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RexRichardson
Long Beach City Council

R-4
REVISED

Date: December 15, 2015
To: Honorable Mayor Robert Garcia and Members of the City Council
From: Councilmember Rex Richardson, Ninth District
Subject: Uptown PBID Creative Consultant and Relocation Assistance Transfer

RECOMMENDATION:

Recommendation to approve the transfer of the Ninth Council District's Fiscal Year 2016 one-time infrastructure funds in the amount of \$45,000 to the Uptown Property and Business Improvement District (PBID) to support a business and creative consultant to work on key strategic initiatives and assistance with PBID office relocation; and

Increase appropriations in the General Fund (GF) in the Economic and Property Development Department (EP) by \$45,000 from City Council non-recurring funds.

Discussion

In October 2013, property and business owners voted to establish a Property and Business Improvement District (PBID) along the Atlantic Avenue corridor from Market Street to Artesia Boulevard, and along Artesia Boulevard from Atlantic Avenue to Orange Avenue. On January 1, 2014, the Uptown Property and Business Improvement District (Uptown PBID) became effective. The Uptown PBID was formed to revitalize specific business corridors and the surrounding community, including security, maintenance, marketing, and economic development.

The Uptown PBID seeks to engage a business and creative community consultant to inventory Uptown's unique mix of assets and opportunities, and identify and pursue ways to connect and promote them. The PBID does not have specific resources to support a business and creative consultant to further enhance activities. In order to further the work of the PBID, Council District 9 is willing to provide funding out of the balance of the District's one-time infrastructure funds (\$35,000). In addition, the PBID office will need to relocate given the sale of their current office as a result of the successor agency disposition. Council District 9 would like to provide assistance with this relocation in the amount of \$10,000.

Fiscal Impact

A transfer of \$45,000 from Council District 9's FY 16 one-time infrastructure funding in the Capital Projects Fund (CP) to the General Fund (GF) budget in the Economic and Property Development Department (EP) is required.