



CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

September 18, 2007

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 adopting the Bixby Knolls Parking and Business Improvement Area program and assessment for the period of October 1, 2007 through September 30, 2008; and authorize the City Manager to execute an agreement with the Bixby Knolls Business Association for a one-year term. (Districts 7 and 8)

DISCUSSION

The Bixby Knolls Business Improvement Association (BKPIA) uses assessment funds to promote and market the Bixby Knolls commercial area on behalf of businesses located in the Bixby Knolls Parking and Business Improvement Area (BKPPIA). The City contracts with the BKPIA annually using assessment revenue collected from BKPPIA members to govern the assessment to be collected and the activities to be funded by the assessment.

On July 26, 2007, the BKPPIA Advisory Commission voted to recommend to the City Council approval of the BKPPIA Assessment Report (Assessment Report). The Assessment Report (Attachment A) describes the boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment.

To continue the assessment levy, State law requires that a public hearing be held on the proposed program and assessment. At its meeting of August 21, 2007, City Council reviewed the Assessment Report and set a September 18, 2007 hearing date.

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. The Assessment Report transmitting the recommendations of the BKPPIA Advisory Commission proposes the following:

- Continue the current year assessment at the following rates:

Type A \$ 135.00 + \$ 2.50/employee
Contractors, Manufacturing, Professions, Wholesale, Unique, Insurance

Type B \$ 165.00 + \$ 3.25/employee
Services, Vending Operations

Note: Independent contractors secondary to another service business located at the same address pay a discounted base fee of \$100.65 (Municipal Code 3.80.243)

Type C \$ 185.00 + \$ 4.00/employee
Recreation & Entertainment, Retailing

Type D \$ 548.00
Financial Institutions

- Independent Contractors (per Municipal Code 3.80.243) in service-related retail businesses operating at the same address as the primary licensee pay \$100.65 per year plus \$3.25 per employee.
- Make no significant changes in the activities program.
- Make no changes in the existing boundaries.

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 against a specific portion of the program, the City Council shall eliminate that portion.

A copy of RES 07-0113 was mailed to all businesses in the district on August 27, 2007. A hearing notice and copy of the resolution was also published in local media as required. The attached resolution approves the Assessment Report and levy for the period October 1, 2007 through September 30, 2008.

Should the Assessment Report be approved, the City Council is requested to authorize extension of the City's agreement with the BKBIA for the use of assessment funds for marketing and promotion activities within the business improvement area.

HONORABLE MAYOR AND CITY COUNCIL

September 18, 2007

Page 3

This letter was reviewed by Assistant City Attorney Heather Mahood on July 30, 2007, Budget and Performance Management Bureau Manager David Wodynski on September 10, 2007, and the City Treasurer's Office on September 4, 2007.

TIMING CONSIDERATIONS

The BKBIA contract year begins October 1, 2007. City Council action is requested following public hearing on September 18, 2007, to allow timely contract renewal.

FISCAL IMPACT

It is estimated that the BKPBA will generate \$160,000 in Fiscal Year 2008 (FY 08) through the proposed continuation of the existing assessment. Assessment funds are collected through additional fees attached to BKPBA business licenses and passed directly through to the Bixby Knolls Business Association for implementation of annual programs. \$155,000 is included in the FY 08 proposed budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD). There is no fiscal impact to the General Fund.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PATRICK H. WEST
DIRECTOR OF COMMUNITY DEVELOPMENT

PHW:RS:tb

Attachment: Resolution of Intention to continue Bixby Knolls Business Improvement Area assessment, approve annual Report and hold a public hearing with Bixby Knolls Business Improvement Area Work Plan and Budget attached.

APPROVED:

for 
ANTHONY W. BATTS
CITY MANAGER

**2007 - 2008 Report
to The City of Long Beach**
Including the Work Plan & Budget for
October 2007 - September 2008

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

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

The Board of Directors of the Bixby Knolls Parking and Business Improvement Association (BIA) is pleased to present its Annual Report and Budget for the fiscal year October 1, 2007 - September 30, 2008.

ASSESSMENT FORMULA

Type A

\$135.00 + \$ 2.50 per employee

Includes: Contractors
Insurance
Manufacturing
Professions
Wholesale
Unique Businesses

Type B

\$ 165.00 + \$ 3.25 per employee

Includes: Services
Vending Operations

Type C

\$ 185.00 + \$ 4.00 per employee

Includes: Retailing
Recreation & Entertainment

Type D

\$ 548.00

Includes: Financial Institutions

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

The BIA is recommending no changes in the boundaries or in the method of levying the annual assessment. Any increase in assessment revenue is based on an increase of businesses within the district boundaries.

Introduction

Last year, the Board of Directors revised the Mission Statement of the Association to read: "The purpose of the Bixby Knolls Business Improvement Association is to promote the interests of its professional, service, and retail members, to enhance the common areas within the BIA area, to facilitate the exchange of business information and ideas, and to promote the highest business and ethical standards." This statement reflects the focus for the Board's activities and its continuing commitment to the growth and enhancement of our business community.

During the past year, the BIA has continued with the successful street events of the past, including the Summer Street Fair and Snow in Bixby Knolls. The Dragster Expo and Car Show proved to be a very popular event in its inaugural year, 2006, and will become part of the calendar of events henceforth. The Board continues to review and evaluate events and other promotional campaigns to determine the most effective methods to increase the surrounding community's, as well as the broader area populations', awareness and appreciation for Bixby Knolls as a destination location for shopping, dining and professional services.

The Strength of the Organization

The Board of Directors

The Board of Directors of the Bixby Knolls BIA represents a cross-section of the diverse business community throughout the business district. Elected in accordance with our Bylaws, each position represents a sector of the area as defined by the formation ordinance. As a non-profit organization governed by a volunteer board of directors, the BIA's effectiveness is primarily determined by the dedication and commitment of the volunteers that serve on the Board of Directors and its committees.

Business Member Mixers

Member mixers provide an opportunity for BIA members to network, meet their Board of Directors, express concerns, share ideas and get to know each other. Bixby Knolls is home to a diverse mix of businesses that often lack the opportunity to meet together. The mixers help build the bridges between people and their businesses. The Board decided to increase the frequency of the mixers from quarterly to monthly, and we presently have them reserved through the first calendar quarter of 2008.

Publications

The BIA's *Business Connection* newsletter is an important means of communicating with our 900 plus members. A bi-monthly publication, it features stories about new and existing businesses in the district and helps keep members informed about proposed developments, community events and the efforts of the BIA to fulfill its mission to enhance the business environment. The newsletter is also available for download from the BIA's website.

The BIA also issues the *Bixby Banter*, an opt-in electronic monthly newsletter. The *Banter* focuses on upcoming events in the Bixby Knolls area sponsored by member businesses. We also use the *Banter* list for announcements of community-wide importance, such as special meetings hosted by City Council or City departments. The e-newsletter format allows for rapid and direct dissemination of information to those subscribed.

Promotion of the Business District

Media Relations

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 www.LBReport.com. Activities and events of the BIA are routinely covered in these publications as the BIA continually distributes press releases and facilitates media relations for

the organization and on behalf of its members. The BIA and Bixby Knolls businesses regularly receive reduced advertising rates in *The Signal Tribune*, *Downtown Gazette*, *Grunion Gazette* and *Long Beach Business Journal*.

Business Directory & Shopper's Guide

The Signal Tribune was, again, retained by the BIA to compile and publish the 2007 Business Directory and Shopper's Guide. 13,500 directories were published, and 10,000 were delivered to homes in the Bixby Knolls area. The balance is distributed to BIA members – many of whom aid distribution by making them available for their customers – and to the public at sponsored events, e.g. Street Fair, Car Show, etc.

www.bixbyknollsinfo.com

The BIA website, launched in 2003, has been well-received and continues to be one of the most effective tools for marketing the area. The website contains a directory of the BIA's members and offers a link to the member's website. As mentioned last year, the website has been going through modifications to improve its usefulness and ease of use. The "Events" page, for example, has been reformatted and includes information and forms for all of our regularly scheduled events. The member directory has also been reorganized and its sorting function improved. The sites for Street Fair and Snow have been eliminated, and all information and material is now captured on the primary site, in order to reduce confusion and duplication of effort.

Community Events

The BIA hosted its first **Community Health & Wellness Expo** in May, 2007. Over 40 health-related businesses and services participated, and are looking forward to coming back in May 2008. This year, we kicked-off the event with a poster contest open to children in the area elementary schools. Winners were selected by our elite group of judges that included Mayor Bob Foster, City Councilwoman Rae Gabelich, Neena Strichart (publisher of *The Signal Tribune Newspaper*), John Molina (Molina HealthCare), and Terry Belmont (Long Beach Memorial Medical Center).

On December 3rd, the BIA presented **Snow in Bixby Knolls**. Featuring 30 tons of snow, great holiday shopping, a visit from Santa Claus, plus live entertainment and great food, the event drew a crowd in the thousands to Atlantic Avenue in Bixby Knolls.

In June, it was time for the annual **Bixby Knolls Street Fair**. Attendees were treated with vendor booths ranging from artisans to home improvement specialists to food, and were also shopping in the local stores and patronizing local restaurants during the day. The weather was perfect, and attendance was estimated at 10,000. The event proceeded smoothly and was well-received, overall, by property and business owners.

Last July, Bixby Knolls experienced the first **Dragster Expo and Car Show**. Atlantic Avenue was filled with vintage and specialty cars, and featured several nitro-fueled dragsters. Live music, food, karaoke and a selective group of vendor booths, plus booths for our major sponsors, created a festive mood, despite the record-setting heat. The event brought people to Bixby Knolls by enticing them with something unique, while providing our members with an opportunity to reach out to new, potential clients and customers. The event will be held again this year on July 28th with even more vehicles and attractions.

The BIA's Promotion and Marketing Committee is continually working on developing new events and means to attract customers and illustrate the vitality and charm of Bixby Knolls. Presently under review are an expansion of our series of **Business Tools Seminars** focusing on issues confronting the professionals as well as merchants; an expanded **Business Expo** for the business community and residents alike; and, an event focusing on the great restaurants in Bixby Knolls.

Business District Improvement and Safety

Streetscape Maintenance and Improvement

Our street banner program remains in place helping to define the Bixby Knolls area. Holiday décor is installed each year and continues to brighten the corridors during December. The combination of the banners and the holiday décor contribute to a sense of place. The planters that were put in place previously will have their watering systems installed, and appropriate flowers will be planted in them as this project comes to a close.

Presently, the Board is working with outside contractors to develop visual and environmental cues to enhance the BIA's common areas. Under discussion are street banners, outdoor seating, sidewalk and/or crosswalk enhancements, and other unifying concepts that will encourage pedestrian traffic. We will be working with the City Council offices and Community Development Department to enlist business and property owners alike this broad-reaching streetscape program.

Maintaining the Common Areas

Keeping the common areas clean remains a priority for the BIA. We have contracted with the Conservation Corps of Long Beach to provide litter and weed abatement services. In addition, a landscaping firm has been retained to care for the two medians on Atlantic Avenue that are under our charge.

The Board's Revitalization Committee has tentatively scheduled a tree planting for November 2007, as the first of many which will pick up where the program left off. Trees soften the hardscape and add life and beauty to our streets. Additional trees will soon grace the drive along Long Beach Boulevard, too.

Façade Improvement Program

The Community Development Department has provided property owners in Bixby Knolls with support for façade improvements. Most recently, we have seen the completion of projects at 4301 Atlantic Ave. and 3821 Atlantic Ave. Other buildings have gone through improvements without assistance from the City, such as 4284 Atlantic Ave. (Red Wing Shoe) and 3848 Atlantic Ave. On Long Beach Blvd., one can sense a dramatic improvement brought about by the repaving, signal upgrades and new construction.

Parking Issues

The BIA, now working with the City, has contracted with a firm to conduct a parking utilization study for the Atlantic Avenue corridor to quantify the extent of parking shortages and to develop strategies to mitigate the problems. The study should be completed by early Fall, 2007.

Safety

The BIA continues to maintain a close relationship with the North Long Beach Police Substation, meeting as needed for security updates. The BIA has a standing Security and Code Enforcement Committee to continue to keep abreast of security issues and to help control City code issues in the district. The BIA is also working with Long Beach Police Department and member businesses to cultivate a business watch program.

Business and Commercial Real Estate Development

The Bixby Knolls BIA maintains a Retail and Office Vacancy Roster for the use of potential tenants or other interested in the area. We are pleased to note continuing growth in the area. The most recent survey of available property indicates rents have remained fairly steady over the past year for new construction – averaging \$3.50 per square foot, and existing property rents are listing at \$1.85 to \$2.00 per square foot, and higher.

New Businesses

A few small businesses have closed their doors in the last year, but more have opened. Retail turnover is inherent in any business district as other economic factors exert their influence, e.g. higher prices for gasoline. The trends are monitored by the BIA and its committees as we seek to find ways to assist our existing members. We also, through our Member Relations Committee, hope to help new business in the area. In conjunction with the City's Economic Development Department, our Business Retention and Recruitment Committee will work to keep our present businesses from relocating and, also, assist with attracting new businesses.

Tools for our Businesses

The purpose of the Business Tools seminar series is to feature topics that will benefit business owners with topics such as branding for small businesses and ways to enhance your business's security – from landscaping to cameras to computers. These seminars will be held on a quarterly basis, at a minimum.

Conclusion

The Board of Directors is committed to its mission statement, and is currently working on refining the specific goals set up by each committee designed to move the organization closer to its articulated mission. The BIA is working on several fronts simultaneously, to encourage consumers to experience Bixby Knolls. This includes advertising on cable television, increasing print advertising, reaching out to new, different businesses in our area to get their participation in activities/events. Special events have played an important part in developing positive recognition for our district, and helps draw out the local residents. However, the long term success for the business corridor will also need to draw from the broader population. With the support of our City Council districts and the Community Development Department, we can enlist the support and participation of property and business owners in the area, and make Bixby Knolls a regional marketplace.

Mission

The purpose of the Bixby Knolls Business Improvement Association is to promote the interests of its professional, service and retail members, to enhance the common areas within the BIA area, to facilitate the exchange of business information and ideas, and to promote the highest business and ethical standards.

Objective

The Bixby Knolls BIA's objective is to maintain an positive, balanced program designed to promote and market the district; retain and support existing businesses; assist in the attraction of new businesses; and improve the common areas in order to create a sense of identity for Bixby Knolls as well as enhance the district's ambiance.

Goals

Our goals for 2007-08 are as follows:

- Ensure that the surrounding communities know about Bixby Knolls' businesses, events and the BIA through effective use of existing media from print to cable to various e-newsletters and publications.
- Market the Bixby Knolls area not only to consumers, but to retailers and commercial brokers.
- Create membership involvement and ensure effective communication with the membership, other community organizations and city entities.
- Through cooperative efforts with the City of Long Beach and BIA members, work to retain and strengthen existing businesses and attract new businesses to Bixby Knolls.
- Improve the aesthetics of the BIA common areas with the expansion of the tree-planting program, street banners and other decorations, and outdoor seating areas.
- Work with the various City departments and community groups to keep Bixby Knolls a safe and pleasant area to shop, dine, visit and conduct business.

2007 - 2008 Work Plan

Promotion & Marketing Committee

The purpose of the Promotion and Marketing Committee is to ensure that the surrounding communities are aware of Bixby Knolls businesses, events and the BIA.

- Plan and implement four sponsored activities/fund-raisers to promote the area.
 - May – Community Health & Wellness Expo
 - June – Bixby Knolls Summer Street Festival
 - Summer – Dragster Expo and Car Show
 - December – Snow in Bixby Knolls Winter Fair
- Develop additional events to increase awareness of the district and benefit the local businesses.
- Publish and distribute the annual Business Directory & Shopper's Guide which lists all the BIA members.
- Improve and expand website to provide more information about the BIA and its members in a more efficient format.
- Increase subscriptions to the opt-in e-newsletter, *Bixby Banter*, and develop its marketing potential to promote of Bixby Knolls and its retail and dining opportunities.

Business Retention & Recruitment Committee

The purpose of the Business Retention and Recruitment Committee is to pursue additional methods to market the Bixby Knolls area, and, working with the Economic Development Department to retain and strengthen existing businesses, and attract new businesses to Bixby Knolls..

- Continue public and media relations/publicity campaign.
- Publish and distribute the bi-monthly *Business Connection* newsletters to BIA Members.
- Maintain a listing of vacant retail and office space in the district.
- Provide advocacy on behalf of business license holders as required.
- Work with the residential and business 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 7th and 8th District City Council Offices.

Revitalization Committee

The purpose of the Revitalization Committee is to create awareness of the design guidelines among property and business owners and generally improve the aesthetics of the BIA common areas; and to guide the development of a unifying vision for the enhancement of the area, including traffic calming, creating a more pedestrian-friendly ambiance along the primary corridors.

- Aggressively pursue opportunities and funding sources for streetscape and gateway enhancements.
- Work with the City's Traffic Engineer to calm traffic along Atlantic Avenue.

- Conduct a parking utilization study to objectively identify the magnitude of parking shortages and develop mitigation measures.
- Continue the litter and weed abatement program to maintain the attractiveness of the area.
- 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.

Security & Code Enforcement Committee

The purpose of the Security and Code Enforcement Committee is to provide information to business and property owners to help keep Bixby Knolls is a safe area to shop, dine, and conduct business; and, an area free of visual blight caused by violations of City code.

- Continue the close liaison with Long Beach Police Department and North Division Substation and improve communication with business owners.
- Assist the Police Department with monitoring crime in the business district.
- Encourage the formation of a Business Watch program.
- Monitor City code violations and work with business and property owners to mitigate the violations.
- Conduct Business Tools Seminars focused on crime prevention, identity theft and other related issues.

Member Relations Committee

The purpose of the Member Relations Committee is to make the BIA more accessible to member; boost members' awareness of the BIA and its goals; foster membership involvement; communicate effectively with the membership, other organizations and City entities; and serve as liaison between the Board and the membership.

- Organize monthly member mixers including the Annual Meeting and the Annual Installation of Directors and Officers.
- Personally meet and welcome new businesses to the area, and provide them with information about the BIA, its goals and objectives.
- Assist new businesses with ribbon-cutting and grand opening ceremonies and press releases.

October 1, 2007 – September 30, 2008
Bixby Knolls Business Improvement Association Budget

Revenue

Assessment Income	\$	160,000
Voluntary Dues		2,500
Corporate Sponsorship		55,000
Promotional Events		34,000
Total Revenue	\$	<u>251,500</u>

Expenses

Administration	\$	33,250
Salaries/Benefits		77,051
On-Going Promotions		71,500
Promotional Events		69,700
Total Expenses	\$	<u>251,500</u>

Program Fulfillment from Prior Year

Street Décor (Trees)	\$	25,000
Marketing and Promotions		10,000
Expenditures from Unexpended Funds	\$	35,000

1 RESOLUTION NO.

2
3 A RESOLUTION OF THE CITY COUNCIL OF THE
4 CITY OF LONG BEACH CONFIRMING, FOLLOWING
5 HEARING, THE ANNUAL REPORT OF THE BIXBY KNOLLS
6 PARKING AND BUSINESS IMPROVEMENT AREA
7 ADVISORY COMMISSION, CONTINUING THE LEVY OF
8 ANNUAL ASSESSMENT AS SET FORTH IN SAID REPORT
9 AND SETTING FORTH OTHER RELATED MATTERS
10

11 WHEREAS, pursuant to Section 36533 of the California Streets and
12 Highways Code, the Bixby Knolls Parking and Business Improvement Area Advisory
13 Board has caused a Report to be prepared for October 1, 2007 through September 30,
14 2008 relating to the Bixby Knolls Parking and Business Improvement Area ("PBIA") which
15 is located generally in that section of the City of Long Beach bounded by Wardlow Road,
16 Long Beach Boulevard, Del Amo Boulevard and Orange Avenue; and

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

19 WHEREAS, on September 18, 2007 at 5:00 p.m., the City Council
20 conducted a public hearing relating to that Report in accordance with its Resolution of
21 Intention No. _____, adopted August 21, 2007, at which public hearing all
22 interested persons were afforded a full opportunity to appear and be heard on all matters
23 relating to the Report; and,

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

27 NOW, THEREFORE, the City Council of the City of Long Beach resolves as
28 follows:

Exhibit 1

**FY 2008 Bixby Knolls PBIA
Assessment Formula**

Type A

\$135.00 + \$ 2.50 per employee

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

Type B

\$ 165.00 + \$ 3.25 per employee

Includes: Services and Vending Operations. Note: Independent contractors secondary to another service business located at the same address pay a discounted base fee of \$100.65. (Ref Municipal Code 3.80.243)

Type C

\$ 185.00 + \$ 4.00 per employee

Includes: Retailing, Recreation & Entertainment

Type D

\$ 548.00

Includes: Financial Institutions

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