partnership with International City Racing, Inc. who will help coordinate the Parade for the fourth year in a row.

### JANUARY 2011

#### WINTER SALE – Friday – Sunday, January 21 - 23

A district-wide sale promotion featuring sidewalk sale merchandise and in-store discounts.

### FEBRUARY 2011

#### CHOCOLATE FESTIVAL – Saturday, February 5

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.

## MARCH 2011

### SCAVENGER HUNT – March 1 – 31

A new promotion in partnership with Naples Island businesses, 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.

## MAY 2011

### STROLL & SAVOR – Wednesday & Thursday, May 18 & 19

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.

### STROLL & SHOP – Saturday, May 21

A unique shopping experience featuring in-store events. Refreshments, live music, guest artists, giveaways, and special discounts are some of the offerings provided by participating retailers.

## JUNE 2011

### STROLL & SAVOR – Wednesday & Thursday, June 22 & 23

See description above.

### 2<sup>ND</sup> ANNUAL COMMUNITY GOLF TOURNAMENT – Monday, June 27

Bringing golf enthusiasts of Belmont Shore together for a day of golf in support of the promotion of Belmont Shore businesses. The tournament takes place at Recreation Park Golf Course and is a scramble type format open to 36 foursomes. Businesses have the opportunity to be a sponsor of the event, donate items or gift certificates to the golfer goody bags, donate items to the silent auction and raffle, and promote their business on the course.

## JULY 2011

### HEALTH, BEAUTY & FITNESS FAIR – Sunday, July 10

This event highlights local businesses from the health, beauty and fitness related fields. Businesses may promote themselves from booth spaces centrally located around the 5200 block of E. 2<sup>nd</sup> Street. We hope to bring St. Mary Medical Center on board again as a sponsor of the fair in addition to providing staff for complimentary health screenings.

### STROLL & SAVOR – Wednesday & Thursday, July 20 & 21

See description above.

### SUMMER SALE – Friday – Sunday, July 22 - 24

See description for Winter Sale.



**2010 – 2011 BUDGET: Income**

4000			INCOME	BUDGET	BIA FUND	PROMOTIONS
	4200		<b>Membership Dues</b>			
		4210	BIA Fund	\$136,000.00	\$136,000.00	
		4220	Associate Members	\$900.00		\$900.00
			<b>4200 Total</b>	<b>\$136,900.00</b>		<b>\$900.00</b>
	4400		<b>Corporate Sponsorship</b>			
		4420	Car Show	\$6,000.00		\$6,000.00
		4485	Chocolate Festival	\$1,000.00		\$1,000.00
		4430	Health, Beauty & Fitness Fair	\$2,000.00		\$2,000.00
		4440	Stroll & Savor	\$3,000.00		\$3,000.00
		4470	Christmas Parade	\$15,000.00		\$15,000.00
		4480	Unallocated	\$0.00		\$0.00
			<b>4400 Total</b>	<b>\$27,000.00</b>		<b>\$27,000.00</b>
	4600		<b>Investment Returns</b>			
		4610	Interest on Checking	\$20.00		\$20.00
		4630	Heartland	\$1,200.00		\$1,200.00
	4800		<b>Promotional Events</b>			
		4805	Semi-Annual Clearance Sale	\$0.00		\$0.00
		4820	Car Show	\$13,000.00		\$13,000.00
		4830	Health Fair	\$2,750.00		\$2,750.00
		4838	Golf Tournament	\$22,000.00		\$22,000.00
		4840	Stroll & Savor			
		4842	May	\$26,000.00		\$26,000.00
		4844	June	\$34,000.00		\$34,000.00
		4845	July	\$34,000.00		\$34,000.00
		4846	August	\$36,000.00		\$36,000.00
		4870	Christmas Parade	\$29,000.00		\$29,000.00
		4885	Chocolate Festival	\$12,000.00		\$12,000.00
		4890	Halloween	\$0.00		\$0.00
			<b>4800 Total</b>	<b>\$209,970.00</b>		<b>\$209,970.00</b>
			<b>REVENUE TOTAL</b>	<b>\$373,870.00</b>	<b>\$136,000.00</b>	<b>\$373,870.00</b>



**2010 – 2011 BUDGET: Expenses**

6000			EXPENSES	BUDGET	BIA FUND	PROMOTIONS
	6200		<b>Administration</b>			
		6210	Outside Service	\$65,000.00	\$49,000.00	\$16,000.00
		6220	Rent	\$12,000.00	\$12,000.00	
		6230	Office			
		6232	Postage	\$500.00	\$500.00	
		6234	Printing	\$5,000.00	\$5,000.00	
		6236	Supplies	\$3,000.00	\$3,000.00	
		6238	Equipment	\$2,000.00	\$2,000.00	
		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	
		6290	Reserve	\$2,500.00	\$2,500.00	
			<b>6200 Total</b>	<b>\$105,000.00</b>	<b>\$89,000.00</b>	<b>\$16,000.00</b>
	6600		<b>Ongoing Promotions</b>			
		6610	Seasonal Decorations			
		6612	Christmas	\$7,000.00		\$7,000.00
		6618	Median Tree Lights	\$2,000.00		\$2,000.00
		6620	Marketing	\$36,120.00		\$36,120.00
		6630	Welcome Wagon	\$1,000.00		\$1,000.00
		6640	Volunteers	\$350.00		\$350.00
		6650	Web Page	\$1,500.00		\$1,500.00
			<b>6600 Total</b>	<b>\$47,970.00</b>	<b>\$0.00</b>	<b>\$47,970.00</b>
	6800		<b>Promotional Events</b>			
		6805	Semi-Annual Clearance Sale			
		6807	July	\$1,800.00		\$1,800.00
		6809	January	\$1,800.00		\$1,800.00
		6811	Scavenger Hunt	\$1,500.00		\$1,500.00
		6820	Car Show	\$20,000.00		\$20,000.00
		6830	Health, Beauty & Fitness Fair	\$2,500.00		\$2,500.00
		6838	Golf Tournament	\$15,000.00		\$15,000.00
		6840	Stroll & Savor			
		6842	May	\$24,000.00		\$24,000.00
		6844	June	\$31,000.00		\$31,000.00
		6845	July	\$31,000.00		\$31,000.00
		6846	August	\$33,000.00		\$33,000.00
		6855	Art Walk	\$1,800.00		\$1,800.00
		6865	Starlight Shopping	\$4,000.00		\$4,000.00
		6870	Christmas Parade	\$40,000.00		\$40,000.00
		6885	Chocolate Festival	\$13,000.00		\$13,000.00
		6890	Halloween	\$500.00		\$500.00
		6896	Stroll & Shop	\$1,500.00		\$1,500.00
			<b>6800 Total</b>	<b>\$220,900.00</b>	<b>\$0.00</b>	<b>\$220,900.00</b>
			<b>EXPENSE TOTAL</b>	<b>\$373,870.00</b>	<b>\$89,000.00</b>	<b>\$284,870.00</b>



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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RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE  
CITY OF LONG BEACH CONFIRMING, FOLLOWING  
HEARING, THE ANNUAL REPORT OF THE BELMONT  
SHORE PARKING AND BUSINESS IMPROVEMENT AREA  
ADVISORY COMMISSION, IMPOSING AND CONTINUING  
THE LEVY OF ANNUAL ASSESSMENT AS SET FORTH IN  
SAID REPORT AND SETTING FORTH OTHER RELATED  
MATTERS

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 fiscal year 2010-2011 relating to the  
Belmont Shore Parking and Business Improvement Area which is located along the  
commercial corridor of Second Street generally between Livingston Drive and Bayshore  
Avenue within the City of Long Beach; and

WHEREAS, said Report contains, among other things, all matters required  
to be included by the above-cited Section 36533; and

WHEREAS, on October 5, 2010, at 5:00 p.m., the City Council conducted a  
public hearing relating to that Report in accordance with its Resolution of Intention No.

\_\_\_\_\_, adopted September 7, 2010, at which public hearing all  
interested persons were afforded a full opportunity to appear and be heard on all matters  
relating to the Report as well as past years' proceedings and assessments; and

WHEREAS, a majority protest not having been received, it is the City  
Council's desire to confirm the Report as originally filed and continue the levy of the  
Annual Assessment as described in the Report;

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

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

1 follows:

2 Section 1. A public hearing having been conducted on October 5, 2010  
3 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be  
4 heard, the City Council hereby (1) confirms the Report of the Belmont Shore Parking and  
5 Business Improvement Area Advisory Commission, previously filed and approved by  
6 Resolution No. \_\_\_\_\_, adopted September 7, 2010, as originally filed, and  
7 (2) declares that this resolution shall constitute the levy of the Assessment referred to in  
8 the Report for Fiscal Year 2010-2011, as more specifically set forth in Exhibit "A".

9 Section 2. This resolution shall take effect immediately upon its adoption  
10 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

11 I hereby certify that the foregoing resolution was adopted by the City  
12 Council of the City of Long Beach at its meeting of \_\_\_\_\_, 2010, by the

13 following vote:

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

15 \_\_\_\_\_

16 \_\_\_\_\_

17 \_\_\_\_\_

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

19 \_\_\_\_\_

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

21 \_\_\_\_\_

22 \_\_\_\_\_

23 \_\_\_\_\_

City Clerk

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## BELMONT SHORE BUSINESS ASSOCIATION ANNUAL DISTRICT REPORT

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### 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.

### 2010 – 2011 GOALS

- Promote Belmont Shore businesses to all area residents and more widely to Southern California.
- Market Belmont Shore as a destination for dining, shopping, personal & professional services, and community events.
- Work with vested residential and business community to promote and maintain prosperity of the area.
- Collaborate with Long Beach Convention and Visitors Bureau to market Belmont Shore to the tourist and convention markets.
- 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.



**YEAR IN REVIEW – TO DATE**  
**APRIL 1, 2009 – APRIL 1, 2010**

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 Executive Office have attended 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 as well to maintain medians that are esthetically appealing through landscaping. To uphold this goal, the BSBA has communicated to the businesses their responsibility to remove trash from the front of their establishments including the removal of full trash bags from sidewalk receptacles. This effort has supplemented the work performed by the Conservation Corps, which has a contract with the Belmont Shore Parking and Improvement Commission for litter and graffiti abatement.

**COMMUNITY OUTREACH**

The Executive Director or her assistant have attended monthly community meetings of the Third District Joint Council. The BSBA continues to make an effort to communicate Belmont Shore's progress, changes, and BSBA promotions to local residents.

**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. In addition, new events have been added, particularly those aimed at benefitting retail merchants. The Chili Cook-off was removed from the schedule of events. New events added during this period were Stroll & Shop, 'Art Walk' and 'Starlight Shopping'.

The following events have taken place during the Progress Report period:

- **Health, Beauty & Fitness Fair: May 3**  
This event was sponsored by St. Mary Medical Center, which provided funding and also medical staff for complimentary health screenings. In addition 47 health, beauty and fitness related businesses participated with booths at the event.
- **Stroll & Savor: May 20 & 21, June 24 & 25, July 22 & 23, August 19 & 20**  
Over thirty 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 2<sup>nd</sup> St. and savor the many different cuisines Belmont Shore has to offer.

- **Stroll & Shop: July 11**  
This new retail event featured 34 merchants that provided special discounts, offers, and activities.
- **Summer Sale: August 21 – 23**  
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.
- **20<sup>th</sup> Annual Car Show: September 13**  
One of the largest classic car shows on the West Coast, the Belmont Shore Car Show drew thousands of spectators to see the nearly 600 beautifully maintained and restored cars dating to 1975 and earlier. East 2<sup>nd</sup> St. was closed for the event and was filled with the cars and people.
- **Art Walk: October 25**  
A new event created for GLOBAL (Greater Long Beach Arts Lab) of the Arts Council For Long Beach's 'Art Month' celebration. Participating businesses exhibited artwork by local Long Beach residents and students. In addition, artists created art pieces on location during the day.
- **Trick-Or-Treat On 2<sup>nd</sup> St.: October 31**  
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.
- **27<sup>th</sup> Annual Christmas Parade: December 5**  
This was one of the largest parades Belmont Shore has hosted both in the number of entries and spectators. The theme of the parade was 'A Magical, Musical Christmas'. The grand marshal was Paul Garman, Executive Director for Musical Theater West. The association worked with the City and parade coordinator, International City Racing, to conceive of a logistics plan that would allow E. 2<sup>nd</sup> St. to remain open to traffic until 5:00PM (four hours later than previous year). The start time of the parade was changed to an hour later (7:00PM) as part of this plan. Merchants responded well to the change and reported that it benefitted their business that day.
- **Starlight Shopping: December 3, 10 & 17**  
A new retail promotion geared toward bringing holiday shoppers to Belmont Shore. The event highlights extended holiday store hours and the outstanding retail options available on 2<sup>nd</sup> Street. Dickens carolers performed classic Christmas carols throughout the district. Inside stores, retailers offer special promotions, giveaways and refreshments.
- **6<sup>th</sup> Annual Chocolate Festival: February 6**  
This event has grown in popularity bringing over 1,000 chocolate lovers to Belmont Shore. Twenty-four merchants participated in the event by offering tempting chocolate treats. As done for Stroll & Savor, attendees purchased ticket books and used the tickets to purchase the items. In addition to chocolate offerings, the event included a Homemade Chocolate Dessert Contest and a Chocolate Pie Eating Contest.

#### **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 Official Guide to Long Beach* and *Long Beach Planners Guide*. *Discovery Map of Long Beach* featured an enlarged map of Belmont Shore and a list of businesses. *Welcome To SoCal Magazine*, a quarterly publication distributed in Orange County hotels, John Wayne Airport and other visitor locations featured an editorial and two-page ad spread in the summer and fall issues. Destination ads have also ran in *SC Scene Magazine*, a new publication focused on the South Bay and Long Beach.

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 *Live LB Magazine*, *Grunion Gazette*, and *Sun Newspaper*.

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.

On the online front, the BSBA has tapped into promoting the business district and events through social media. In 2009 a Facebook profile was established, which currently has nearly 1,300 friends and is growing daily.

#### **MEMBER COMMUNICATION**

The Monthly Newsletter was delivered to all BSBA Members. This included the meeting minutes from the promotions and board meetings, a letter from the Executive Director with updates on Shore related news and promotions, a schedule of events and BSBA meetings, and any flyers or letters relevant to Belmont Shore businesses.

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.

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.

#### **MEMBERSHIP**

The association has brought on seven new Associate & Affiliate Members during this period. 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.

#### **POLICING**

A representative from the Long Beach Police Department East Division has attended our monthly board meetings. The officer 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.



2010  
BELMONT SHORE BUSINESS ASSOCIATION  
BOARD OF DIRECTORS

OFFICERS

PRESIDENT.....GENE ROTONDO, Legends Sports Bar & Grill  
1<sup>st</sup> VP OF FINANCE.....DAVE SHLEMMER, Shlemmer Investments  
2<sup>nd</sup> VP OF PROMOTIONS.....MIKE SHELDRAKE, Polly's Gourmet Coffee  
SECRETARY.....MARSHA JEFFER, Mail Boxes Etc.  
TREASURER.....DAVID MORGAN, DW Morgan, CPA

DIRECTORS

ERIN O'HAGAN, Olives Gourmet Grocer  
JIMMY LOIZIDES, George's Greek Cafe  
LISA RAMELOW, La Strada  
GARY ROTH, Belmont Station  
JOY STARR, Rubber Tree  
TULA TRIGONIS, Salon Soma  
JOE VOUTIRITSA, Farmer's & Merchants Bank

EXECUTIVE DIRECTOR

BROOKE KENNARD (Until May 31, 2010) / DEDE ROSSI (As of June 1, 2010)

MONTHLY BOARD MEETINGS

Last Tuesday of the Month, 12:00pm  
Legends Sports Bar & Restaurant, 5236 E. 2<sup>nd</sup> St.





**BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA**  
**October 1, 2010 – September 30, 2011**

No changes are requested in the boundaries of the Belmont Shore PBI 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.

Please review the Belmont Shore PBI assessment formula on the next page:



**BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT  
ASSESSMENT FORMULA  
2010 - 2011**

<u>CATEGORIES</u>	<u>BASE RATE</u>	<u>EMPLOYEE RATE</u>
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
<b>Total estimated annual assessment: \$136,000.00</b>		



**CALENDAR OF EVENTS  
2010 – 2011**

A description of the activities and improvements to be accomplished from October 1, 2010 to September 30, 2011 and the estimated cost of these improvements and activities are summarized below, beginning with the 2010 – 2011 calendar of events.

**BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT  
CALENDAR OF EVENTS  
October 1, 2010 – September 30, 2011**

<b>ART WALK</b>	Saturday, October 23, 2010	11am – 6pm
<b>TRICK OR TREAT ON 2<sup>ND</sup> ST.</b>	Sunday, October 31, 2010	4pm – 6pm
<b>28<sup>TH</sup> ANNUAL CHRISTMAS PARADE</b>	Saturday, December 4, 2010	7pm – 9pm
<b>STARLIGHT SHOPPING</b>	Friday, December 3, 10 & 17, 2010	6pm – 9pm
<b>WINTER SALE</b>	Fri. – Sun., January 21 – 23, 2011	10am – 6pm
<b>CHOCOLATE FESTIVAL</b>	Saturday, February 5, 2011	1pm – 4pm
<b>SCAVENGER HUNT</b>	March 1 – 31, 2011	
<b>STROLL &amp; SAVOR</b>	Wed. & Thur., May 18 & 19, 2011	5:30pm – 9pm
<b>STROLL &amp; SHOP</b>	Saturday, May 21, 2011	11am – 8pm
<b>STROLL &amp; SAVOR</b>	Wed. & Thur., June 23 & 24, 2011	5:30pm – 9pm
<b>2<sup>ND</sup> ANNUAL GOLF TOURNAMENT</b>	Monday, June 27, 2011 ( <i>tentative</i> )	11am
<b>HEALTH, BEAUTY &amp; FITNESS FAIR</b>	Sunday, July 10, 2011	11am – 4pm
<b>STROLL &amp; SAVOR</b>	Wed. & Thur., July 20 & 21, 2011	5:30pm – 9pm
<b>SUMMER SALE</b>	Fri. – Sun., July 22 – 24, 2011	10am – 6pm
<b>STROLL &amp; SAVOR</b>	Wed. & Thur., Aug. 17 & 18, 2011	5:30pm – 9pm
<b>22<sup>ND</sup> ANNUAL CAR SHOW</b>	Sunday, September 11, 2011	10am – 3pm



## DESCRIPTION OF EVENTS

### OCTOBER 2010

#### ART WALK – Saturday, October 23

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 residents and students. In addition, artists will be on hand created art through out the day.

#### TRICK OR TREAT ON 2<sup>ND</sup> STREET – Sunday, 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!

### DECEMBER 2010

#### STARLIGHT SHOPPING – Friday, December 3, 10 & 17

This retail promotion focuses on bringing holiday shoppers to Belmont Shore. The event highlights extended holiday store hours and the outstanding retail options available on 2<sup>nd</sup> Street. Dickens carolers stroll from business to business, singing classic Christmas carols in Dickens period costumes. Inside stores, retailers offer special promotions, giveaways and refreshments.

#### 28<sup>TH</sup> ANNUAL CHRISTMAS PARADE – Saturday, December 4

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 is pleased to continue its partnership with International City Racing, Inc. who will help coordinate the Parade for the fourth year in a row.

### JANUARY 2011

#### WINTER SALE – Friday – Sunday, January 21 - 23

A district-wide sale promotion featuring sidewalk sale merchandise and in-store discounts.

### FEBRUARY 2011

#### CHOCOLATE FESTIVAL – Saturday, February 5

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.

## MARCH 2011

### SCAVENGER HUNT – March 1 – 31

A new promotion in partnership with Naples Island businesses, 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.

## MAY 2011

### STROLL & SAVOR – Wednesday & Thursday, May 18 & 19

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.

### STROLL & SHOP – Saturday, May 21

A unique shopping experience featuring in-store events. Refreshments, live music, guest artists, giveaways, and special discounts are some of the offerings provided by participating retailers.

## JUNE 2011

### STROLL & SAVOR – Wednesday & Thursday, June 22 & 23

See description above.

### 2<sup>ND</sup> ANNUAL COMMUNITY GOLF TOURNAMENT – Monday, June 27

Bringing golf enthusiasts of Belmont Shore together for a day of golf in support of the promotion of Belmont Shore businesses. The tournament takes place at Recreation Park Golf Course and is a scramble type format open to 36 foursomes. Businesses have the opportunity to be a sponsor of the event, donate items or gift certificates to the golfer goody bags, donate items to the silent auction and raffle, and promote their business on the course.

## JULY 2011

### HEALTH, BEAUTY & FITNESS FAIR – Sunday, July 10

This event highlights local businesses from the health, beauty and fitness related fields. Businesses may promote themselves from booth spaces centrally located around the 5200 block of E. 2<sup>nd</sup> Street. We hope to bring St. Mary Medical Center on board again as a sponsor of the fair in addition to providing staff for complimentary health screenings.

### STROLL & SAVOR – Wednesday & Thursday, July 20 & 21

See description above.

### SUMMER SALE – Friday – Sunday, July 22 - 24

See description for Winter Sale.



**2010 - 2011 BUDGET: Income**

4000				INCOME	BUDGET	BIA FUND	PROMOTIONS
	4200			<b>Membership Dues</b>			
		4210		BIA Fund	\$136,000.00	\$136,000.00	
		4220		Associate Members	\$900.00		\$900.00
				<b>4200 Total</b>	<b>\$136,900.00</b>		<b>\$900.00</b>
	4400			<b>Corporate Sponsorship</b>			
		4420		Car Show	\$6,000.00		\$6,000.00
		4485		Chocolate Festival	\$1,000.00		\$1,000.00
		4430		Health, Beauty & Fitness Fair	\$2,000.00		\$2,000.00
		4440		Stroll & Savor	\$3,000.00		\$3,000.00
		4470		Christmas Parade	\$15,000.00		\$15,000.00
		4480		Unallocated	\$0.00		\$0.00
				<b>4400 Total</b>	<b>\$27,000.00</b>		<b>\$27,000.00</b>
	4600			<b>Investment Returns</b>			
		4610		Interest on Checking	\$20.00		\$20.00
		4630		Heartland	\$1,200.00		\$1,200.00
	4800			<b>Promotional Events</b>			
		4805		Semi-Annual Clearance Sale	\$0.00		\$0.00
		4820		Car Show	\$13,000.00		\$13,000.00
		4830		Health Fair	\$2,750.00		\$2,750.00
		4838		Golf Tournament	\$22,000.00		\$22,000.00
		4840		Stroll & Savor			
		4842		May	\$26,000.00		\$26,000.00
		4844		June	\$34,000.00		\$34,000.00
		4845		July	\$34,000.00		\$34,000.00
		4846		August	\$36,000.00		\$36,000.00
		4870		Christmas Parade	\$29,000.00		\$29,000.00
		4885		Chocolate Festival	\$12,000.00		\$12,000.00
		4890		Halloween	\$0.00		\$0.00
				<b>4800 Total</b>	<b>\$209,970.00</b>		<b>\$209,970.00</b>
				<b>REVENUE TOTAL</b>	<b>\$373,870.00</b>	<b>\$136,000.00</b>	<b>\$373,870.00</b>



**2010 - 2011 BUDGET: Expenses**

6000			EXPENSES	BUDGET	BIA FUND	PROMOTIONS
	6200		<b>Administration</b>			
		6210	Outside Service	\$65,000.00	\$49,000.00	\$16,000.00
		6220	Rent	\$12,000.00	\$12,000.00	
		6230	Office			
		6232	Postage	\$500.00	\$500.00	
		6234	Printing	\$5,000.00	\$5,000.00	
		6236	Supplies	\$3,000.00	\$3,000.00	
		6238	Equipment	\$2,000.00	\$2,000.00	
		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	
		6290	Reserve	\$2,500.00	\$2,500.00	
			<b>6200 Total</b>	<b>\$105,000.00</b>	<b>\$89,000.00</b>	<b>\$16,000.00</b>
	6600		<b>Ongoing Promotions</b>			
		6610	Seasonal Decorations			
		6612	Christmas	\$7,000.00		\$7,000.00
		6618	Median Tree Lights	\$2,000.00		\$2,000.00
		6620	Marketing	\$36,120.00		\$36,120.00
		6630	Welcome Wagon	\$1,000.00		\$1,000.00
		6640	Volunteers	\$350.00		\$350.00
		6650	Web Page	\$1,500.00		\$1,500.00
			<b>6600 Total</b>	<b>\$47,970.00</b>	<b>\$0.00</b>	<b>\$47,970.00</b>
	6800		<b>Promotional Events</b>			
		6805	Semi-Annual Clearance Sale			
		6807	July	\$1,800.00		\$1,800.00
		6809	January	\$1,800.00		\$1,800.00
		6811	Scavenger Hunt	\$1,500.00		\$1,500.00
		6820	Car Show	\$20,000.00		\$20,000.00
		6830	Health, Beauty & Fitness Fair	\$2,500.00		\$2,500.00
		6838	Golf Tournament	\$15,000.00		\$15,000.00
		6840	Stroll & Savor			
		6842	May	\$24,000.00		\$24,000.00
		6844	June	\$31,000.00		\$31,000.00
		6845	July	\$31,000.00		\$31,000.00
		6846	August	\$33,000.00		\$33,000.00
		6855	Art Walk	\$1,800.00		\$1,800.00
		6865	Starlight Shopping	\$4,000.00		\$4,000.00
		6870	Christmas Parade	\$40,000.00		\$40,000.00
		6885	Chocolate Festival	\$13,000.00		\$13,000.00
		6890	Halloween	\$500.00		\$500.00
		6896	Stroll & Shop	\$1,500.00		\$1,500.00
			<b>6800 Total</b>	<b>\$220,900.00</b>	<b>\$0.00</b>	<b>\$220,900.00</b>
			<b>EXPENSE TOTAL</b>	<b>\$373,870.00</b>	<b>\$89,000.00</b>	<b>\$284,870.00</b>