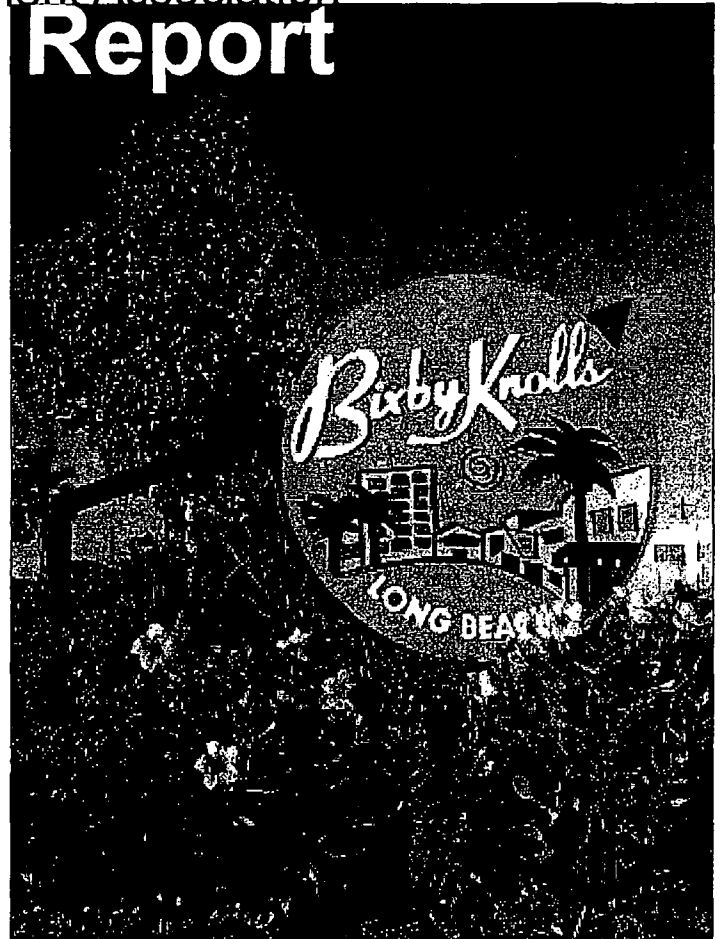


Bixby Knolls Business Improvement Association

# Annual Report



**October 2005 - September 2006**

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Bixby Knolls Business Improvement Association  
4313 Atlantic Avenue  
Long Beach, CA 90807

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## Our Mission

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

## Our Objective

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

## Our Goals

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

## Introduction

Over the past year Bixby Knolls has seen many changes. Changes in businesses, changes with new construction and changes in our streetscape, however, one constant remains - the Bixby Knolls Business Improvement Association's (BIA) commitment to improving the business district.

## Board of Directors

The Board of Directors of the Bixby Knolls BIA represents a cross-section of the diverse business community throughout the business district. As an organization governed by a

## Promotion of the Business District Business & Community Mixers

In an effort to foster relationships between business owners as well as between businesses and community members, the BIA holds quarterly Business and Community Mixers. During the 2004-05 fiscal year the BIA held four mixers. The first was held in December and served as a holiday mixer. Held at El Torito, the BIA instituted a new agenda for its mixers in which all attendees are invited to introduce themselves and their businesses (or indicate if they are a resident). The new format was well-received and has become a staple of the BIA mixer when such introductions are feasible depending on the locale of the event.

The next mixer was held in February at Phil Trani's Restaurant and served as an awards ceremony at which the BIA presented its Volunteer of the Year and Supporter of the Year awards for 2004. The Volunteer of the Year award was shared by two BIA volunteers who serve on the organization's Design Committee. Michael Albanese, design consultant and Bixby Knolls resident; and Shari Futas of Futas Design Group shared the honors. The Supporter of the Year honors, too, were shared by two companies that became event sponsors for the Bixby Knolls Street Fair and Snow in Bixby Knolls in 2004. The sponsorships made Jamba Juice and First United Lending Corp. the Supporters of the Year.

Based on the success of the prior year's pool party and barbeque mixer held at the Petroleum Club of Long Beach, the BIA reprised this popular mixer as a summer kick-off. Again, the most popular of the year, BIA members and local residents brought their children and enjoyed the beauti-



ful poolside setting of the Petroleum Club.

The final mixer of the year, held in September, was an open house at the newly updated BIA office. Catered by Four Olives Cafe, the mixer gave BIA staff and Board members an opportunity to show off the office which has undergone minor renovations including new paint and carpet and reorganization.

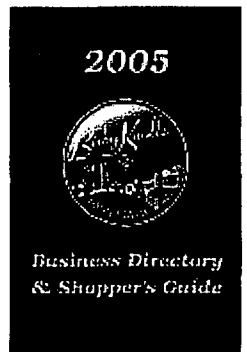
## Business Directory & Shopper's Guide

Once again the BIA's Marketing and Recruitment Committee and BIA staff collaborated with *The Signal Tribune* newspaper to publish the Bixby Knolls Business Directory and Shopper's Guide. The 2005 version was cut back to a printing of 12,500 from prior years' 15,000. The

directories were nearly gone by the end of summer and the BIA plans to go back to a printing of 15,000. Distribution of the 2005 directories was handled differently. Distribution points were set up at businesses throughout the business district at which BIA members as well as local residents and those from outside the Bixby Knolls area could pick up a copy. In addition, 10,000 directories were delivered to homes in the Bixby Knolls area. The directories were also made available at all BIA events while supplies lasted.

## Community Events

In December the BIA produced **Snow in Bixby Knolls**. The event, celebrating its 11th year, was a financial success, however, the day's weather proved to be too much for most vendors as well as the usual throngs of visitors. The never-ending rain had no negative effect for the children who attended and enjoyed the 30 tons of man-made snow and the visit from Santa Claus. The normal



crowd of thousands ended up being a few stragglers and many parents who brought out their kids to play in the snow. The event turned its best profit to date despite increased production costs.

In June the BIA produced its most successful **Bixby Knolls Street Fair** ever. With more vendors, and better vendors, great weather and huge crowds the event proved to be a success both from a production view as well as a financial view. The event boasted its greatest profit to date. Visitors not only enjoyed the nearly 200 vendor booths ranging from artisans to food but

were also found shopping in the local stores and eating in the local restaurants throughout the day even more than they had in the past. The wide array of entertainment was a crowd-



pleaser throughout the event and the Kids Zone provided train rides, pony rides a giant slide, face painting and games. The 2005 Bixby Knolls Street Fair was a well-rounded, enjoyable day for all in attendance.

During the 2004-05 fiscal year, the BIA launched its **Business Tools Seminars** series. The Business

Tools seminars are held at different locations within the business district enabling the hosts to introduce their businesses to attendees.

The first seminar, held in November, was entitled "How Can My Business Benefit from Snow in Bixby Knolls?"

It offered suggestions for local businesses to take advantage of the BIA's street events. Four guest panelists including Angie Beeks of ABC School & Party Shop; Pamela Dunn, DC, QME, of Dunn Family Chiropractic; Andrea Testa of FreeSpirit Yoga; and Shawn Turi of Book Connection, were on hand to share stories of the success that they found in participating in the events and a healthy roundtable discussion followed which became somewhat of a brainstorming session offering

suggestions for the businesses in attendance to utilize and participate in the events.

The next seminar was geared at financial success and the sustaining of businesses through leaner times. Entitled "Making Your Business Work

for You", the two-part seminar was presented by Karen Codman of Codman & Associates/Crown Capital Securities. Those taking part in the seminar learned tools to assist them with long-range planning, employee benefits and retirement planning.

The third seminar of the year was popular with both businesses as well as residents. "Placemaking on a Budget" was presented by Susan Jackson and Al Zelinka of RFB Consulting's Urban Design Studio. BIA Executive Director Jeffrey Henderson first met the pair at the 2004 California Downtown Association conference in San Luis Obispo when he attended the Placemaking on a Budget workshop at the conference. He recruited the team to present the topic as part of the BIA's Business Tools Seminars series and they generously donated their time and knowledge with a custom Bixby Knolls presentation.

Two Business Tools Seminars are currently being planned. The first will feature a topic to which most people can relate - "Taming the Paper Blizzard in Your Workplace" - and will be presented by Michelle Quintana of The Simple Organizer.

## Business Tools

This organization seminar will kick off the new fiscal year in October. The second will follow closely and is a business security seminar that is being presented through a collaborative effort of the BIA's Promotion & Organization and Security & Code Enforcement Committees. The seminar will feature experts from several different facets of the field of security.

Attendance at Business Tools Seminars has ranged from 15 to 50 depending on the topic. The seminars are free to BIA members and \$10 for non-members.

The BIA's Promotion & Organization Committee is currently working with a local non-profit agency on developing an event collaboration that would feature Bixby Knolls restaurants and serve as a fundraiser for the non-profit. The Committee also continues to discuss and develop new event ideas to present to the BIA's Board of Directors for approval.

For the past several years the BIA has offered support to the Bixby Knolls Revitalization Group, a grass-roots resident's organization, to assist with their annual **After 5** event. This series of Friday evening family movies staged outdoors in Bixby Knolls has been popular with the neighborhood, however, will not be presented in 2005 due to a lack of volunteers. Should the organization decide to produce the event in future years, the BIA will again offer support.

#### Media Relations

Once again, the Bixby Knolls BIA continued to remain visible in the local press in both features and briefs appearing in several local media outlets including *The Signal Tribune*, *Long Beach Business Journal*, *Downtown Gazette*, *Grunion Gazette*, *Long Beach Press-Telegram* and *LBReport.com*. Activities of the BIA as well as throughout the business district are routinely covered in these publications and the BIA continually distributes press releases and conducts media relations for the organization as well as on behalf of its members. The BIA and Bixby Knolls businesses regularly receive reduced advertising rates or group discounts in *The Signal Tribune*, *Downtown Gazette*, *Grunion Gazette* and the *Long Beach Business Journal*.

Bixby Knolls was selected by readers of the *Long Beach Press-Telegram* as the best neighborhood in the City (a tie with our friends in Belmont Shore), a distinction of which the BIA is quite proud. Several businesses in Bixby Knolls were voted as favorites as well.



#### Newsletters

The BIA greatly changed its newsletter line up during the 2004-05 fiscal year. The *Business Connection* newsletter which features stories that pertain primarily to BIA members was distributed on a quarterly basis to BIA members.

The BIA introduced the *Business Neighbor* with its first issue in November. The *Business Neighbor* is distributed not only to BIA members but also to 15,000 residences in the 90807 (Bixby Knolls-area) zip code. The *Business Neighbor* works as a tool to promote Bixby Knolls businesses, BIA events, introduce new and existing businesses in the district and helps keep residents informed of incoming businesses and proposed developments, community events and the efforts of the BIA to fulfill its mission to enhance the business environment and quality of life in Bixby Knolls.

Based on the great success of the *Business Neighbor*, the BIA will focus more attention on the newsletter as it looks at distribution alternatives that would not only increase its circulation but also serve to be more cost-effective. Should a positive alternative be developed, the BIA will execute that alternative.

*Business Neighbor* advertisers have reported that they have gotten new customers from their ads and also that the coupons in their ads are redeemed more than any other coupons they have placed in other publications. Conversely, interest in advertising in the *Business Connection* has waned. The BIA is planning to reformat this member newsletter and eliminate advertising.

The revised format will continue to offer news and information that is applicable to BIA members, but the new format will be more concise and easier to read.

Both newsletters are currently available for download from the BIA's website and will continue to be regardless of reformatting.

In addition to its print newsletters, during the fiscal year the BIA introduced *Bixby Knolls Banter*. This opt-in, e-mail newsletter began with a distribution list of 70 that has grown to nearly 1,000. More people from all over Long Beach are signing up constantly. *Banter*, which is e-mailed at least twice per month, lists specials and promotions of local businesses as well as a calendar of events and meetings in Bixby Knolls.

#### Recruitment Package & Welcome Package

The Marketing and Recruitment Committee has developed a dual purpose information packet about Bixby Knolls. A presentation folder was printed with the Bixby Knolls logo which allows BIA staff to customize the packet for both purposes: a business recruitment package and a welcome to Bixby Knolls package.

The business recruitment package contains information about Bixby Knolls including demographics, case studies on companies that have found success in the area, neighborhood information and general information about the BIA. Recruitment packages are sent to prospective businesses asking them to consider a Bixby Knolls location. They are also used with developers to aid in the leasing process.

The welcome to Bixby Knolls package contains information about Bixby Knolls and more detailed information about the BIA including newsletters, an annual report and a Business Directory & Shopper's Guide. The welcome packages are distributed to all new businesses in Bixby Knolls.

#### Websites

In 2003, the BIA launched [bixbyknollsinfo.com](http://bixbyknollsinfo.com), one of the first of its kind, and began a move toward bringing Bixby Knolls into the era of the internet. Since then, the BIA has launched [bixbyknollsstreetair.com](http://bixbyknollsstreetair.com) and is in the process of launching [snowinbixbyknolls.com](http://snowinbixbyknolls.com) and [shopbixbyknolls.com](http://shopbixbyknolls.com). Once all three additional websites are officially launched, the BIA's original website will undergo a redesign.

In the BIA's last Annual Report, it was reported that its Marketing & Recruitment Committee was focusing its attention on Phase 2 of the website, but since that report, Phase 2 has been expanded to include all of the BIA's websites.

The first new site launched, [bixbyknollstreetfair.com](http://bixbyknollstreetfair.com), was instituted to enable the organization and one its major events to have a better web presence. The site has enabled the recruitment of better event vendors as well as allowed for further event promotion.

While Phase 2 may have been redefined, the end goal for the Committee remains unchanged - creating BIA



websites that become destinations providing information for a variety of users.

**District Improvement & Safety  
Streetscape Maintenance  
&Improvement**

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

In the 2004-05 fiscal year, the BIA utilized funds received from two matching grants by the Neighborhood Partners Program and North Long Beach Project Area Committee to fund additional streetscape enhancements to the district:

**Planters & Bike Racks**

Five planter groups and five bike racks have been acquired and currently await City permits to be installed at strategic locations in the district to enhance the

beauty of the streetscape and provide accommodation for our community members who utilize bicycles. The Quick Crete planters – designed by a local landscape architect who serves as a member of the BIA's Design Committee – will be fitted with jardiniers (self-watering systems) and will be planted with appropriate shrubs and perennials that will increase the attractiveness of the surrounding business area. Each planter will contain a large central shrub (five gallon) and 23 coordinating plants (quart size).



The permit process has been arduous at best. Providing the City with the appropriate drawings proved to be challenging, but after the fourth set of revisions the drawings were accepted. The BIA is currently in the final stages of obtaining the required permits and plans to have the planters installed and planted and the bike racks installed by the end of 2005.

**New Seasonal Banners**

The BIA purchased additional seasonal banners, a winter theme with snowflakes to reflect upon the Snow in Bixby Knolls event, which were installed during the holiday season and will make a return during the holidays this year. The colorful banners continue to have a positive impact on the Bixby Knolls commercial corridors, helping to create a sense of place and define the Bixby Knolls area. The Banner Program continues to be one of the BIA's most popular programs and the changing of the banners keeps the district fresh, and provides new color, impact, and interest. The BIA looks forward to purchasing and installing more banners in the coming year.



**Median Extension**

The BIA was pleased to see the extension of the Atlantic Avenue median completed this year. The extension, from Roosevelt Road to San Antonio Drive, helps to define our pedestrian-oriented, retail zone. While the construction phase was difficult for our businesses and caused them to lose much-needed business, the majority of business owners agree that the end result will enhance their businesses. The BIA worked closely with the 8<sup>th</sup> District Council office, the Public Works Department and the Redevelopment Agency to mitigate issues that arose during the construction process.

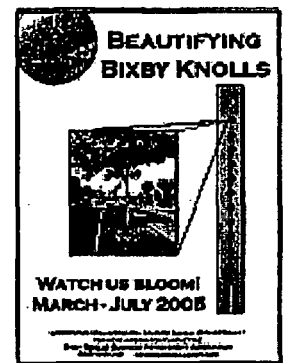
The median has been a part of the BIA's Urban Design Master Plan since its adoption in 1994. The organization is thrilled to

mark this off the list and focus on new projects to continue to enhance the streetscape of Bixby Knolls.

**Maintaining the Common Areas**

Keeping the common areas clean remains a high priority of the BIA. The BIA's Litter and Weed Abatement Manager Richard Chavez routinely and conscientiously eliminates weeds and picks up litter throughout the entire business district, focusing on its two main corridors - Long Beach Boulevard and Atlantic Avenue.

The BIA's original medians on Atlantic Avenue (from Bixby Road to Carson Street) continue to be an enormous asset to our streetscape, and the partial maintenance of the medians continues to be funded by the BIA. Additionally, trees planted through the BIA's Adopt-a-Tree program are flourishing and are doing their part in softening the appearance of our streets. The BIA hopes to resurrect the Adopt-a-Tree program in the coming months in hopes of expanding the program.



### **Façade Improvement Program**

Many businesses in the district continue to invest in façade improvements, both with and without the support of the Commercial Façade Improvement Program. 3777 Long Beach Boulevard has been completed and is leasing the space which the developer not only refurbished but revived. 3811 Long Beach Boulevard has been completed and provides a fresh look to the area. Several other buildings in the area are slated for improvements and have had their plans reviewed by the BIA's Design Committee.



Projects progressing with the assistance of the Commercial Façade Improvement Program include 4121-29 Long Beach Boulevard, 3821, 3825-31, 3840, 4301, 4320, 4335 and 4343 Atlantic Avenue and approximately 60 percent of the 3900 block of Atlantic Avenue. These sites are all in various stages of façade renovation. The Bixby Knolls BIA Design Committee continues to work with each of the project architects to ensure compliance with the Bixby Knolls Design Guidelines.

### **Parking Issues**

The BIA's Design Committee and BIA staff developed a request for proposals (RFP) with the assistance of City staff and a consultant for the purpose of conducting a parking study for the Bixby Knolls commercial district. The RFP has been released and its submission deadline is slated for October. Once the submission deadline arrives, the BIA, with assistance from the City's Redevelopment Agency, will review the proposals, select a contractor and secure funding for the study. The BIA anticipates that the consultant will be able to identify areas in which Bixby

Knolls businesses can share parking resources and help in the mitigation of parking issues. As Bixby Knolls becomes more popular, the parking issues will continue to plague the area, the parking study is of great importance and the BIA will make its fruition a priority.

### **Safety**

The BIA continues to maintain a close relationship with the North Long Beach Police Substation, meeting on a monthly basis for Security & Code Enforcement Committee meetings. The BIA sends a

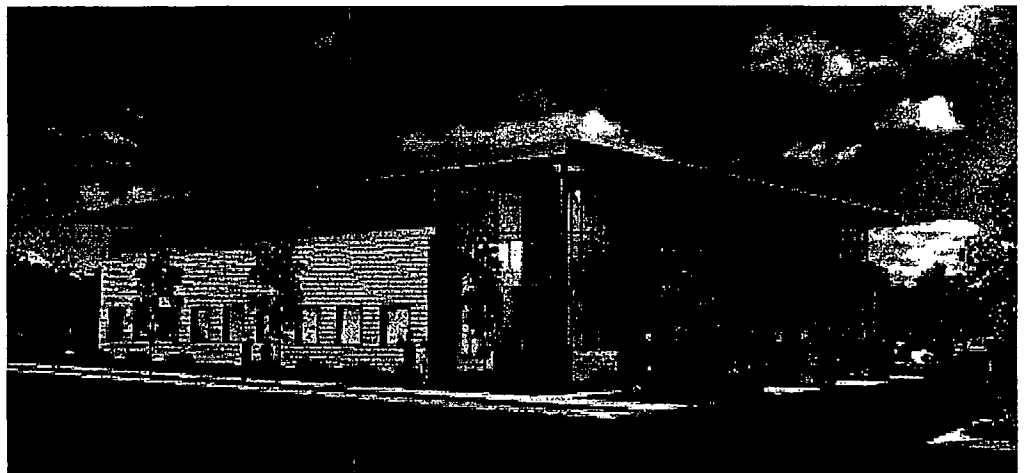
representative to the Quarterly North Long Beach Community Leaders Meeting hosted by Long Beach Police North Division Commander Scott Robertson.

difficult but does happen – thankfully Bixby Knolls gained more businesses than it lost in the past year and our district has continued to increase in popularity among businesses seeking a good location.

The most recent survey of available property indicates rents have remained fairly steady over the past year: new construction averages \$3.50 per square foot, and existing property averages \$1.30 per square foot.

### **New Developments**

The new retail development at the corner of Carson Street and Atlantic Avenue, which became home to a very successful Jamba Juice, is now fully complete and also home to Red Brick Pizza, Hawaiian BBQ Festival and Wells Fargo Financial Services. The development at the corner of Long Beach Boulevard at Wardlow Road, named the Long Beach Boulevard Center, has also been completed and is nearly fully leased. Its tenants include Daylight Donuts, Sprint IPCS Wireless, Subway, Hello Beauty & Hair, Mailbox It and others.



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

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

The trend of small businesses continues throughout the Bixby Knolls business district with the majority of new businesses having one or fewer employees. The loss of businesses is

After months of planning and site preparation, EZ Lube is beginning construction on their new location at the northeast corner of Atlantic Avenue and Wardlow Road. Two medical buildings have begun construction on Long Beach Boulevard, just north of Roosevelt Road and interest in other sites throughout the district is high among developers. The Bixby Knolls BIA remains actively involved in the projects, monitoring usage and design plans for consistency with the Bixby Knolls Design Guidelines and community goals.

## New Businesses

New businesses continue to discover that Bixby Knolls is a great place to be. EmbroidMe, Long Beach Investment Group, Anderson Realty, Prestige Express Courier Service, OME Image, Trimble & Tieu Chiropractic, Waldman Financial Group, Reptiles Unlimited, and others all opened within the past few months and several other businesses are slated for openings in the coming months including the Bixby Animal Center and Salon 36.



### The Bixby Knolls BIA Beyond Bixby Knolls

The Bixby Knolls BIA is regularly represented to the community at large by the participation of

Executive Director Henderson and other BIA staff in local and statewide activities. On behalf of the BIA, Henderson serves on the North Long Beach Project Area Committee, where

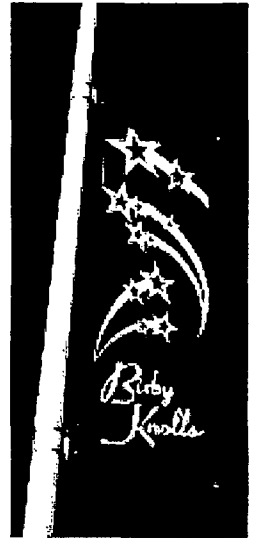
he ensures the interests of Bixby Knolls are addressed. Beyond Long Beach, Henderson attended the California Downtown Association's (CDA) fall conference in San Luis Obispo. Continued participation in these associations and in conferences provides a steady stream of ideas and trends, which are incorporated into the Bixby Knolls BIA strategic plans.

### Conclusion

In preparation of our annual report, the BIA's Board of Directors conducted a work session to evaluate effectiveness and determine its focus for the upcoming year. After a transitional 2003-04 fiscal year and a rebuilding 2004-05 fiscal year, the Board continues to believe that its focus should continue to be concentrated on what the organization has done well in the past, build upon those items and continue to address the items the Board has deemed as priorities, yet for which efforts have not been as effective. The BIA's goals for the year are detailed in the following pages.

Overall, even during a rebuilding year, the Board is pleased with the BIA's progress. New developments continue to replace empty lots, and the new businesses coming into the district know that with good service and products, the Bixby Knolls community continues to embrace shopping locally. Quality businesses continue to discover the superb business opportunities inherent within the district.

The Bixby Knolls BIA will continue to support new and existing businesses with marketing, streetscape enhancements, clean and safe efforts, and community outreach to assist each business in realizing its full potential.



## FY 2005-06 Action Plan

### Design Committee

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

- Aggressively pursue opportunities and funding sources for streetscape and gateway enhancements
- Continue to work with businesses and developers to promote the Bixby Knolls Design Guidelines and the Urban Design Master Plan
- Develop an abbreviated version of the Bixby Knolls Design Guidelines
- Continue the litter and weed abatement program
- Inspect common areas and address unsightly conditions
- Monitor appearance and request cooperation for maintaining store fronts and vacant lots
- Develop a recognition program recognizing BIA members who maintain their businesses in an exemplary manner

### Greetings Committee

The purpose of the Greetings Committee is to lend support to new businesses for grand opening and ribbon cutting ceremonies through attendance.

- Promote the BIA's grand opening and ribbon cutting ceremonies to new businesses
- Attend grand opening and ribbon cutting ceremonies

### Health & Wellness Committee

The purpose of the Health & Wellness Committee is to promote a healthy community through the implementation of an annual, free health fair at which members of the community can learn about health issues, receive free medical screenings and meet the medical professionals in the Bixby Knolls business community.

- Plan and implement a free community health fair which will become an annual event
- Develop a fitness walk through the Atlantic Avenue pedestrian, retail-oriented zone; as well as an expanded fitness walk throughout the district

# FY 2005-06 Action Plan *(continued)*

## Marketing & Recruitment Committee

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

- Continue public and media relations/publicity campaign
- Publish and distribute the Business Directory & Shopper's Guide
- Update and distribute the Restaurant Guide
- Maintain and update the website
- Publish and distribute a total of four *Business Connection* newsletters to BIA members
- Publish and distribute a total of four *Business Neighbor* newsletters to the 90807 zip code
- Revise *Business Connection* newsletter format; Investigate options for *Business Neighbor* distribution.
- Maintain the retail and office vacancy roster
- Assist new businesses with ribbon-cutting and grand opening ceremonies and celebrations
- Provide advocacy on behalf of business license holders as required
- Work with the residential community to attract quality retail, service and office users
- Continue to communicate with commercial brokers and property owners
- Continue to work closely with City Staff, the Economic Development Office and the 7<sup>th</sup> and 8<sup>th</sup> District Council Offices

## Promotion & Organization Committee

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

- Plan and implement two sponsored activities/fundraisers to promote the area:
  - June - Bixby Knolls Street Fair
  - December - Snow in Bixby Knolls
- Plan and implement six Business Tools Seminars
- Develop additional events to increase awareness of the district and benefit the local businesses

- Organize and host a minimum of four mixers including the Annual Meeting and the Annual Installation of Directors and Officers
- Integrate, where possible, the residential community's agenda into the business agenda and work with and involve neighborhood groups in the planning and implementing of activities

## Security & Code Enforcement Committee

The purpose of the Security and Code Enforcement Committee is to ensure that Bixby Knolls is a safe area to shop, dine, visit, live and conduct business as well as an area free of visual blight caused by violations of City code.

- Continue the close liaison with Long Beach Police Department and North Division Substation and improve communication with business owners
- Assist the Police Department with monitoring crime in the business district
- Monitor City code violations and work with business and property owners to mitigate the violations

## Street Decor Committee

The purpose of the Street Decor Committee is to provide support to the organization through streetscape enhancements such as holiday decorations, banners, trees and lighting.

- Revitalize the Adopt-A-Tree Program
- Continue the Banner Program
- Identify sources and secure funding for additional banners
- Continue the Holiday Decorations Program replacing damaged or worn items, supplementing with new decorations and holiday lighting
- Implement a holiday decorating contest for businesses
- Add lights to the trees in the medians along Atlantic Avenue





# FY 2004-05 PROGRESS CHECKLIST

To illustrate progress made during the 2004-05 fiscal year, the progress checklist was developed. The following icons represent the status of each item:



**Completed**



**In Progress**



**Requires Attention**

## Design Committee

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

## Marketing & Recruitment Committee

- Continue public and media relations/publicity campaign
- Publish and distribute the Business Directory & Shopper's Guide
- Update and distribute the Restaurant Guide
- Maintain and update the website
- Publish and distribute a total of eight newsletters, one issue to contain a residential survey
- Develop a multi-use marketing piece for use as a business recruitment tool, new business welcome and press kit; target specific businesses requested through residential surveys
- Maintain the retail and office vacancy roster
- Assist new businesses with ribbon-cutting and grand opening ceremonies and celebrations
- Provide advocacy on behalf of business license holders as required

## Marketing & Recruitment Committee (cont.)

- Work with the residential community to attract quality retail, service and office users
- Continue to communicate with commercial brokers and property owners
- Continue to work closely with City Staff, the Economic Development Office and the 7<sup>th</sup> and 8<sup>th</sup> District Council Offices

## Promotion & Organization Committee

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

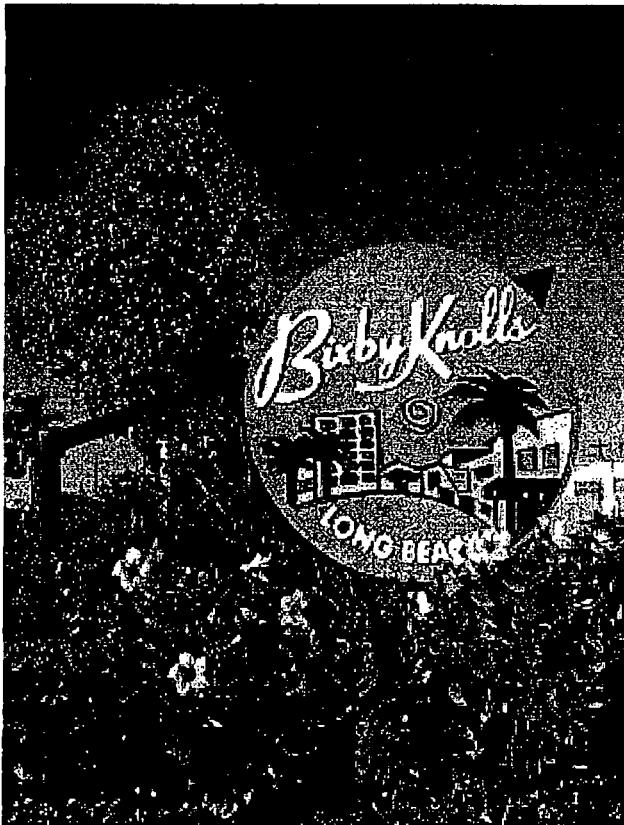
## Security & Code Enforcement Committee

- Continue the close liaison with Long Beach Police Department and North Division Substation and improve communication with business owners
- Assist the Police Department with monitoring crime in the business district
- Develop a recognition program
- Monitor City code violations and work with business and property owners to mitigate the violations

The 2004-05 fiscal year proved to be a year of progress with which the BIA's Board of Directors is pleased. The Board also realizes that while progress has been achieved, there are many more improvements that need to be made and the BIA is committed to continuing these efforts to benefit the Bixby Knolls business district as well as the entire Bixby Knolls community.

# Annual Budget October 1, 2005 - September 30, 2006

| Income                              | Budget            | Expenditures                               | Budget            |
|-------------------------------------|-------------------|--|-------------------|
| Assessment Income                   | 150,000.00        | <b>Program &amp; Services</b>              |                   |
| Newsletter Ad Sales                 | 8,000.00          | Snow in Bixby Knolls                       | 22,000.00         |
| Interest Income                     | 400.00            | Bixby Knolls Street Fair                   | 20,000.00         |
| Adopt-A-Tree Program                | 1,000.00          | Mixers/Miscellaneous Events                | 1,400.00          |
| <b>Promotions/Fundraiser Income</b> |                   | Business Tools Seminars                    | 250.00            |
| Snow in Bixby Knolls                | 24,000.00         | Website Development/Maintenance            | 1,500.00          |
| Bixby Knolls Street Fair            | 22,000.00         | Business Directory & Shopper's Guide       | 100.00            |
| Business Tools Seminars             | 250.00            | Advertising                                | 3,500.00          |
| Mixers/Miscellaneous Events         | 200.00            | Miscellaneous Promotional                  | 400.00            |
| <b>Unrestricted Income</b>          |                   | Newsletters                                |                   |
| Associate & Voluntary Dues          | 1,500.00          | Business Neighbor                          | 10,000.00         |
| Donations                           | 1,000.00          | Business Connection                        | 2,000.00          |
| Miscellaneous                       | 1,000.00          | Postage                                    | 12,000.00         |
| <b>Total Income</b>                 | <b>209,350.00</b> | Insurance - Liability/Directors & Officers | 3,000.00          |
|                                     |                   | Support Staff                              | 15,000.00         |
|                                     |                   | Support Payroll Tax                        | 1,800.00          |
|                                     |                   | Litter & Weed Abatement Staff              | 14,000.00         |
|                                     |                   | Litter & Weed Abatement Payroll Tax        | 1,680.00          |
|                                     |                   | Litter & Weed Abatement Supplies           | 500.00            |
|                                     |                   | Median & Tree Maintenance                  | 4,000.00          |
|                                     |                   | Design Committee                           | 100.00            |
|                                     |                   | Greetings Committee                        | 50.00             |
|                                     |                   | Health & Wellness Committee                | 50.00             |
|                                     |                   | Marketing & Recruitment Committee          | 800.00            |
|                                     |                   | Promotion & Organization Committee         | 300.00            |
|                                     |                   | Security & Code Enforcement Committee      | 100.00            |
|                                     |                   | Street Decor Committee                     |                   |
|                                     |                   | Banner Program                             | 4,800.00          |
|                                     |                   | Tree Program                               | 800.00            |
|                                     |                   | Holiday Decorations                        | 3,800.00          |
|                                     |                   | <b>Management Services</b>                 |                   |
|                                     |                   | Executive Director                         | 46,510.00         |
|                                     |                   | Executive Payroll Tax                      | 5,560.00          |
|                                     |                   | Medical Benefits                           | 3,500.00          |
|                                     |                   | Conferences/Seminars                       | 2,000.00          |
|                                     |                   | Rent                                       | 12,000.00         |
|                                     |                   | Office Improvements                        | 800.00            |
|                                     |                   | Utilities                                  | 1,500.00          |
|                                     |                   | Insurance - Workers' Comp                  | 2,500.00          |
|                                     |                   | Program & Board Development                | 800.00            |
|                                     |                   | Miscellaneous                              | 500.00            |
|                                     |                   | Office Equipment                           | 900.00            |
|                                     |                   | Office Supplies, Printing & Copies         | 3,000.00          |
|                                     |                   | Dues & Subscriptions                       | 350.00            |
|                                     |                   | Telephone & DSL                            | 4,000.00          |
|                                     |                   | Accounting & Tax Preparation               | 1,500.00          |
|                                     |                   | <b>Total Expense</b>                       | <b>209,350.00</b> |
|                                     |                   | <b>Net Income</b>                          | <b>0.00</b>       |



## Financial Footnotes

The BIA anticipates a carry over of approximately \$12,000 in funds from the 2004-05 fiscal year. The carry over funds, placed in a savings account, will be used as needed for future projects as determined by the BIA's Board of Directors.

The BIA will not receive its final assessment income (August and September) for the 2004-05 fiscal year until late October or early November.

RESOLUTION NO.

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

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

WHEREAS, pursuant to Section 36533 of the California Streets and Highways Code, the Bixby Knolls Parking and Business Improvement Area Advisory Board has caused a Report to be prepared for October 1, 2005 through September 30, 2006 relating to the Bixby Knolls Parking and Business Improvement Area ("PBIA") which is located generally in that section of the City of Long Beach bounded by Wardlow Road, Long Beach Boulevard, Del Amo Boulevard and Orange Avenue; and

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

WHEREAS, on October 4, 2005 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 13, 2005, at which public hearing all interested persons were afforded a full opportunity to appear and be heard on all matters relating to the Report; and,

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

Robert E. Shannon  
City Attorney of Long Beach  
333 West Ocean Boulevard  
Long Beach, California 90802-4664  
Telephone (562) 570-2200

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1 NOW, THEREFORE, the City Council of the City of Long Beach resolves  
2 as follows:

3 Section 1. A public hearing having been conducted on October 4, 2005  
4 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be  
5 heard, the City Council hereby confirms the Report of the Bixby Knolls Parking and  
6 Business Improvement Area Advisory Board, previously filed and approved by  
7 Resolution No. \_\_\_\_\_, adopted September 13, 2005, as originally filed,  
8 and declares that this resolution shall constitute the levy of the Assessment referred to  
9 in the Report for October 1, 2005 through September 30, 2006 as more specifically set  
10 forth in Exhibit "1".

11 Sec. 2. This resolution shall take effect immediately upon its  
12 adoption by the City Council, and the City Clerk shall certify the vote adopting this  
13 resolution.

14 I hereby certify that the foregoing resolution was adopted by the City  
15 Council of the City of Long Beach at its meeting of \_\_\_\_\_, 2005, by  
16 the following vote:

17 Ayes: Councilmembers: \_\_\_\_\_  
18 \_\_\_\_\_  
19 \_\_\_\_\_  
20 \_\_\_\_\_

21 Noes: Councilmembers: \_\_\_\_\_  
22 \_\_\_\_\_

23 Absent: Councilmembers: \_\_\_\_\_  
24 \_\_\_\_\_

25 \_\_\_\_\_  
26 \_\_\_\_\_  
27 \_\_\_\_\_  
28 \_\_\_\_\_  
City Clerk

HAM:fl  
7/26/05; rev. 8/17/05; rev. 9/13/05  
L:\APPS\CtyLaw\32\WPDOCS\ID026\PO04\00077345.WPD  
#05-03110

**Exhibit 1**

**FY 2006 Bixby Knolls PBIA  
Assessment Formula**

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**Type A**

\$135.00 + \$ 2.50 per employee

*Includes:* Contractors, Insurance, Manufacturing, Professions, Wholesale, Unique Businesses

**Type B**

\$ 165.00 + \$ 3.25 per employee

*Includes:* Services, Vending Operations

**Type C**

\$ 185.00 + \$ 4.00 per employee

*Includes:* Retailing, Recreation & Entertainment

**Type D**

\$ 500.00

*Includes:* Financial Institutions

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