



# CITY OF LONG BEACH

DEPARTMENT OF PUBLIC WORKS

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October 2, 2012

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

RECOMMENDATION:

Receive supporting documentation into the record, conclude the hearing, adopt the Resolution confirming the Bixby Knolls Business Improvement Area Annual Report, continuing the levy of assessment for the period of October 1, 2012 through September 30, 2013; and authorize the City Manager to extend the agreement with the Bixby Knolls Business Improvement Association for one year. (Districts 7 and 8)

DISCUSSION

The Bixby Knolls Business Improvement Association (BK BIA) 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 (BKP BIA). The City contracts with the BK BIA annually using assessment revenue collected from BKP BIA members to govern the assessment to be collected and the activities to be funded by the assessment.

On July 26, 2012, the BKP BIA Advisory Commission voted to recommend to the City Council approval of the BKP BIA Assessment Report (Assessment Report). The Assessment Report describes the boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment (attached).

To continue the assessment levy, State law requires that a public hearing be held on the proposed program and assessment. At its meeting of September 4, 2012, City Council reviewed the Assessment Report and set the hearing date for October 2, 2012.

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 BKP BIA Advisory Commission proposes the following:

- Continue the current year assessment at the following rates:

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

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

<u>Type C</u>	\$ 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 hearing notice and copy of RES-12-008 was published in local media. The attached resolution concludes the hearing and approves the Assessment Report and levy for the period October 1, 2012 through September 30, 2013.

On September 10, 2002, the City and BKBIA executed an Agreement for Funding setting forth the duties and delegations of the parties. This agreement is automatically extended on a year-by-year basis upon approval of the annual Assessment Report and related levy of assessments by City Council.

This matter was reviewed by Assistant City Attorney Charles Parkin on September 5, 2012, and by Budget Management Officer Victoria Bell on September 11, 2012.

#### TIMING CONSIDERATIONS

The BKBIA contract year begins October 1, 2012. City Council action is requested on October 2, 2012, to allow purchase order and contract modifications to be completed so that Fiscal Year 2013 (FY 13) assessment transfers may be made as required by the Agreement for Funding with the BKBIA.

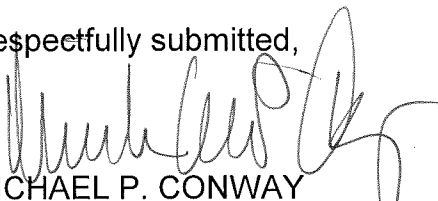
#### FISCAL IMPACT

It is estimated that the BKPBIA will generate \$130,250 in FY 13 through the proposed continuation of the existing assessment. Assessment funds are collected through additional fees attached to BKPBIA business licenses and passed directly through to the Bixby Knolls Business Association for implementation of annual programs. Sufficient funds are included in the FY 13 budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Public Works (PW); there is no impact to the General Fund and no local job impact associated with the recommendation. Approval of this recommendation will provide continued support to the local economy.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



MICHAEL P. CONWAY  
DIRECTOR OF PUBLIC WORKS

APPROVED:



PATRICK H. WEST  
CITY MANAGER

MPC:VSG:jsf  
10.02.12 FY 2013 BKPBA Pub Hrng v1

Attachments: Bixby Knolls Business Improvement Association Annual Report  
Resolution Confirming the Annual Report and Levy of Assessment

2012 - 2013 Report  
to The City of Long Beach  
Including the Work Plan & Budget for  
October 2012 - September 2013

**Presented by the**  
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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, 2012 - September 30, 2013.

## ASSESSMENT FORMULA

### Type A

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\$135.00 + \$ 2.50 per employee

*Includes:* Contractors  
Insurance  
Manufacturing  
Professions  
Wholesale  
Unique Businesses

### Type B

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\$ 165.00 + \$ 3.25 per employee

*Includes:* Services  
Vending Operations

### Type C

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\$ 185.00 + \$ 4.00 per employee

*Includes:* Retailing  
Recreation & Entertainment

### Type D

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\$ 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

The Mission Statement of the Association reads: "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 BKBIA has continued to balance multiple projects, events, programs, maintained the drive and efforts to follow its mission statement and create a more active, vibrant, and successful business district for its members and adjacent community. Maintaining the current momentum for the district with media coverage and community engagement has been a top priority all year. With the Redevelopment Agency now gone we are faced with the challenge of continuing to make the positive impacts to the district (and community) with the possibility of losing the necessary resources. We continued (and continue) with our façade improvements, landscaping, lighting, signage, clean and safe program, and monthly events.

The BKBIA continues to stress the importance of connecting the residential customer base to the business corridor through consistent low-cost monthly events and programs such as the *Strollers*, *Literary Society*, *First Fridays*, *Happy Hours*, *Supper Club*, *Concerts in the Park(ing Lot)*, and the new *Kidical Mass* that activate the local community.

The 7<sup>th</sup> Annual Dragster Expo and Car Show had another successful year. With the appearances of Tom "The Mongoose" McEwen and Don "The Snake" Prudhomme our tribute to Lions Drag Strip makes our event a most unique event of this kind. In addition, the BMX exhibition, pin strippers art exhibit at Expo, 16 vintage top-fuel dragsters, and nearly 250 show cars, and a beer tasting festival, the show again drew great attendance throughout the day. Brainstorming sessions have begun for the 8<sup>th</sup> Annual event to continue to raise the bar and continue to make the event bigger and better.

The BKBIA also relied heavily on its social media network to broaden its promotional and informational outreach. Facebook posts and connections have resulted in the growth and awareness of district improvements and events. The launch of Kidical Mass and continued growth of First Fridays can be attributed to Facebook and Twitter as word of mouth spreads and people are posting their comments about the events. Bixby Knolls received front page coverage of the *Los Angeles Times* three times in three months due in large part to the buzz created by our social network. These social media outlets were used as the primary source of promotion in lieu of print advertising. Limiting our print advertising was also a large cost savings for the BKBIA annual budget.

The focus of 2012-2013 will be to maintain the drive and energy of the current monthly events, streetscape improvements per the Bixby Knolls Work Plan, engage both business- and property-owners and begin recruiting efforts to fill vacant store fronts and office spaces. We are at all times considering what "the next big thing" will be to benefit the district. At the time of this writing, the status of our contract for RDA funding is still uncertain although the contract is included as an enforceable obligation

that was submitted to the Oversight Committee and Department of Finance for consideration. The BKBIA will be hard pressed to maintain its current momentum without its annual funds from RDA. These funds have been the critical tool for making great strides for the district.

## **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.

### **Monthly Community Happy Hours**

Community Happy Hours (mixers) provide an opportunity for both BIA members and the local community to network, meet their Board of Directors, express concerns, share ideas and get to know each other. Attendance has grown and these mixers are a popular monthly event to showcase the hosting business to the community and among other BKBIA members. Each month includes something unique as a draw to the event, whether it is live music, a grand opening of a new business, or a guest speaker. The Happy Hours continue to be booked out months in advance.

### **Monthly E-Newsletters & Notices**

The monthly e-newsletters are not only a cost savings, but an effective way to reach its members and the community at large. The content and scope of **Banter** remains current and relevant with updates from the 8<sup>th</sup> District Council Office, "best practices" for small businesses, information from the SBDC, code enforcement issues, seminars, latest news on improvements to the district, local interest stories and our monthly program list.

The **Bixby Buzz** e-newsletter continues to serve as a conduit to inform BKBIA members and community members of local events and to promote Bixby Knolls as an active, engaging district. Event listings are a mix of BKBIA events, member events, sales, and news, and community events to again connect the business and residential communities together.

Other email alerts updates are sent randomly throughout the month to increase communication from the BKBIA to its members. A series of e-notices about the grand openings, happy hours, our COBA customer service survey, or information from LBPD are sent regularly. **Postcards and direct mail pieces** are mailed monthly or as needed to the membership to provide additional resources or information.

We are planning to send another "**Rediscover Bixby Knolls**" flyer and postcard insert to 12,000 homes in the area this fall. This marketing piece is designed to show in summary all the many neighborhood events and programs, BK Work Plan project improvements, events at the Expo building, list of new businesses, and fun facts about our district.

## Promotion of the Business District

### Media

The BKBIA continued to remain in the media with increased visibility in the local press with both features and briefs appearing in several local media outlets including *The Signal Tribune*, *Long Beach Business Journal*, *Uptown Gazette*, *Long Beach Press-Telegram*, *Long Beach Magazine*, *City Beat*, and online resources such as LBReport.com, LBPost.com, 562CityLife.com, everythinglongbeach.com, and LimelightLB.com. Bixby Knolls was featured in the *Los Angeles Times* three times this year which was a big coup for the district and many businesses reported increased traffic as a direct result of these articles.

### Social Media

The BKBIA remains very active daily within social media networks. Facebook & Twitter accounts are used to announce events and programs and directly connect with people and organizations from all over the city (and beyond). The increase in attendance to events such as First Fridays and Kidical Mass can be definitely be attributed to these accounts. The Facebook account has over 1800 "friends" who have the links and event messages sent directly to them. In addition, there is a lot of "chatter" about the BKBIA via Twitter with constant updates. The power of social media was proven when we had one week to put together our "Rock Party" for Levitated Mass in March. We notified Long Beach residents (and beyond) about the party plans through our Facebook posts and networking with LACMA for the event and the event drew thousands to Atlantic Avenue.

### Community Events

The BKBIA remains consistent with its programs and events to connect its members to the local community. New friendships and greater connectivity among the neighborhoods have been the direct result of the consistency of our efforts.

The **Bixby Knolls Strollers** walking club was created so neighbors and BIA members could meet and greet every Saturday morning as a way to socialize together. The weekly routes tour the business districts and neighborhoods as a way to re-acquaint the community with each other. The Strollers are now hosted by the local Coffee Bean & Tea Leaf. Now 4 ½ years into it, the Strollers continue to have roughly 40 people each week coming out to tour the corridors and neighborhoods. This is also a weekly opportunity to share all the latest news and projects with the group.

The **Bixby Knolls Supper Club** is making its third round of visits to the local restaurants and the business owners are thrilled to have the BKBIA return with its regulars. It is a simple concept of supporting the local restaurants by filling them up on a Monday night which is typically a slow night. The response continues to be enthusiastic and some restaurants need to be host for two nights rather than one. There is no cost to the BKBIA. An email is sent out to our list and within 4 hours the reservations get filled up.

The **Bixby Knolls Literary Society** monthly book club is now in its 54<sup>th</sup> book discussion of the greatest American literature of the last century (with some contemporary selections as well). The group has



expanded its draw beyond the Bixby Knolls area as some members come as far as the South Bay to attend the meetings at the Expo building and Elise's Tea Room. The BKBIA purchases the refreshments from local businesses such as Alsace Lorraine Bakery, It's a Grind Coffeehouse, or Coffee Bean & Tea Leaf. We were fortunate to have author Ivan Houston speak to the group about his book "*Black Warriors: Buffalo Soldiers of WWI*" making for a very special night in Bixby Knolls.

**First Fridays Art Walk** is THE marquee event in Bixby Knolls. It continues to not only grow in attendance each month but truly serves as the major economic driver for the district. The use of art and music of all types has truly been a catalyst to create the foot traffic along Atlantic Avenue that does not exist the rest of the month. The businesses use the event as a monthly showcase or open house. Even businesses outside of our pedestrian zone on Atlantic or on Long Beach Boulevard often come and set up a table or distribute information promoting their business to the crowds. We continue to partner with council offices (Councilmember Johnson's "First Books at First Fridays" at the Dana Branch Library) and allow Bixby Knolls area non-profits, schools, and neighborhood associations to participate as well. A typical First Friday includes artists and art work of all types, live music, strolling minstrels and fun characters that transform the corridor to a bustling urban shopping and dining zone. Word-of-mouth advertising has also helped to make this a special event with a city-wide draw. We continue to hear about the successes that result in First Fridays from the business owners. It has become an event that the businesses count on each month for increased sales and exposure and the community now calendars it for a fun night out on the corridor.

With the Long Beach Municipal Band's budget being cut and performance schedule being shortened, we have created our own music series called **Concerts in the Park(ing Lot)**. We can involve our businesses similarly to a Supper Club event by using a parking lot from one business and having one of the restaurants be the food source for attendee dinners. We have now held two of these events in the parking lot of Alex Automotive with Dave's Burgers being the locale for people to order their dinners. One more concert is scheduled this month for the parking lot of Turner Chiropractic and Baja Sonora will have food for sale. The set up is just like a concert Los Cerritos Park with live music and people providing their own chairs and tables. We may add a third concert to the series next summer.

The BKBIA has partnered with and supported the **clean-up team** from the California Heights neighborhood called **Cal Heights Clean Streets**. Every Thursday morning a group of volunteers pick up trash from a different corridor in Bixby Knolls and California Heights. The BKBIA supplements the clean-up efforts by watering and trimming trees, pulling weeds, or conducting a trash pick-up on our own so there is a combined effort to keep the district clean and tidy.

To address the aesthetic needs and improvements for Long Beach Boulevard, we send our **BKBIA Clean Team** out along the corridor each week to remove trash, graffiti, weeds, or report any code enforcement issues. Our new banners are also up on the light poles with many showing the "Professional Services" image to promote these available services. We have also included properties on the boulevard in our façade improvement program and have recently painted, landscaped, and fixed lights on three properties. The professional service members reap the benefit of a clean and safe district to attract and retain their clients.

In May, the BKBIA launched a new monthly program called **Kidical Mass**. The event is a play on words for the often Critical Mass national bike movement where bikes block traffic to create awareness for cycling. Kidical Mass is also a national movement to promote the benefits of cycling to kids and teaches bike safety tips while promoting the health benefits. The first ride attracted over 300 kids in addition to parents who went on the neighborhood ride ending at Georgie's Place on Atlantic for complimentary ice cream. We also included FreeSpirit Yoga and The Workshop (bike shop) in the event to have other businesses involved. We are promoting the city's bike agenda and Bixby Knolls as a bike friendly business district and again connecting the community to our local businesses. Long Beach Bike Ambassador Tony Cruz leads the rides each month and provides bike safety tips for the attendees. Sponsors for the rides include The Workshop, Water Replenishment District, Sierra Club, and the 7<sup>th</sup> & 8<sup>th</sup> district council offices.

On July 14<sup>th</sup> the 7<sup>th</sup> **Annual Dragster Expo and Car Show** revved up again in full force with 16 vintage dragsters firing up their engines during two "cacklefests" while 250 classic cars and boats were on display. Adding the appearances from the "Legends of Lions" each year attracts large crowds and makes our event the largest nostalgic event of its type that pays tribute to the heyday of Lions Drag Strip. The event was also filled with food vendors, music, a beer garden, a BMX exhibition, a video game truck, and roller derby girls. The goal is to keep the event fresh each year. BKBIA members are invited to participate as a vendor and we had another good response this year. In addition, the businesses along Atlantic within and outside the street closure also stayed open later and were part of the event. Special thanks goes to former Councilwoman Rae Gabelich for raising all of the necessary sponsorship needed to fund the event.

## **Business District Improvement and Safety**

### **Bixby Knolls Work Plan Projects**

Our "to do" list continues to be dictated by the HyettPalma report and the funds from redevelopment has allowed us to carry out the projects to make the physical changes to the district plus keep Clean & Safe and First Fridays in full swing. We are continuing with our plans cautiously after the dismantling of RDA but while our contract is currently being honored. Without these funds the momentum of the last 3 years (in particular) will grind to a halt. We set out to complete at least 15 projects in January having been told our funding would end on February 1. It appears that our contract has passed muster for now with the Oversight Committee and we will proceed as planned until told otherwise. The funds provided by the Redevelopment Agency not only takes the pressure off of the assessment budget for the association, but allows the BKBIA to make continued significant improvements (large and small scale) to the district at an increased pace. Façade improvements, new signage and lighting, landscape projects, banners, clean-up programs, and miscellaneous special events all help with the revitalization of the district.

### **Streetscape Maintenance and Improvement**

The BKBIA partnered with local Camp Fire USA for another tree planting project on Atlantic Avenue between 45<sup>th</sup> Street and 45<sup>th</sup> Way. In addition, we have worked closely with property owners on both corridors to repair or replace irrigation and landscaping for the beautification of the corridors. All of the small projects add up over time for one big impact.

The **Expo Arts Center** at 4321 Atlantic continues to be the hub for arts and community events. The space has evolved with the Gallery Expo, Jones Gallery, The Kids Theater Company, Straight Up Theater, and Held2Gether comedy group holding rehearsals, classes, and live theater productions. For the second summer the Art Exchange held its art camps in the building. Local non-profits, Council offices, theater groups, and other organizations have been able to use the space while contributing to the building with rent, supplies for the building, and “sweat equity” programs like patching and painting different rooms in the building. First Fridays bring large crowds for the monthly showcase of the space. Footnote: Programming was reduced this year as we have been going through the process to receive an Administrative Use Permit for the building but the building remains active and maintained.

We continue to promote walking and cycling in Bixby Knolls as a “**bike-friendly business district.**” Many businesses have signed up to participate in the Bike Saturdays program where discounts are offered as an incentive to customers who ride their bikes instead of drive to the business. Additional bike racks have been installed in front of many businesses to accommodate people riding to shop. We have two bikes shops that call Bixby Knolls home that service the full spectrum of the cycling community.

## **Maintaining the Common Areas**

Keeping the common areas clean and safe remains a priority for the BKBIA. We contracted with the Queenstar company to remove trash and graffiti as well as watering trees and landscaping 2-3 times a week. In addition, a landscaping firm has been retained to water, plant, and maintain all new landscaping projects in the district. The BKBIA has the ongoing support of Cal Heights Clean Streets to add a day of additional trash removal to the corridors. Twice a month we remove the small graffiti tags on poles (especially before First Fridays) to supplement the efforts of the city’s graffiti removal team.

### **Safety**

The BKBIA continues to maintain a close relationship with the North Long Beach Police Division, meeting monthly for security updates. The BKBIA 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 provides safety tips from the police department to its members and the community via the Banter e-newsletter. One of our Work Plan projects this year has been to fix or replace all the lighting in front of the businesses in the pedestrian zone. Some bulbs in the overhangs have been burned out for over a decade so we have gone door to door to engage the business or property owner to help repair lights and keep the corridor much more safe and attractive. We patrol the district weekly to report to our contractor dark areas that may need lights replaced or repaired in an effort to keep the entire district lit up at night.

### **Council of Business Associations (COBA)**

The BKBIA continues to meet monthly with representatives from other BIDs and business alliances. There is a positive exchange of information and ideas to better help each other and individual districts. All members share the same issues, whether large or small. The group has begun to address specific issues within the city and is examining ways to help make Long Beach a truly business-friendly city. The COBA customer service survey has gone out to all BIDs and their contacts. The mayor’s office and

Chamber of Commerce has also shared the online link. The feedback will provide talking points with city management on how to implement necessary changes to better improve customer service and foster an environment conducive to new or expanding businesses. We hope to have a report summary by November to share with the city manager and discuss the feedback.

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

The BKBIA will continue its outreach to property owners and brokers to work together on furthering the goals and visions of the BKBIA. We continue our “door to door” method of engaging one property owner at a time. But more so, our continued marketing and promotion of our events and the district as a whole as a great place to open a business is the most effective approach to raise awareness and gain attention for our part of the city. It is a very organic and grass roots approach to business recruitment. It is a longer-term approach and since our staff and resources are so limited it is the best approach under the circumstances.

### **New Businesses**

We have had a significant increase of new businesses (both retail and service) opening up over the last year. A total of 75 new businesses are now calling Bixby Knolls home. The best story of the year is the increase of retail on Long Beach Boulevard. Businesses near Carson and LB Blvd have already collaborated to host a “New Shops on the Block” event and have future block parties planned. To have the businesses organize themselves for events and promotions shows that the district has come a long way over the last five years.

### **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 BKBIA is working on several fronts simultaneously, to encourage consumers locally and regionally to experience Bixby Knolls. This includes new and frequent events to connect the community to the business district, increasing print advertising in new outlets, reaching out to a variety of businesses in our area to get their participation in activities/events, and building upon and creating new partnerships with BKBIA members and city agencies. Special events have played a critical part in developing positive recognition for our district, and helps draw out the local residents. We are now focusing on drawing attendees from beyond our neighborhood to support the events (and businesses). Kidical Mass and First Fridays both have attendees from all over town. Continuing to use the HyettPalma recommendations as the “road map,” the BKBIA can implement multiple projects immediately to additionally enhance the attractiveness of the district for its membership.

The BKBIA continues to move forward but keeps a watchful eye on the local and state issues regarding the redevelopment dollars. Bixby Knolls can continue to be an area of economic growth and health if funding remains unchanged.

## **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 a 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 2012-13 are as follows:

- Continue to implement the recommendations of the Bixby Knolls Work Plan as articulated by the HyettPalma Study, to continue to improve the aesthetics of the BKBIA common areas with painting programs, façade improvements, tree-planting and landscape programs, street banners, art window displays, and street clean-up programs.
- Continue to connect the local communities (customer base) to the retail and businesses corridors through newsletters and other communications and effective events.
- Ensure that the surrounding communities know about Bixby Knolls' businesses, events and the BKBIA through effective use of existing media from print, social media, networking, and various e-newsletters and publications.
- Increase the reach and scope of the Bixby Knolls area not only to consumers, but to retailers and commercial brokers via events, advertising, press releases, and community outreach partnerships.
- 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 BKBIA members, work to retain and strengthen existing businesses and attract new businesses to Bixby Knolls.
- 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.

## 2012 - 2013 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 effective sponsored activities/fund-raisers to promote the area.
  - Continue to grow and promote First Fridays and engaging more participation from local businesses.
  - Continue to program and expand the Expo building arts & cultural events
  - Maintaining current monthly events such as: Strollers, Literary Society, Happy Hours, Supper Club, Kidical Mass, Concerts in the Park(ing Lot), Cash Mobs, and create new ones
  - July – Dragster Expo and Car Show
  - December – First Fridays Holiday Celebration & Holiday Bazaar
  - Promote and support events hosted by BKBIA members
- Promote and network events and programs through social media outlets such as Facebook and Twitter
- Develop additional events to increase awareness of the district and benefit the local businesses. (including: food, clothing, and blood drives; Clean-Up days; Grand Openings & anniversary celebrations; photo contests; block parties and sales)
- Publish and distribute the “In the Know’l’s” newsletter that includes all of the latest projects, events, resources, and big picture plans for district improvements.
- Increase subscriptions to the opt-in e-newsletters, *Bixby Banter* & *Bixby Buzz*, and develop its marketing potential to promote of Bixby Knolls and its retail and dining opportunities.
- Create greater media coverage of all BKBIA events and programs beyond local media; pursue regional and national media outlets.

### **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.*

- Continue to implement the recommendations of the HyettPalma report and BK Work Plan for new landscaping projects to beautify the entrances and corridors of Bixby Knolls
- Continue the litter and weed abatement program to maintain the attractiveness of the area
- Schedule regular Bixby Knolls Clean-Up Days throughout the year and partner with Cal Heights Clean Streets for regular maintenance to the district.
- Inspect common areas and address unsightly conditions along the corridors. Remove graffiti, trim trees and bushes, and plant new landscaping as appropriate.
- Monitor appearance and request cooperation for maintaining store fronts and vacant lots.
- Continue the partnerships and projects with the 7<sup>th</sup> & 8<sup>th</sup> district council offices, LBPD, Code Enforcement, and Public Works

### **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.
- Provide relevant security and safety information and resources for BIA members on BIA website and direct mailings.
- Monitor City code violations and work with business and property owners to mitigate the violations.
- Document and report incidents of graffiti or other vandalism to code enforcement and LBPD. Continue efforts for BKBIA staff to remove graffiti monthly.
- Implement a second security camera programs in a critical area along the corridor.

### **Member Relations Committee**

*The purpose of the Member Relations Committee is to make the BKBLA more accessible to members; boost members' awareness of the BKBLA 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.*

- Continue the "walk and talk" program by personally visiting every business, door to door, along both corridors to gather feedback, share pertinent information and resources for businesses, and put a face with the association name for all members. Implement follow-up phone calls to membership.
- Continue to organize monthly "community happy hours" with guest speakers and the Annual Meeting. Encourage new businesses to participate in First Fridays, host a happy hour for networking opportunities, and to participate in the BKBLA's "special project" including façade painting, new lighting, and signage replacements.
- 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, press releases and promotion to the community and media via newsletters and direct mailings.
- Continue to work closely with city management, department heads and staff and the 7<sup>th</sup> and 8<sup>th</sup> District City Council Offices.
- Assist businesses with any city issues including permitting, licensing, inspection, signage, code or enforcement.



October 1, 2012 – September 30, 2013  
Bixby Knolls Business Improvement Association Budget

**Revenue**

Assessment Income	130,250
Voluntary Dues	1,000
2013 DECS Revenue	70,000
RDA Funds	<u>200,000</u>

**Total Revenue** **\$**  
**401,249**

**Expenses**

Administration	36,232
Salaries/Benefits	85,678
On-Going Promotions	9,900
2013 DECS Expenses	65,000
Special Programs	4,440
RDA Expenditures	<u>200,000</u>

**Total Expenses** **\$**  
**401,249**

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 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

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, 2012 through September 30,  
2013 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 2, 2012 at 5:00 p.m., the City Council conducted a  
public hearing relating to that Report in accordance with its Resolution of Intention No.  
RES-12-0083, adopted September 4, 2012, 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;

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

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

1                   Section 1.    A public hearing having been conducted on October 2, 2012  
2 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be  
3 heard, the City Council hereby confirms the Report of the Bixby Knolls Parking and  
4 Business Improvement Area Advisory Board, previously filed and approved by Resolution  
5 No. RES-12-0083, adopted September 4, 2012, as originally filed, and declares that this  
6 resolution shall constitute the levy of the Assessment referred to in the Report for  
7 October 1, 2012 through September 30, 2013, as more specifically set forth in Exhibit  
8 "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 \_\_\_\_\_, 2012, by the  
13 following vote:

14	Ayes:	Councilmembers:	_____
15			_____
16			_____
17			_____
18	Noes:	Councilmembers:	_____
19			_____
20	Absent:	Councilmembers:	_____
21			_____
22			_____
23			_____
24			_____
25			_____
26			_____
27			_____
28			_____

City Clerk

2012 - 2013 Report  
to The City of Long Beach  
Including the Work Plan & Budget for  
October 2012 - September 2013

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

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Website [www.bixbyknollsinfo.com](http://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, 2012 - September 30, 2013.

**ASSESSMENT FORMULA**

**Type A**

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\$135.00 + \$ 2.50 per employee

*Includes:* Contractors  
Insurance  
Manufacturing  
Professions  
Wholesale  
Unique Businesses

**Type B**

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\$ 165.00 + \$ 3.25 per employee

*Includes:* Services  
Vending Operations

**Type C**

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\$ 185.00 + \$ 4.00 per employee

*Includes:* Retailing  
Recreation & Entertainment

**Type D**

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\$ 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

The Mission Statement of the Association reads: "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 BKBIA has continued to balance multiple projects, events, programs, maintained the drive and efforts to follow its mission statement and create a more active, vibrant, and successful business district for its members and adjacent community. Maintaining the current momentum for the district with media coverage and community engagement has been a top priority all year. With the Redevelopment Agency now gone we are faced with the challenge of continuing to make the positive impacts to the district (and community) with the possibility of losing the necessary resources. We continued (and continue) with our façade improvements, landscaping, lighting, signage, clean and safe program, and monthly events.

The BKBIA continues to stress the importance of connecting the residential customer base to the business corridor through consistent low-cost monthly events and programs such as the *Strollers*, *Literary Society*, *First Fridays*, *Happy Hours*, *Supper Club*, *Concerts in the Park(ing Lot)*, and the new *Kidical Mass* that activate the local community.

The 7<sup>th</sup> Annual Dragster Expo and Car Show had another successful year. With the appearances of Tom "The Mongoose" McEwen and Don "The Snake" Prudhomme our tribute to Lions Drag Strip makes our event a most unique event of this kind. In addition, the BMX exhibition, pin strippers art exhibit at Expo, 16 vintage top-fuel dragsters, and nearly 250 show cars, and a beer tasting festival, the show again drew great attendance throughout the day. Brainstorming sessions have begun for the 8<sup>th</sup> Annual event to continue to raise the bar and continue to make the event bigger and better.

The BKBIA also relied heavily on its social media network to broaden its promotional and informational outreach. Facebook posts and connections have resulted in the growth and awareness of district improvements and events. The launch of Kidical Mass and continued growth of First Fridays can be attributed to Facebook and Twitter as word of mouth spreads and people are posting their comments about the events. Bixby Knolls received front page coverage of the *Los Angeles Times* three times in three months due in large part to the buzz created by our social network. These social media outlets were used as the primary source of promotion in lieu of print advertising. Limiting our print advertising was also a large cost savings for the BKBIA annual budget.

The focus of 2012-2013 will be to maintain the drive and energy of the current monthly events, streetscape improvements per the Bixby Knolls Work Plan, engage both business- and property-owners and begin recruiting efforts to fill vacant store fronts and office spaces. We are at all times considering what "the next big thing" will be to benefit the district. At the time of this writing, the status of our contract for RDA funding is still uncertain although the contract is included as an enforceable obligation

that was submitted to the Oversight Committee and Department of Finance for consideration. The BKBIA will be hard pressed to maintain its current momentum without its annual funds from RDA. These funds have been the critical tool for making great strides for the district.

## **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.

### **Monthly Community Happy Hours**

Community Happy Hours (mixers) provide an opportunity for both BIA members and the local community to network, meet their Board of Directors, express concerns, share ideas and get to know each other. Attendance has grown and these mixers are a popular monthly event to showcase the hosting business to the community and among other BKBIA members. Each month includes something unique as a draw to the event, whether it is live music, a grand opening of a new business, or a guest speaker. The Happy Hours continue to be booked out months in advance.

### **Monthly E-Newsletters & Notices**

The monthly e-newsletters are not only a cost savings, but an effective way to reach its members and the community at large. The content and scope of **Banter** remains current and relevant with updates from the 8<sup>th</sup> District Council Office, "best practices" for small businesses, information from the SBDC, code enforcement issues, seminars, latest news on improvements to the district, local interest stories and our monthly program list.

The **Bixby Buzz** e-newsletter continues to serve as a conduit to inform BKBIA members and community members of local events and to promote Bixby Knolls as an active, engaging district. Event listings are a mix of BKBIA events, member events, sales, and news, and community events to again connect the business and residential communities together.

Other email alerts updates are sent randomly throughout the month to increase communication from the BKBIA to its members. A series of e-notices about the grand openings, happy hours, our COBA customer service survey, or information from LBPD are sent regularly. **Postcards and direct mail pieces** are mailed monthly or as needed to the membership to provide additional resources or information.

We are planning to send another "**Rediscover Bixby Knolls**" flyer and postcard insert to 12,000 homes in the area this fall. This marketing piece is designed to show in summary all the many neighborhood events and programs, BK Work Plan project improvements, events at the Expo building, list of new businesses, and fun facts about our district.

## Promotion of the Business District

### Media

The BKBIA continued to remain in the media with increased visibility in the local press with both features and briefs appearing in several local media outlets including *The Signal Tribune*, *Long Beach Business Journal*, *Uptown Gazette*, *Long Beach Press-Telegram*, *Long Beach Magazine*, *City Beat*, and online resources such as *LBReport.com*, *LBPost.com*, *562CityLife.com*, *everythinglongbeach.com*, and *LimelightLB.com*. Bixby Knolls was featured in the *Los Angeles Times* three times this year which was a big coup for the district and many businesses reported increased traffic as a direct result of these articles.

### Social Media

The BKBIA remains very active daily within social media networks. Facebook & Twitter accounts are used to announce events and programs and directly connect with people and organizations from all over the city (and beyond). The increase in attendance to events such as First Fridays and Kidical Mass can be definitely be attributed to these accounts. The Facebook account has over 1800 “friends” who have the links and event messages sent directly to them. In addition, there is a lot of “chatter” about the BKBIA via Twitter with constant updates. The power of social media was proven when we had one week to put together our “Rock Party” for Levitated Mass in March. We notified Long Beach residents (and beyond) about the party plans through our Facebook posts and networking with LACMA for the event and the event drew thousands to Atlantic Avenue.

### Community Events

The BKBIA remains consistent with its programs and events to connect its members to the local community. New friendships and greater connectivity among the neighborhoods have been the direct result of the consistency of our efforts.

The **Bixby Knolls Strollers** walking club was created so neighbors and BIA members could meet and greet every Saturday morning as a way to socialize together. The weekly routes tour the business districts and neighborhoods as a way to re-acquaint the community with each other. The Strollers are now hosted by the local Coffee Bean & Tea Leaf. Now 4 ½ years into it, the Strollers continue to have roughly 40 people each week coming out to tour the corridors and neighborhoods. This is also a weekly opportunity to share all the latest news and projects with the group.

The **Bixby Knolls Supper Club** is making its third round of visits to the local restaurants and the business owners are thrilled to have the BKBIA return with its regulars. It is a simple concept of supporting the local restaurants by filling them up on a Monday night which is typically a slow night. The response continues to be enthusiastic and some restaurants need to be host for two nights rather than one. There is no cost to the BKBIA. An email is sent out to our list and within 4 hours the reservations get filled up.

The **Bixby Knolls Literary Society** monthly book club is now in its 54<sup>th</sup> book discussion of the greatest American literature of the last century (with some contemporary selections as well). The group has



expanded its draw beyond the Bixby Knolls area as some members come as far as the South Bay to attend the meetings at the Expo building and Elise's Tea Room. The BKBIA purchases the refreshments from local businesses such as Alsace Lorraine Bakery, It's a Grind Coffeehouse, or Coffee Bean & Tea Leaf. We were fortunate to have author Ivan Houston speak to the group about his book "*Black Warriors: Buffalo Soldiers of WWI*" making for a very special night in Bixby Knolls.

**First Fridays Art Walk** is THE marquee event in Bixby Knolls. It continues to not only grow in attendance each month but truly serves as the major economic driver for the district. The use of art and music of all types has truly been a catalyst to create the foot traffic along Atlantic Avenue that does not exist the rest of the month. The businesses use the event as a monthly showcase or open house. Even businesses outside of our pedestrian zone on Atlantic or on Long Beach Boulevard often come and set up a table or distribute information promoting their business to the crowds. We continue to partner with council offices (Councilmember Johnson's "First Books at First Fridays" at the Dana Branch Library) and allow Bixby Knolls area non-profits, schools, and neighborhood associations to participate as well. A typical First Friday includes artists and art work of all types, live music, strolling minstrels and fun characters that transform the corridor to a bustling urban shopping and dining zone. Word-of-mouth advertising has also helped to make this a special event with a city-wide draw. We continue to hear about the successes that result in First Fridays from the business owners. It has become an event that the businesses count on each month for increased sales and exposure and the community now calendars it for a fun night out on the corridor.

With the Long Beach Municipal Band's budget being cut and performance schedule being shortened, we have created our own music series called **Concerts in the Park(ing Lot)**. We can involve our businesses similarly to a Supper Club event by using a parking lot from one business and having one of the restaurants be the food source for attendee dinners. We have now held two of these events in the parking lot of Alex Automotive with Dave's Burgers being the locale for people to order their dinners. One more concert is scheduled this month for the parking lot of Turner Chiropractic and Baja Sonora will have food for sale. The set up is just like a concert Los Cerritos Park with live music and people providing their own chairs and tables. We may add a third concert to the series next summer.

The BKBIA has partnered with and supported the **clean-up team** from the California Heights neighborhood called **Cal Heights Clean Streets**. Every Thursday morning a group of volunteers pick up trash from a different corridor in Bixby Knolls and California Heights. The BKBIA supplements the clean-up efforts by watering and trimming trees, pulling weeds, or conducting a trash pick-up on our own so there is a combined effort to keep the district clean and tidy.

To address the aesthetic needs and improvements for Long Beach Boulevard, we send our **BKBIA Clean Team** out along the corridor each week to remove trash, graffiti, weeds, or report any code enforcement issues. Our new banners are also up on the light poles with many showing the "Professional Services" image to promote these available services. We have also included properties on the boulevard in our façade improvement program and have recently painted, landscaped, and fixed lights on three properties. The professional service members reap the benefit of a clean and safe district to attract and retain their clients.

In May, the BKBIA launched a new monthly program called **Kidical Mass**. The event is a play on words for the often Critical Mass national bike movement where bikes block traffic to create awareness for cycling. Kidical Mass is also a national movement to promote the benefits of cycling to kids and teaches bike safety tips while promoting the health benefits. The first ride attracted over 300 kids in addition to parents who went on the neighborhood ride ending at Georgie's Place on Atlantic for complimentary ice cream. We also included FreeSpirit Yoga and The Workshop (bike shop) in the event to have other businesses involved. We are promoting the city's bike agenda and Bixby Knolls as a bike friendly business district and again connecting the community to our local businesses. Long Beach Bike Ambassador Tony Cruz leads the rides each month and provides bike safety tips for the attendees. Sponsors for the rides include The Workshop, Water Replenishment District, Sierra Club, and the 7<sup>th</sup> & 8<sup>th</sup> district council offices.

On July 14<sup>th</sup> the 7<sup>th</sup> **Annual Dragster Expo and Car Show** revved up again in full force with 16 vintage dragsters firing up their engines during two "cacklefests" while 250 classic cars and boats were on display. Adding the appearances from the "Legends of Lions" each year attracts large crowds and makes our event the largest nostalgic event of its type that pays tribute to the heyday of Lions Drag Strip. The event was also filled with food vendors, music, a beer garden, a BMX exhibition, a video game truck, and roller derby girls. The goal is to keep the event fresh each year. BKBIA members are invited to participate as a vendor and we had another good response this year. In addition, the businesses along Atlantic within and outside the street closure also stayed open later and were part of the event. Special thanks goes to former Councilwoman Rae Gabelich for raising all of the necessary sponsorship needed to fund the event.

## **Business District Improvement and Safety**

### **Bixby Knolls Work Plan Projects**

Our "to do" list continues to be dictated by the HyettPalma report and the funds from redevelopment has allowed us to carry out the projects to make the physical changes to the district plus keep Clean & Safe and First Fridays in full swing. We are continuing with our plans cautiously after the dismantling of RDA but while our contract is currently being honored. Without these funds the momentum of the last 3 years (in particular) will grind to a halt. We set out to complete at least 15 projects in January having been told our funding would end on February 1. It appears that our contract has passed muster for now with the Oversight Committee and we will proceed as planned until told otherwise. The funds provided by the Redevelopment Agency not only takes the pressure off of the assessment budget for the association, but allows the BKBIA to make continued significant improvements (large and small scale) to the district at an increased pace. Façade improvements, new signage and lighting, landscape projects, banners, clean-up programs, and miscellaneous special events all help with the revitalization of the district.

### **Streetscape Maintenance and Improvement**

The BKBIA partnered with local Camp Fire USA for another tree planting project on Atlantic Avenue between 45<sup>th</sup> Street and 45<sup>th</sup> Way. In addition, we have worked closely with property owners on both corridors to repair or replace irrigation and landscaping for the beautification of the corridors. All of the small projects add up over time for one big impact.

The **Expo Arts Center** at 4321 Atlantic continues to be the hub for arts and community events. The space has evolved with the Gallery Expo, Jones Gallery, The Kids Theater Company, Straight Up Theater, and Held2Gether comedy group holding rehearsals, classes, and live theater productions. For the second summer the Art Exchange held its art camps in the building. Local non-profits, Council offices, theater groups, and other organizations have been able to use the space while contributing to the building with rent, supplies for the building, and “sweat equity” programs like patching and painting different rooms in the building. First Fridays bring large crowds for the monthly showcase of the space. Footnote: Programming was reduced this year as we have been going through the process to receive an Administrative Use Permit for the building but the building remains active and maintained.

We continue to promote walking and cycling in Bixby Knolls as a “**bike-friendly business district.**” Many businesses have signed up to participate in the Bike Saturdays program where discounts are offered as an incentive to customers who ride their bikes instead of drive to the business. Additional bike racks have been installed in front of many businesses to accommodate people riding to shop. We have two bikes shops that call Bixby Knolls home that service the full spectrum of the cycling community.

## **Maintaining the Common Areas**

Keeping the common areas clean and safe remains a priority for the BKBIA. We contracted with the Queenstar company to remove trash and graffiti as well as watering trees and landscaping 2-3 times a week. In addition, a landscaping firm has been retained to water, plant, and maintain all new landscaping projects in the district. The BKBIA has the ongoing support of Cal Heights Clean Streets to add a day of additional trash removal to the corridors. Twice a month we remove the small graffiti tags on poles (especially before First Fridays) to supplement the efforts of the city’s graffiti removal team.

### **Safety**

The BKBIA continues to maintain a close relationship with the North Long Beach Police Division, meeting monthly for security updates. The BKBIA 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 provides safety tips from the police department to its members and the community via the Banter e-newsletter. One of our Work Plan projects this year has been to fix or replace all the lighting in front of the businesses in the pedestrian zone. Some bulbs in the overhangs have been burned out for over a decade so we have gone door to door to engage the business or property owner to help repair lights and keep the corridor much more safe and attractive. We patrol the district weekly to report to our contractor dark areas that may need lights replaced or repaired in an effort to keep the entire district lit up at night.

### **Council of Business Associations (COBA)**

The BKBIA continues to meet monthly with representatives from other BIDs and business alliances. There is a positive exchange of information and ideas to better help each other and individual districts. All members share the same issues, whether large or small. The group has begun to address specific issues within the city and is examining ways to help make Long Beach a truly business-friendly city. The COBA customer service survey has gone out to all BIDs and their contacts. The mayor’s office and

Chamber of Commerce has also shared the online link. The feedback will provide talking points with city management on how to implement necessary changes to better improve customer service and foster an environment conducive to new or expanding businesses. We hope to have a report summary by November to share with the city manager and discuss the feedback.

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

The BKBIA will continue its outreach to property owners and brokers to work together on furthering the goals and visions of the BKBIA. We continue our “door to door” method of engaging one property owner at a time. But more so, our continued marketing and promotion of our events and the district as a whole as a great place to open a business is the most effective approach to raise awareness and gain attention for our part of the city. It is a very organic and grass roots approach to business recruitment. It is a longer-term approach and since our staff and resources are so limited it is the best approach under the circumstances.

### **New Businesses**

We have had a significant increase of new businesses (both retail and service) opening up over the last year. A total of 75 new businesses are now calling Bixby Knolls home. The best story of the year is the increase of retail on Long Beach Boulevard. Businesses near Carson and LB Blvd have already collaborated to host a “New Shops on the Block” event and have future block parties planned. To have the businesses organize themselves for events and promotions shows that the district has come a long way over the last five years.

### **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 BKBIA is working on several fronts simultaneously, to encourage consumers locally and regionally to experience Bixby Knolls. This includes new and frequent events to connect the community to the business district, increasing print advertising in new outlets, reaching out to a variety of businesses in our area to get their participation in activities/events, and building upon and creating new partnerships with BKBIA members and city agencies. Special events have played a critical part in developing positive recognition for our district, and helps draw out the local residents. We are now focusing on drawing attendees from beyond our neighborhood to support the events (and businesses). Kidical Mass and First Fridays both have attendees from all over town. Continuing to use the HyettPalma recommendations as the “road map,” the BKBIA can implement multiple projects immediately to additionally enhance the attractiveness of the district for its membership.

The BKBIA continues to move forward but keeps a watchful eye on the local and state issues regarding the redevelopment dollars. Bixby Knolls can continue to be an area of economic growth and health if funding remains unchanged.

## **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 a 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 2012-13 are as follows:

- Continue to implement the recommendations of the Bixby Knolls Work Plan as articulated by the HyettPalma Study, to continue to improve the aesthetics of the BKBIA common areas with painting programs, façade improvements, tree-planting and landscape programs, street banners, art window displays, and street clean-up programs.
- Continue to connect the local communities (customer base) to the retail and businesses corridors through newsletters and other communications and effective events.
- Ensure that the surrounding communities know about Bixby Knolls' businesses, events and the BKBIA through effective use of existing media from print, social media, networking, and various e-newsletters and publications.
- Increase the reach and scope of the Bixby Knolls area not only to consumers, but to retailers and commercial brokers via events, advertising, press releases, and community outreach partnerships.
- 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 BKBIA members, work to retain and strengthen existing businesses and attract new businesses to Bixby Knolls.
- 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.

## 2012 - 2013 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 effective sponsored activities/fund-raisers to promote the area.
  - Continue to grow and promote First Fridays and engaging more participation from local businesses.
  - Continue to program and expand the Expo building arts & cultural events
  - Maintaining current monthly events such as: Strollers, Literary Society, Happy Hours, Supper Club, Kidical Mass, Concerts in the Park(ing Lot), Cash Mobs, and create new ones
  - July – Dragster Expo and Car Show
  - December – First Fridays Holiday Celebration & Holiday Bazaar
  - Promote and support events hosted by BKBIA members
- Promote and network events and programs through social media outlets such as Facebook and Twitter
- Develop additional events to increase awareness of the district and benefit the local businesses. (including: food, clothing, and blood drives; Clean-Up days; Grand Openings & anniversary celebrations; photo contests; block parties and sales)
- Publish and distribute the “In the Know’l’s” newsletter that includes all of the latest projects, events, resources, and big picture plans for district improvements.
- Increase subscriptions to the opt-in e-newsletters, *Bixby Banter & Bixby Buzz*, and develop its marketing potential to promote of Bixby Knolls and its retail and dining opportunities.
- Create greater media coverage of all BKBIA events and programs beyond local media; pursue regional and national media outlets.

### **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.*

- Continue to implement the recommendations of the HyettPalma report and BK Work Plan for new landscaping projects to beautify the entrances and corridors of Bixby Knolls
- Continue the litter and weed abatement program to maintain the attractiveness of the area
- Schedule regular Bixby Knolls Clean-Up Days throughout the year and partner with Cal Heights Clean Streets for regular maintenance to the district.
- Inspect common areas and address unsightly conditions along the corridors. Remove graffiti, trim trees and bushes, and plant new landscaping as appropriate.
- Monitor appearance and request cooperation for maintaining store fronts and vacant lots.
- Continue the partnerships and projects with the 7<sup>th</sup> & 8<sup>th</sup> district council offices, LBPD, Code Enforcement, and Public Works

### **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.
- Provide relevant security and safety information and resources for BIA members on BIA website and direct mailings.
- Monitor City code violations and work with business and property owners to mitigate the violations.
- Document and report incidents of graffiti or other vandalism to code enforcement and LBPD. Continue efforts for BKBIA staff to remove graffiti monthly.
- Implement a second security camera programs in a critical area along the corridor.

### **Member Relations Committee**

*The purpose of the Member Relations Committee is to make the BKBIA more accessible to members; boost members' awareness of the BKBIA 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.*

- Continue the “walk and talk” program by personally visiting every business, door to door, along both corridors to gather feedback, share pertinent information and resources for businesses, and put a face with the association name for all members. Implement follow-up phone calls to membership.
- Continue to organize monthly “community happy hours” with guest speakers and the Annual Meeting. Encourage new businesses to participate in First Fridays, host a happy hour for networking opportunities, and to participate in the BKBIA’s “special project” including façade painting, new lighting, and signage replacements.
- 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, press releases and promotion to the community and media via newsletters and direct mailings.
- Continue to work closely with city management, department heads and staff and the 7<sup>th</sup> and 8<sup>th</sup> District City Council Offices.
- Assist businesses with any city issues including permitting, licensing, inspection, signage, code or enforcement.



October 1, 2012 – September 30, 2013  
Bixby Knolls Business Improvement Association Budget

**Revenue**

Assessment Income	130,250
Voluntary Dues	1,000
2013 DECS Revenue	70,000
RDA Funds	<u>200,000</u>

**Total Revenue** **\$**  
**401,249**

**Expenses**

Administration	36,232
Salaries/Benefits	85,678
On-Going Promotions	9,900
2013 DECS Expenses	65,000
Special Programs	4,440
RDA Expenditures	<u>200,000</u>

**Total Expenses** **\$**  
**401,249**