

City of Long Beach
Downtown Long Beach Property
and Business Improvement District
2005/06 Annual Report
September 2005

Prepared by
N|B|S

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**DOWNTOWN LONG BEACH ASSOCIATES
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PROPERTY AND BUSINESS IMPROVEMENT DISTRICT**

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Dan Baker, Second District

Frank Colonna, Third District

Patrick O'Donnell, Fourth District

Vice Mayor, Jackie Kell, Fifth District

Laura Richardson, Sixth District

Tonia Reyes Uranga, Seventh District

Rae Gabelich, Eight District

Val Lerch, Ninth District

CITY STAFF

Gerald R. "Jerry" Miller, City Manager

Michael A. Killebrew, Director of Financial Management

David Nakamoto, City Treasurer

Heather Mahood, Assistant City Attorney

Travis Brooks, Economic Development Specialist

DISTRICT STAFF

Kraig Kojian, President & CEO, Downtown Long Beach Associates

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1. DISTRICT BACKGROUND

On July 22, 2003, the City Council of the City of Long Beach ("City Council") established the Downtown Long Beach Property and Business Improvement District ("District"), pursuant to the provisions of the *Property and Business Improvement District Law of 1994* ("the Law") *Division 18 of the Streets and Highways Code, commencing with Section 36600*. The City Council determined that the businesses lying within the District boundaries receive special benefit from the improvements and services provided by the District. The City Council further ordered the levy and collection of assessments to pay for the improvements and services provided by the District.

The City Council appointed the Downtown Long Beach Associates (the "DLBA") to make recommendations to the City Council on: the expenditure of revenues derived from the levy of assessments; the classification of properties; and the method and basis of levying the assessments. The District budgets and policies are recommended to the City Council by the DLBA Board, composed of property and business owners located within the District.

This Annual Report is prepared pursuant to Section 36650 (a) of the Law and includes any proposed changes to the District boundaries, benefit zone boundaries, the basis and method of levying the assessments, and any changes to the classification of property.

The District will have a 10-year life beginning January 1, 2004. After five years, the DLBA will undertake a review of the plan and PBID programs.

Annual assessments are based upon an allocation of program costs and a calculation of linear frontage and lot plus building square footage. The District is separated into three benefit zones or service areas. Each benefit zone will receive different levels of service, benefit and assessment. Expenses for Image/Communications will be increased over the first three years from \$150,000 to \$300,000 and annual cost of living allowances of three percent are projected for Downtown Guide and Clean Teams during the first three years. Following year three, annual assessments may increase by annual changes in the Tri-County Consumer Price Index (CPI) for all urban consumers and/or other changes in program costs, not to exceed 5% (five percent) per year. Maximum assessment amounts are shown in Section 6.3 of this Report.

2. PROPOSED CHANGES TO THE DISTRICT

There are no proposed changes to the District boundaries, benefit zones, the basis and method of levying the assessments, or the classifications of property.

3. DESCRIPTION OF THE DISTRICT BOUNDARIES

3.1. General Description of the District Boundaries

The location of the District is approximately 75 blocks, an area bounded roughly by Seaside Way and Shoreline Drive on the south, Alamitos Avenue on the east, the Long Beach Freeway on the west and Broadway, 6th Street, 8th Street and 4th Street on the north. Within this area three benefit zones have been established that will receive different levels of service, benefit and assessment. Section 7 of this Report provides a diagram identifying the District and zone boundaries.

3.2. Detailed Description of the District Boundaries

Beginning at the southeast corner of 7th St. and Alamitos Ave. go south along the east property line of property facing on the east side of Alamitos Ave. to the intersection of Seaside Way and Alamitos/Shoreline Drive. Go west along Seaside Way following the south property line of property facing on the north side of Seaside Way to the intersection of Seaside and Pine Ave. Continue south along the east property line of property facing on the west side of Pine Ave. to the intersection of Pine Ave. and Shoreline Drive. Continue west along Shoreline Drive following the south property line of property facing on the south side of Shoreline Drive to the intersection of Shoreline Drive and Magnolia Ave. Continue south and east along Shoreline Drive following the south property line of property facing on the north side of Shoreline drive to the intersection of Shoreline Drive and Access Road. Continue north along Access Road following the west property line of property facing on the east side of Access Road to the intersection Access Road and Seaside Way. Continue west along Seaside Way following the south property line of property facing on the north side of Seaside Way to the intersection of Seaside Way and Magnolia Ave. Continue west and north along the south property line of property facing on the north side of Shoreline Drive to the intersection of Shoreline Drive and Ocean Ave. At the intersection turn east along the north property line of property facing on the south side of Ocean Blvd. to the intersection of Ocean Blvd. and Golden Ave., turn north along the west property line of property facing on the east side of Golden Ave. At the intersection of the north property line of property facing on the north side of Broadway turn east along the north property line of property facing on the north side of Broadway. At the west property line of property facing west on Pacific turn north following the west property line of property facing west on Pacific to 5th St. At 5th St. turn east across Pacific Ave. to the west property line of property facing on the east side of Pacific Ave. Continue north along Pacific Ave. following the west property line of property facing on the east side of Pacific Ave. to the intersection of Pacific Ave. and 6th St. At 6th St. turn east along the south property line of property facing on the north side of 6th St. to the west property line of property facing on the west side of Pine Ave. Turn north along the west property line of property facing on the west side of Pine Ave. to 8th St. Turn east on 8th St. following the north property line of property facing on the south side of 8th St. to the intersection of the west property line of property facing on the east side of Long Beach Blvd. Turn south on Long Beach Blvd. following the west property line of property facing on the east side of Long Beach Blvd. to the intersection of the north property line of property facing on the south side of 6th Ave. Turn east along the north property line of property facing on the south side of 6th Ave. to the intersection of Elm Ave. Turn south along the east property line of property facing on the west side of Elm Ave. to the intersection of Elm Ave. and 4th St. Turn east following the north property line of property facing on the north side of 4th St. to the intersection of the west property line of property facing on the west side of Alamitos Ave. Turn north following the west property line of property facing the west side of Alamitos to 7th St. Turn east following the north property line of property facing on the south side of 7th St. to the intersection of the east property line of property on the southeast corner of 7th St. and Alamitos Ave.

4. DESCRIPTION OF IMPROVEMENTS AND ACTIVITIES

4.1. Management Plan Summary

Developed by the commercial property owners in Downtown Long Beach, the Business Improvement District Plan improves and conveys special benefits to properties located within the District boundaries. The District provides enhanced safety, maintenance, image enhancement and advocacy programs, above and beyond those currently provided by the City.

4.2. Clean Team

Uniformed "Clean Teams" will provide enhanced maintenance services including sidewalk sweeping and litter removal, power washing and scrubbing of sidewalks, graffiti removal, and clean-up of unusual maintenance problems ranging from illegal dumping to stray shopping carts.

4.3. Downtown Guides

Uniformed "Downtown Guides" will provide Downtown ambassadorial services by assisting visitors and employees, supporting crime prevention efforts to reduce the incidence of nuisance crimes, and productively addressing the challenges associated with street populations. Deployment of guides will include foot patrols, bicycle patrols, escort and visitor services.

4.4. Image Enhancement

Image enhancement activities will aim to improve the overall business image of Downtown with the goal of attracting and retaining businesses, jobs and investment. Initiatives must be designated to provide collective benefits to businesses and property owners. While annual work programs and budgets will be developed in collaboration with targeted stakeholders and approved by the DLBA Board, programs will be selected from a variety of options that may include the following:

Destination Marketing programs that aim to position Downtown Long Beach as a consumer destination. Marketing programs must demonstrate collective benefits to business and property owners. Options include:

- Advertising, including branding and cooperative campaigns and increased placement and frequency in print media.
- Increased distribution and enhanced quality of publications, including the Downtown map and directory and activity guides.
- Improved and increased special event production.
- Public relations efforts to promote a positive image and overall experience.

Investor Marketing/Economic Development services to aid in efforts to attract new office tenants and retail businesses to Downtown and elevate Downtown's business profile in the regional market. Options include:

- Design and production of investor marketing packages to assist real estate brokers, developers and property owners in business recruitment efforts.
- Maintenance of a District database with local market and real estate information.
- Trouble-shooting and permitting liaison services to assist property and business owners to invest and operate in the District.

- Enhanced research and development of the www.downtownlongbeach.org website.
- Incentives and marketing activities targeted to regional real estate brokers.
- Increased business retention efforts to encourage existing businesses to grow.

Communications services to better inform business and property owners. Options include:

- Continued publication of a periodic newsletter.
- District ratepayer surveys to measure overall satisfaction with programs.
- Media relations activities to project a positive business image in local, regional and national media.

4.5. Special Projects

Special project funds support improvements that will improve the visual appearance of Downtown. These may include seasonal banners and decorations, public art, street furniture and amenities, feasibility analyses and plans for design and physical improvements, and other activities and improvements that visibly enhance the Downtown environment.

4.6. Advocacy, Administration and Reserve

Through the DLBA, the PBID supports a professional staff that delivers programs and advocates on behalf of the Downtown community. The PBID allows Downtown stakeholders to project a unified voice and elevate their influence in policies and issues that affect the central business district.

Funds are allocated to office and support services such as bookkeeping, office rent, insurance, office equipment and professional development and training for the staff and DLBA Board. A four percent operating reserve is also budgeted as a contingency for any payment delinquencies and/or unforeseen budget adjustments.

4.7. District Services by Zone

The following table provides a listing of district services provided to each benefit zone. The frequencies of each service may vary by benefit zone.

Activity	Benefit Zone		
	1: Basic Service Area	2: Standard Service Area	3: Premium Service Area
Clean Team	No	Yes	Yes
Sidewalk Sweeping	No	Yes	Yes
Sidewalk Washing	No	Yes	Yes
Sidewalk Scrubber	No	Yes	Yes
Graffiti Removal	No	Yes	Yes
Downtown Guides	No	Yes	Yes
Foot Patrols	No	No	Yes
Bicycle Patrols	No	Yes	Yes
Escort & Visitor Services	No	Yes	Yes
Image Enhancement	Yes	Yes	Yes
Economic Development Services	Yes	Yes	Yes
Destination Marketing Program	Yes	Yes	Yes
Advocacy	Yes	Yes	Yes
Special Projects	No	Yes	Yes

5. DISTRICT BUDGET

5.1. District Budget

The following page provides the proposed District budget for Fiscal Year 2005/06. In accordance with the District's PBID management plan, budgeted costs in the amount of \$1,756,886 will be recovered. Also in accordance with the management plan, reserve funds (4% of the anticipated revenue) will supplement any difference between the anticipated revenue and actual revenue collected throughout the course of the fiscal year.

See Section 8 for a detailed listing of assessments for Fiscal Year 2005/06.

DOWNTOWN LONG BEACH
PROPERTY-BASED BUSINESS IMPROVEMENT DISTRICT
Projected Ten Year Operating Budget (modified 5/12/03)

TEN YEAR OPERATING BUDGET

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>	<u>Year 6</u>	<u>Year 7</u>	<u>Year 8</u>	<u>Year 9</u>	<u>Year 10</u>
Downtown Guides	475,000	489,250	503,928	529,124	555,580	583,359	612,527	643,153	675,311	709,077
Clean Team	540,000	556,200	572,886	601,530	631,607	663,187	696,347	731,164	767,722	806,108
Image/Communications	150,000	225,000	300,000	315,000	330,750	347,288	364,652	382,884	402,029	422,130
Special Projects	100,000	100,000	100,000	105,000	110,250	115,763	121,551	127,628	134,010	140,710
Advocacy & Administration	187,500	200,000	212,500	223,125	234,281	245,995	258,295	271,210	284,770	299,009
Reserve	58,100	62,818	67,573	70,951	74,499	78,224	82,135	86,242	90,554	95,081
TOTAL	1,510,600	1,633,268	1,756,886	1,844,730	1,936,967	2,033,815	2,135,506	2,242,281	2,354,395	2,472,115

ESTIMATED MAXIMUM ASSESSMENTS

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>	<u>Year 6</u>	<u>Year 7</u>	<u>Year 8</u>	<u>Year 9</u>	<u>Year 10</u>
FRONTAGE										
Premium	13.0220	13.4127	13.8151	14.5058	15.2311	15.9927	16.7923	17.6319	18.5135	19.4392
Standard	7.5547	7.7813	8.0147	8.4155	8.8363	9.2781	9.7420	10.2291	10.7405	11.2776
BUILDING + LOT SQ.FT.										
Premium and Standard	0.0298	0.0338	0.0378	0.0397	0.0417	0.0437	0.0459	0.0482	0.0506	0.0532
Basic	0.0159	0.0196	0.0233	0.0244	0.0257	0.0270	0.0283	0.0297	0.0312	0.0328

5.2. Surplus or Deficit Carryover

The District is currently undergoing an independent audit that should be completed prior to January, 2006. Surplus or deficit carryover information will be available upon completion of the audit.

6. METHOD AND BASIS OF ASSESSMENTS

6.1. Method of Apportionment

The District assessment methodology is based on the following variables: linear frontage; lot plus building square footage; premium service area front footage.

- **Linear Frontage:** All Clean Team costs and one-half of the Downtown Guide costs are allocated through linear frontage, acknowledging the benefit of these services to make Downtown sidewalks cleaner and safer.
- **Lot plus Building Square Footage:** The sum of lot and building square footage is a primary assessment variable for a portion of the Downtown Guide costs and the full costs of image enhancement, special projects, advocacy and administration. The inclusion of lot square footage in the calculation acknowledges the greater benefits of these services to the ground level of the property. Building square footage is defined as "rentable building square footage".
- **Premium Service Area Frontage Assessment:** The linear frontage assessment is higher in the premium service area than the standard service area, acknowledging the greater frequency in Clean Team and Downtown Guide services.

The District will levy the Maximum Assessment rates for each Zone during the first three years of the District. Following the third year, annual assessments may increase by as much as 5% per year to keep pace with the change in the consumer price index and other program costs.

6.2. First Year Assessments

The following table provides the assessment rates per benefit zone for fiscal year 2003/04, which is the first year of assessment for the re-established District.

Activity	Assessment Variables:	
	Per Linear Foot of Frontage	Per Square Foot of Lot plus building
(Zone 1) Basic Service Areas	\$0.00	\$0.0159
(Zone 2) Standard Service Areas	\$7.555	\$0.0298
(Zone 3) Premium Service Areas	\$13.022	\$0.0298

6.3. 2005/06 Assessment Rates & Maximum Rates Allowable

The table below identifies the 2005/06 assessment rates as well as the maximum rates allowable in any year of the PBID. Future year assessment rates may change, up or down, if linear frontage or building and lot square footage information changes and/or PBID budgets change pursuant to the annual budget adjustment. However, at no time during the ten year term of the PBID will assessments exceed the following amounts.

	FY 2003/04 Actual & Allowable	FY 2004/05 Actual & Allowable	FY 2005/06 Actual & Allowable	FY 2006/07 Allowable	FY 2007/08 Allowable	FY 2008/09 Allowable	FY 2009/10 Allowable	FY 2010/11 Allowable	FY 2011/12 Allowable	FY 2012/13 Allowable
Zone 1: Basic Service										
\$/Per linear ft. of frontage	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$/Per building plus lot sq. ft.	0.0159	0.0196	0.0233	0.0244	0.0257	0.0270	0.0283	0.0297	0.0312	0.0328
Zone 2: Standard Service										
\$/Per linear ft. of frontage	7.555	7.781	8.015	8.416	8.836	9.278	9.742	10.229	10.741	11.278
\$/Per building plus lot sq. ft.	0.0298	0.0338	0.0378	0.0397	0.0417	0.0437	0.0459	0.0482	0.0506	0.0532
Zone 3: Premium Service										
\$/Per linear ft. of frontage	13.022	13.413	13.815	14.506	15.231	15.993	16.792	17.632	18.514	19.439
\$/Per building plus lot sq. ft.	0.0298	0.0338	0.0378	0.0397	0.0417	0.0437	0.0459	0.0482	0.0506	0.0532

6.4. Property Use Considerations

The methodology provides the following treatments for property used exclusively for residential, parking structure, non-profit and government uses:

- **Treatment of Residential Property:** Properties used exclusively for rental residential use are considered commercial income-producing property and will be subject to PBID assessments. Properties used exclusively for owner-occupied residential use will not benefit from PBID services and are not subject to PBID assessments.
- **Treatment of Mixed Residential/Commercial Property:** Mixed-use properties that contain both rental residential and commercial uses will be subject to PBID assessments. Mixed-use properties that contain both owner-occupied residential uses and commercial uses will be assessed only on the property that is occupied by a commercial use.
- **Parking:** Parking structures will be subject to one of the following assessment treatments:
 - 1) Frontage, lot and building square footage for parking that is integrated within a building (and the building has other uses in addition to parking) will be excluded from assessment calculations.
 - 2) Frontage, lot and building square footage for stand-alone structured public parking and surface parking will be assessed for all PBID services.
- **Assessment Policy on 501c3 Organizations:** Because tax-exempt properties will not benefit from the PBID, they may be excluded from assessments. An owner of real property located within the PBID may reduce the amount of the assessment to be levied if all of the following conditions are met:
 - 1) The property owner is a non-profit corporation that has obtained federal tax exemption under Internal Revenue Code section 501c3 or California Franchise tax-exemption under the Revenue and Taxation Code Section 23701d.
 - 2) The class or category of real property is eligible for exemption, in whole or in part, from real property taxation.
 - 3) The property owner makes the request in writing to the Downtown Long Beach Associates prior to the submission of the PBID assessment rolls to the County Assessor (on or before July 1 of each year), accompanied by documentation of the tax-exempt status of the property owner and the class or category of real property.

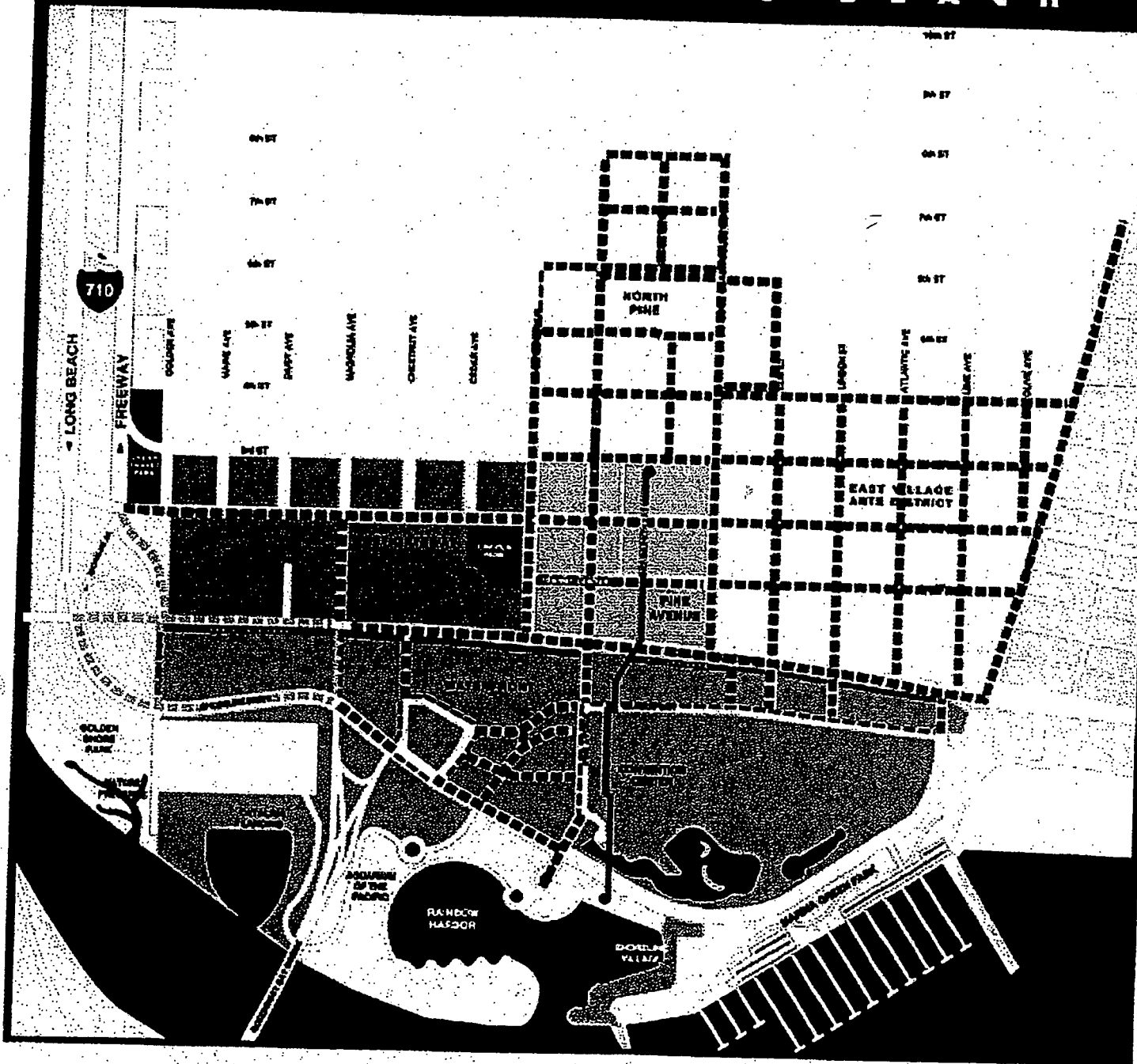
If these conditions are met, the amount of the PBID assessment to be levied shall be reduced in the same proportion to the real property tax exemption granted to the property by the County of Los Angeles.

- **Long Beach Unified School District:** Properties owned by the Long Beach Unified School District will be excluded from assessment calculations.
- **Government Assessments:** The Downtown Long Beach PBID Management Plan assumes that the City of Long Beach, Long Beach Redevelopment Agency, County of Los Angeles and other government entities will pay assessments for the special benefits conferred to the government property within the boundaries of the PBID.

7. DISTRICT AND ZONE BOUNDARY DIAGRAM

The following page identifies the boundary and benefit zones of the District.

DOWNTOWN LONG BEACH



BUSINESS BASED IMPROVEMENT DISTRICT ZONES

- NORTH PINE
- EAST VILLAGE ARTS DISTRICT
- PINE AVENUE
- WEST GATEWAY
- WATERFRONT

PROPOSED PROPERTY BASED IMPROVEMENT DISTRICT BENEFIT ZONES

- PREMIUM
- STANDARD
- BASIC



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8. FISCAL YEAR 2005/06 ASSESSMENT ROLL

The table below provides a breakdown of the Fiscal Year 2005/06 levy for the District separated by Zone.

Tax Zone	FY 2005/06 Levy
Zone 1: Basic Service	\$75,688.80
Zone 2: Standard Service	825,197.74
Zone 3: Premium Service	807,975.22
Total:	\$1,708,861.76

The table below provides a breakdown between the Fiscal Year 2005/06 levy amounts placed on the County of Los Angeles Property Tax Roll and those billed directly to parcel owners:

Method of Levy	FY 2005/06 Levy
County of Los Angeles Property Tax Roll	\$1,226,084.12
Direct Bill	482,777.64
Total:	\$1,708,861.76

Parcels owned by the City of Long Beach represent \$362,768.40 of the portion of assessments that are billed directly to property owners. Parcels owned by the Redevelopment Agency of the City of Long Beach represent \$80,663.24 of the portion of assessments that are billed directly to property owners.

The assessment roll for Fiscal Year 2005/06, separated by Zone, for the District is listed on the following pages.

FISCAL YEAR 2005/06 ASSESSMENT ROLL - ZONE 1-BASIC PARCELS LEVIED
 DOWNTOWN LONG BEACH PROPERTY AND BUSINESS IMPROVEMENT DISTRICT
 FISCAL YEAR 2005/06 ASSESSMENT ROLL - ZONE 1-BASIC PARCELS LEVIED
 SEPTEMBER 27, 2005

APN	Zone	Basic or	2005/06		2005/06		Total Front	Lot Sq.	2005/06 Lot	Bldg. Sq.	2005/06 Bldg. Sq.	2005/06 Total	
		Standard	Standard Front	Premium Street	Premium Front	Levy						Footage	Footage Levy
		Street Front	Footage	Footage	Footage	Levy	Footage	Levy	Footage	Footage	Levy	Levy	Owner
7278-002-009	1-Basic	0	\$0.00	0	\$0.00	\$0.00	110,066	\$2,564.54	32,247	751.36	\$3,315.90	MOLINA MEDICAL CENTERS	
7278-002-010	1-Basic	0	0.00	0	0.00	0.00	70,132	1,834.08	103,884	2,415.84	4,049.92	DEROSE PORTER KAREN L	
7278-003-028	1-Basic	0	0.00	0	0.00	0.00	97,570	2,273.38	210,807	4,914.13	7,187.50	ARDEN REALTY LTD PTNSHP	
7278-003-033	1-Basic	0	0.00	0	0.00	0.00	43,886	1,017.88	81,432	1,897.37	2,915.24	ARDEN REALTY LTD PTNSHP	
7278-003-034	1-Basic	0	0.00	0	0.00	0.00	62,728	1,461.52	157,683	3,674.01	5,135.52	400 OCEANGATE LTD	
7278-003-035	1-Basic	0	0.00	0	0.00	0.00	162,043	3,775.60	459,838	10,709.52	14,485.12	200 OCEANGATE LLC	
7278-003-036	1-Basic	0	0.00	0	0.00	0.00	35,630	830.18	0	0.00	830.18	200 OCEANGATE LLC	
7278-003-037	1-Basic	0	0.00	0	0.00	0.00	19,602	456.73	19,602	456.73	913.46	400 OCEANGATE LTD	
7278-003-032	1-Basic	0	0.00	0	0.00	0.00	38,320	892.86	0	0.00	892.86	LONG BEACH CITY	
7278-015-042	1-Basic	0	0.00	0	0.00	0.00	178,596	4,161.29	558,010	13,001.63	17,162.92	GREIT ONE WORLD TRADE CENTER LP	
7278-015-043	1-Basic	0	0.00	0	0.00	0.00	83,635	1,948.70	346,509	8,073.66	10,022.36	LBWTC REAL ESTATE PARTNERS LLC	
7278-015-950	1-Basic	0	0.00	0	0.00	0.00	50,965	1,187.48	268,000	6,710.40	7,897.88	U S GOVT	
7281-022-901	1-Basic	0	0.00	0	0.00	0.00	28,137	655.59	9,629	224.38	879.94	LONG BEACH CITY	
Totals: 13 Parcels		0	\$0.00	0	\$0.00	\$0.00	981,100	\$22,859.83	2,267,339	\$52,829.01	\$75,688.80		

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CITY OF LONG BEACH
DOWNTOWN LONG BEACH PROPERTY AND BUSINESS IMPROVEMENT DISTRICT
FISCAL YEAR 2005/06 ASSESSMENT ROLL - ZONE 2-STANDARD PARCELS LEVIED
SEPTEMBER 27, 2005

APN	Zone	Basic or Standard Street Front Footage	2005/06 Standard Front Levy	Premium Street Front Footage	2005/06 Premium Front Levy	Total Front Levy	Lot Sq. Footage	2005/06 Lot Levy	Bldg. Sq. Footage	2005/06 Bldg. Sq. Footage Levy	2005/06 Total Levy	Owner
7281-018-016	2-Standard	50	400.75	0	0.00	400.75	5,000	189.00	0	0.00	589.74	CHUSTZ EDWARD AND CORALIE
7281-018-017	2-Standard	33	264.50	0	0.00	264.50	3,332	125.95	1,536	58.08	448.50	KUSHMAU WILLIAM R
7281-018-018	2-Standard	33	264.50	0	0.00	264.50	3,332	125.95	1,830	69.17	459.62	SHANDROW ADAM
7281-018-019	2-Standard	133	1,066.00	0	0.00	1,066.00	3,333	125.99	4,822	182.27	1,374.26	SEDAN DON F AND BILLIE R
7281-018-044	2-Standard	275	2,204.13	0	0.00	2,204.13	18,500	699.30	42,085	1,590.81	4,494.24	WOO WESLEY S AND HELEN Y
7281-017-001	2-Standard	25	200.38	0	0.00	200.38	3,746	141.60	1,125	42.53	384.50	MCHENER RITA M
7281-017-002	2-Standard	25	200.38	0	0.00	200.38	1,246	47.10	1,125	42.53	280.00	MCHENER RITA M
7281-017-003	2-Standard	25	200.38	0	0.00	200.38	1,250	47.25	2,250	85.05	332.68	FIEDLER W DARROW
7281-017-004	2-Standard	125	1,001.88	0	0.00	1,001.88	1,246	47.10	3,593	135.82	1,184.80	MCHENER RITA M
7281-017-005	2-Standard	25	200.38	0	0.00	200.38	1,873	70.80	1,875	70.88	342.08	BELCHER ERNEST E AND LOUISE
7281-017-006	2-Standard	50	400.75	0	0.00	400.75	7,497	283.39	0	0.00	684.14	MCHENER RITA M
7281-017-007	2-Standard	85	681.20	0	0.00	681.20	8,333	314.99	4,250	160.66	1,156.92	BELCHER ERNEST E AND LOUISE
7281-017-008	2-Standard	65	520.98	0	0.00	520.98	6,489	245.66	6,500	245.70	1,012.34	BANK OF AMERICA TR SUZANNE WEATHERLY TRU
7281-017-009	2-Standard	175	1,402.63	0	0.00	1,402.63	7,487	283.39	4,600	173.88	1,859.90	BANK OF AMERICA TR SUZANNE WEATHERLY TRU
7281-017-010	2-Standard	60	400.75	0	0.00	400.75	7,500	283.50	0	0.00	694.24	LUGAN RAMON AND NORMA T
7281-017-011	2-Standard	50	400.75	0	0.00	400.75	12,497	472.39	12,000	453.60	1,328.74	SMITH PHILIP AND JACQUELINE
7281-017-016	2-Standard	50	400.75	0	0.00	400.75	12,500	472.50	3,998	151.12	1,024.38	GREESON MAURICE MAND ANNE H
7281-017-900	2-Standard	476	3,807.13	0	0.00	3,807.13	48,750	1,842.75	0	0.00	5,649.88	LONG BEACH CITY
7281-017-901	2-Standard	50	400.75	0	0.00	400.75	7,500	283.50	0	0.00	684.24	LONG BEACH CITY
7281-017-902	2-Standard	225	1,803.38	0	0.00	1,803.38	11,250	425.25	30,190	1,141.18	3,389.80	LONG BEACH CITY
7281-018-018	2-Standard	450	3,605.75	0	0.00	3,605.75	50,000	1,890.00	49,436	1,888.68	7,365.42	FIRST STATES INVESTORS 5000A LLC
7281-018-800	2-Standard	100	801.50	0	0.00	801.50	15,000	567.00	0	0.00	1,368.50	SO CALIF EDISON CO SBE PAR 4 MAP 148-19
7281-018-804	2-Standard	300	2,404.50	0	0.00	2,404.50	22,500	850.50	0	0.00	3,255.00	SO CALIF EDISON CO
7281-018-805	2-Standard	250	2,003.75	0	0.00	2,003.75	15,000	567.00	0	0.00	2,570.74	SO CALIF EDISON CO LONG BEACH CITY
7281-018-912	2-Standard	400	3,206.00	0	0.00	3,206.00	37,600	1,417.50	0	0.00	4,623.50	LONG BEACH CITY
7281-019-001	2-Standard	276	2,212.14	0	0.00	2,212.14	18,944	716.08	8,514	321.83	3,250.04	GREWAL NAGINDER S AND LAKHBIR K
7281-019-002	2-Standard	47	376.71	0	0.00	376.71	9,919	374.94	6,948	262.56	1,014.20	GREWAL NAGINDER S AND LAKHBIR K
7281-019-005	2-Standard	50	400.75	0	0.00	400.75	7,500	283.60	16,843	636.67	1,320.92	CIRCLE CAPITAL LLC
7281-019-006	2-Standard	66	528.69	0	0.00	528.69	6,665	251.94	5,204	198.71	877.64	CHI TONY T
7281-019-007	2-Standard	183	1,466.76	0	0.00	1,466.76	8,329	314.84	13,471	508.20	2,290.78	YAGHI SHUCRI
7281-019-008	2-Standard	176	1,402.63	0	0.00	1,402.63	3,748	141.60	7,500	283.50	1,827.72	GALANS JERRY
7281-019-014	2-Standard	50	400.75	0	0.00	400.75	7,500	283.50	10,780	407.48	1,081.72	PIETSCH JAMES C
7281-019-015	2-Standard	25	200.38	0	0.00	200.38	3,746	141.60	3,750	141.75	483.72	HARRIS JOYCE
7281-019-016	2-Standard	60	400.75	0	0.00	400.75	7,497	283.39	7,600	283.50	987.84	THE LAFAYETTE PARKING COOPERATIVE LLC
7281-019-017	2-Standard	25	200.38	0	0.00	200.38	3,750	141.75	2,338	88.30	430.42	LONGORIA ALICE
7281-019-019	2-Standard	187	1,498.81	0	0.00	1,498.81	8,750	330.75	0	0.00	1,829.58	MIRAMAR DEVELOPMENT INC
7281-019-020	2-Standard	72	577.08	0	0.00	577.08	3,748	141.60	898	37.72	758.40	MIRAMAR DEV INC
7281-019-021	2-Standard	0	0.00	0	0.00	0.00	1,248	47.10	872	25.40	72.50	MIRAMAR DEVELOPMENT INC
7281-019-022	2-Standard	25	200.38	0	0.00	200.38	3,748	141.60	3,225	121.91	463.88	HAYDEN DAVID A AND JACQUELINE
7281-019-023	2-Standard	50	400.75	0	0.00	400.75	7,497	283.39	2,800	98.28	782.42	KIMO INVESTMENT CORP AND
7281-019-024	2-Standard	250	2,003.75	0	0.00	2,003.75	14,998	566.92	10,802	400.76	2,971.42	KIMO INVESTMENT CORP AND
7281-019-026	2-Standard	40	320.60	0	0.00	320.60	2,897	113.28	5,200	186.56	630.44	HARRIS JOYCE
7281-019-027	2-Standard	50	400.75	0	0.00	400.75	3,750	141.75	6,336	239.50	782.00	SEDAN DON F AND BILLIE R
7281-019-028	2-Standard	210	1,683.15	0	0.00	1,683.15	15,750	595.35	26,289	952.97	3,271.48	BROADLIND LP
7281-019-029	2-Standard	300	2,404.50	0	0.00	2,404.50	22,500	850.50	13,977	528.33	3,783.32	THE CHR FAMILY LIMITED PARTNERSH
7281-019-801	2-Standard	38	304.57	0	0.00	304.57	5,550	209.79	0	0.00	514.36	LACMTA
7281-019-902	2-Standard	25	200.38	0	0.00	200.38	3,750	141.75	0	0.00	342.12	LONG BEACH CITY
7281-019-903	2-Standard	13	104.20	0	0.00	104.20	1,800	68.04	0	0.00	172.24	LACMTA
7281-020-001	2-Standard	69	553.04	0	0.00	553.04	1,656	62.60	1,856	62.56	678.20	DOWNS NANCY L
7281-020-084	2-Standard	129	1,033.94	0	0.00	1,033.94	4,028	152.28	4,197	158.65	1,344.84	KIM HYUN J
7281-020-088	2-Standard	30	240.45	0	0.00	240.45	2,436	92.80	2,436	92.08	424.60	KIM HYUN J
7281-021-002	2-Standard	167	1,338.51	0	0.00	1,338.51	6,970	263.47	8,351	240.07	1,842.04	VOLUNTEERS OF AMERICA
7281-021-004	2-Standard	75	601.13	0	0.00	601.13	17,345	655.64	8,334	315.03	1,571.80	730 BROADWAY INC
7281-021-006	2-Standard	54	432.81	0	0.00	432.81	8,528	322.40	7,148	270.18	1,026.40	BROADLINE APARTMENT INC
7281-021-008	2-Standard	15	120.23	0	0.00	120.23	2,248	84.97	2,370	89.59	294.78	CHU HING L
7281-021-009	2-Standard	53	424.80	0	0.00	424.80	8,372	318.48	8,800	336.42	1,077.88	LA VISTA APTS
7281-021-015	2-Standard	25	200.38	0	0.00	200.38	2,121	80.17	1,444	54.58	335.12	TRAN TIM
7281-021-016	2-Standard	50	400.75	0	0.00	400.75	7,497	283.39	3,804	147.57	831.70	ROSS DAVID AND ESTHER
7281-021-017	2-Standard	50	400.75	0	0.00	400.75	7,497	283.39	5,544	209.56	693.70	GOMEZ RICHARD
7281-021-018	2-Standard	250	2,003.75	0	0.00	2,003.75	14,998	566.92	9,205	347.95	2,918.62	CHU HING L
7281-021-019	2-Standard	340	2,725.10	0	0.00	2,725.10	63,197	2,388.85	22,450	848.61	5,882.58	SAFEWAY STORES 23 INC
7281-021-021	2-Standard	300	2,404.50	0	0.00	2,404.50	22,500	850.50	18,442	697.11	3,952.10	GINSBURG ALLEN H
7281-021-032	2-Standard	210	1,683.15	0	0.00	1,683.15	17,347	655.72	3,851	145.57	2,484.44	NAIFY MARSHA J
7281-021-033	2-Standard	15	120.23	0	0.00	120.23	2,250	85.05	2,370	89.59	284.68	CHU HING L
7281-021-034	2-Standard	25	200.38	0	0.00	200.38	4,750	178.55	3,850	148.31	528.24	CHU HING L
7281-021-900	2-Standard	0	0.00	0	0.00	0.00	400	15.12	0	0.00	15.12	LONG BEACH CITY
7281-022-001	2-Standard	189	1,514.84	0	0.00	1,514.84	6,569	248.31	6,104	230.73	1,993.88	FARMERS AND MERCHANTS TR ET AL MOORE FAM

CITY OF LONG BEACH
DOWNTOWN LONG BEACH PROPERTY AND BUSINESS IMPROVEMENT DISTRICT
FISCAL YEAR 2005/06 ASSESSMENT ROLL - ZONE 2-STANDARD PARCELS LEVIED
SEPTEMBER 27, 2005

APN	Zone	Basic or Standard		Premium Street Front Footage	2005/06		Total Front Footage	Lot Sq. Footage	2005/06 Lot		Bldg. Sq. Footage	2005/06 Bldg. Sq.		2005/06 Total Levy	Owner
		Street Front Footage	Standard Front Levy		Premium Front Levy	Levy			Levy	Levy		Footage Levy			
7281-022-003	2-Standard	25	200.38	0	0.00	200.38	3,750	141.75	3,706	140.09	482.22	DALAER INC			
7281-022-005	2-Standard	52	416.78	0	0.00	416.78	4,650	175.77	2,964	112.04	704.58	ANDERSON ROGER AND JANICE			
7281-022-008	2-Standard	75	601.13	0	0.00	601.13	11,247	425.14	10,478	395.99	1,422.28	ANDERSON ROGER AND JANICE			
7281-022-007	2-Standard	50	400.75	0	0.00	400.75	2,488	94.35	2,740	103.57	598.66	ARGERIS JOHN AND BESSIE			
7281-022-008	2-Standard	150	1,202.25	0	0.00	1,202.25	4,996	188.85	7,348	277.68	1,688.78	BARBER MICHAEL			
7281-022-009	2-Standard	50	400.75	0	0.00	400.75	7,497	283.39	5,378	203.29	887.42	SMLE PROPERTIES I LLC			
7281-022-010	2-Standard	50	400.75	0	0.00	400.75	7,497	283.39	9,444	358.88	1,041.12	BENWELL DOUGLAS B			
7281-022-012	2-Standard	50	400.75	0	0.00	400.75	5,288	199.69	3,778	142.81	743.44	LIMPUS DENNIS L			
7281-022-013	2-Standard	50	400.75	0	0.00	400.75	5,929	224.12	5,842	213.27	838.14	PAPPAS GREGORY J			
7281-023-001	2-Standard	50	400.75	0	0.00	400.75	7,497	283.39	11,200	423.36	1,107.50	BEASLEY INVESTMENTS L P			
7281-023-002	2-Standard	50	400.75	0	0.00	400.75	7,497	283.39	11,200	423.36	1,107.50	BEASLEY INVESTMENTS L P			
7281-023-003	2-Standard	50	400.75	0	0.00	400.75	7,500	283.50	10,160	384.05	1,088.30	ANDREW HOLDINGS INC			
7281-023-004	2-Standard	50	400.75	0	0.00	400.75	7,497	283.39	15,399	582.08	1,268.22	PATEL CHANDRAKANT H AND HANSABEN C			
7281-023-005	2-Standard	350	2,805.25	0	0.00	2,805.25	30,000	1,134.00	22,658	858.47	4,795.72	PIATELLI MARIO			
7281-023-006	2-Standard	50	400.75	0	0.00	400.75	7,497	283.39	3,712	140.31	824.44	BIGGERS BRIAN D			
7281-023-007	2-Standard	50	400.75	0	0.00	400.75	7,497	283.39	6,608	248.78	933.92	PATEL CHANDRAKANT H AND HANSABEN C			
7281-023-008	2-Standard	50	400.75	0	0.00	400.75	3,750	141.75	6,816	257.81	800.10	FULLMAN DONALD JR AND APRIL			
7281-023-009	2-Standard	50	400.75	0	0.00	400.75	7,497	283.39	6,608	248.78	933.92	PATEL CHANDRAKANT H AND HANSABEN C			
7281-023-010	2-Standard	50	400.75	0	0.00	400.75	7,497	283.39	0	0.00	684.14	LAWRENCE BOB W AND DIANE Y			
7281-023-011	2-Standard	50	400.75	0	0.00	400.75	7,497	283.39	7,500	283.50	887.64	LAWRENCE BOB W AND DIANE Y			
7281-023-012	2-Standard	217	1,738.28	0	0.00	1,738.28	8,538	322.74	50,382	1,904.44	3,986.44	ARTABAN APTS			
7281-023-013	2-Standard	100	801.50	0	0.00	801.50	18,189	687.92	3,852	145.81	1,835.02	AKOPIANTZ LEVON A CO-TR			
7281-023-014	2-Standard	50	400.75	0	0.00	400.75	9,784	369.84	0	0.00	770.58	KARAHALIOS GEORGE M			
7281-023-015	2-Standard	50	400.75	0	0.00	400.75	9,500	359.10	17,268	652.73	1,412.58	SHORELINE GATEWAY LLC			
7281-023-018	2-Standard	85	520.98	0	0.00	520.98	3,250	122.85	3,000	113.40	757.22	LAWRENCE BOB W AND DIANE Y			
7281-023-017	2-Standard	50	400.75	0	0.00	400.75	2,496	94.35	10,478	395.99	891.08	LAWRENCE BOB W AND DIANE Y			
7281-023-018	2-Standard	150	1,202.25	0	0.00	1,202.25	4,783	180.80	11,022	416.63	1,789.88	LEVIN HENRY J AND MARGARET A			
7281-024-013	2-Standard	693	5,554.40	0	0.00	5,554.40	70,554	2,666.94	124,721	4,714.45	12,835.78	555 EAST OCEAN LLC			
7281-024-026	2-Standard	1068	8,543.99	0	0.00	8,543.99	82,500	3,118.50	228,513	8,837.78	20,300.28	JWM FAMILY ENTERPRISES			
7281-025-001	2-Standard	175	1,402.63	0	0.00	1,402.63	3,746	141.60	7,358	278.13	1,822.38	VAN ALLEN RICHARD			
7281-025-002	2-Standard	50	400.75	0	0.00	400.75	7,497	283.39	11,148	421.39	1,105.52	WOOD ROBERT L			
7281-025-003	2-Standard	50	400.75	0	0.00	400.75	3,750	141.75	3,750	141.75	684.24	BAERG HAEI AND KATHY			
7281-025-004	2-Standard	125	1,001.88	0	0.00	1,001.88	3,750	141.75	6,856	259.16	1,402.78	PARADIGM REDEVELOPMENT			
7281-025-005	2-Standard	50	400.75	0	0.00	400.75	5,000	189.00	7,978	301.57	891.32	ESTEN JERRY B AND ELAINE			
7281-025-006	2-Standard	25	200.38	0	0.00	200.38	2,486	94.35	2,425	91.67	388.40	CONIGLIO TERRY J			
7281-025-007	2-Standard	38	304.57	0	0.00	304.57	5,624	212.69	5,625	212.66	729.82	WOOD ROBERT L			
7281-025-008	2-Standard	38	304.57	0	0.00	304.57	5,624	212.69	11,916	450.42	887.58	LONG BEACH HOLLY HOUSE LLC			
7281-025-041	2-Standard	30	240.45	0	0.00	240.45	954	36.06	954	36.06	312.66	BAKER MARK			
7281-025-042	2-Standard	30	240.45	0	0.00	240.45	954	36.06	954	36.06	312.66	GINN GREGORY R			
7281-025-281	2-Standard	415	3,328.23	0	0.00	3,328.23	40,850	1,536.57	129,810	4,908.82	8,769.82	WILLIAM E BROZA INVESTMENTS LLC AND			
7281-026-030	2-Standard	820	4,969.30	0	0.00	4,969.30	48,744	1,842.52	383,287	14,488.25	21,300.06	TRIZEC TRS REALTY INC			
7281-026-031	2-Standard	961	7,702.42	0	0.00	7,702.42	106,069	4,009.41	372,367	14,075.47	25,787.30	LONG BEACH HOTEL ASSOCIATES L L C			
7281-027-001	2-Standard	70	561.05	0	0.00	561.05	980	37.04	980	37.04	635.12	HART ROBERT W AND RUBY E			
7281-027-002	2-Standard	22	176.33	0	0.00	176.33	1,024	38.71	1,024	38.71	253.74	TYLER BRIAN W AND SHARON H			
7281-027-003	2-Standard	22	176.33	0	0.00	176.33	470	17.77	470	17.77	211.88	UZIEL LES			
7281-027-005	2-Standard	21	168.32	0	0.00	168.32	422	16.95	422	16.95	200.22	DUNFEE MICHAEL J			
7281-027-007	2-Standard	22	176.33	0	0.00	176.33	454	17.16	454	17.16	210.84	GIBBONS ALICE M			
Totals: 449 Parcels		50,480	\$404,597.88	0	\$0.00	\$404,597.88	5,372,280	\$203,072.77	5,754,742	\$217,628.33	\$625,187.74				

CITY OF LONG BEACH
DOWNTOWN LONG BEACH PROPERTY AND BUSINESS IMPROVEMENT DISTRICT
FISCAL YEAR 2005/06 ASSESSMENT ROLL - ZONE 3-PREMIUM PARCELS LEVIED (1)
SEPTEMBER 27, 2005

APN	Zone	Basic or Standard Street Front Footage	2005/06 Standard Front Levy	Premium Street Front Footage	2005/06 Premium Front Levy	Total Front Levy	Lot Sq. Footage	2005/06 Lot Levy	Bldg. Sq. Footage	2005/06 Bldg. Sq. Footage Levy	2006/06 Total Levy	Owner
7278-004-012	3-Premium	465	\$3,728.97	422	\$5,829.93	\$9,558.90	88,260	\$3,336.22	99,275	\$3,782.59	\$18,645.70	CAMDEN REALTY INC AND
7278-007-035	3-Premium	0	0.00	165	2,279.48	2,279.48	12,862	486.18	88,345	3,339.44	8,105.10	ALBION PACIFIC PROPERTY RESOURCES LLC ET
7278-007-038	3-Premium	0	0.00	138	1,878.84	1,878.84	4,431	167.49	0	0.00	2,046.32	ALBION PACIFIC PROPERTY RESOURCES LLC ET
7278-007-038	3-Premium	246	1,971.69	125	1,726.88	3,698.57	32,100	1,213.38	0	0.00	4,911.94	100 EAST OCEAN PARTNERS LLC
7278-007-048	3-Premium	0	0.00	337	4,655.66	4,655.66	383,820	14,508.40	526,392	19,897.52	39,081.68	CAMDEN REALTY INC AND
7278-007-822	3-Premium	620	4,869.30	120	1,657.80	6,627.10	64,030	2,420.33	0	0.00	9,047.42	LONG BEACH CITY
7278-007-924	3-Premium	724	5,802.86	110	1,519.85	7,322.51	53,820	2,034.40	0	0.00	9,356.90	LONG BEACH CITY
7278-007-925	3-Premium	0	0.00	218	3,011.87	3,011.87	10,430	394.25	0	0.00	3,405.92	STATE OF CALIF
7278-010-025	3-Premium	0	0.00	0	0.00	0.00	5,440	205.63	0	0.00	205.62	CAMDEN REALTY INC AND
7278-010-026	3-Premium	0	0.00	430	5,940.45	5,940.45	18,600	827.48	0	0.00	6,567.82	CAMDEN REALTY INC AND
7278-010-028	3-Premium	0	0.00	170	2,348.55	2,348.55	2,370	89.59	0	0.00	2,438.14	CAMDEN REALTY INC AND
7278-010-029	3-Premium	0	0.00	25	345.38	345.38	4,620	174.64	0	0.00	520.02	CAMDEN REALTY INC AND
7278-010-914	3-Premium	0	0.00	1,491	20,598.17	20,598.17	1,374,806	51,967.67	0	0.00	72,565.84	LONG BEACH CITY
7278-010-925	3-Premium	0	0.00	5,236	72,335.34	72,335.34	478,982	18,029.92	350,000	13,230.00	103,595.26	LONG BEACH CITY
7280-004-011	3-Premium	0	0.00	50	690.75	690.75	5,000	189.00	12,870	486.48	1,366.24	PINE AVENUE EXECUTIVE RESIDENCES LLC
7280-004-017	3-Premium	150	1,202.25	100	1,381.50	2,583.75	17,500	661.50	33,482	1,264.88	4,510.10	YOON TAMARA W
7280-004-020	3-Premium	495	3,987.43	200	2,763.00	6,730.43	62,140	2,348.89	124,514	4,706.83	13,785.94	COASTAL LONG BEACH PROPERTIES LLC
7280-005-025	3-Premium	0	0.00	1,070	14,782.05	14,782.05	88,825	2,601.59	48,919	1,849.14	18,232.78	COVENTRY LONG BEACH PLAZA LLC
7280-005-026	3-Premium	0	0.00	1,280	17,683.20	17,683.20	97,874	3,688.30	77,849	2,842.99	24,314.18	COVENTRY LONG BEACH PLAZA LLC
7280-005-030	3-Premium	0	0.00	180	2,624.85	2,624.85	8,860	334.91	0	0.00	2,959.76	COVENTRY LONG BEACH PLAZA LLC
7280-005-049	3-Premium	0	0.00	121	1,671.62	1,671.62	8,600	325.08	8,987	284.11	2,260.80	COVENTRY LONG BEACH PLAZA LLC
7280-005-051	3-Premium	0	0.00	1,344	18,567.38	18,567.38	170,320	6,438.10	146,094	5,597.58	30,603.04	COVENTRY LONG BEACH PLAZA LLC
7280-005-052	3-Premium	0	0.00	582	8,040.33	8,040.33	31,710	1,198.84	24,837	831.28	10,170.24	COVENTRY LONG BEACH PLAZA LLC
7280-005-053	3-Premium	0	0.00	0	0.00	0.00	8,307	314.00	88,340	3,339.25	3,653.24	ASN CITY PLACE LLC
7280-005-054	3-Premium	0	0.00	470	6,493.05	6,493.05	18,098	684.10	16,495	823.51	7,800.68	COVENTRY LONG BEACH PLAZA LLC
7280-005-055	3-Premium	0	0.00	0	0.00	0.00	0	0.00	50,281	1,900.82	1,900.82	ASN CITY PLACE LLC
7280-005-056	3-Premium	0	0.00	425	5,871.38	5,871.38	25,160	951.05	15,802	597.32	7,419.74	COVENTRY LONG BEACH PLAZA LLC
7280-005-057	3-Premium	0	0.00	0	0.00	0.00	0	0.00	56,824	2,110.15	2,110.14	ASN CITY PLACE LLC
7280-005-058	3-Premium	0	0.00	590	8,150.85	8,150.85	25,010	945.38	14,181	536.04	9,632.28	COVENTRY LONG BEACH PLAZA LLC
7280-005-059	3-Premium	0	0.00	0	0.00	0.00	0	0.00	44,801	1,685.92	1,685.92	ASN CITY PLACE LLC
7280-005-060	3-Premium	0	0.00	330	4,558.95	4,558.95	11,120	420.34	7,403	279.83	5,259.12	COVENTRY LONG BEACH PLAZA LLC
7280-005-062	3-Premium	0	0.00	0	0.00	0.00	9,650	384.77	37,685	1,424.49	1,789.26	ASN CITY PLACE LLC
7280-005-918	3-Premium	0	0.00	644	8,898.88	8,898.88	126,324	4,775.05	327,600	12,383.28	26,055.18	LONG BEACH CITY
7280-005-919	3-Premium	0	0.00	635	8,772.53	8,772.53	99,317	3,754.18	359,247	13,579.54	28,108.24	LONG BEACH CITY
7280-005-920	3-Premium	0	0.00	250	3,453.75	3,453.75	25,800	967.68	0	0.00	4,421.42	LONG BEACH CITY
7280-005-921	3-Premium	0	0.00	69	953.24	953.24	76,230	2,881.49	0	8,040.74	11,876.46	LONG BEACH CITY
7280-009-007	3-Premium	0	0.00	100	1,381.50	1,381.50	15,000	567.00	45,100	1,742.59	3,691.08	SUNSET ON SUNSET LLC AND
7280-009-017	3-Premium	20	160.36	48	663.12	823.42	853	36.02	953	36.02	895.46	KAMMEL CASEY M AND LISA A
7280-009-018	3-Premium	0	0.00	50	690.75	690.75	990	37.42	890	37.42	785.58	KAMMEL CASEY M AND LISA A
7280-009-076	3-Premium	25	200.38	0	0.00	200.38	953	36.02	848	31.98	268.38	LONG BEACH DEVELOPMENT ASSOCIATES LP
7280-009-077	3-Premium	25	200.38	0	0.00	200.38	1,022	38.63	907	34.28	273.28	LONG BEACH DEVELOPMENT ASSOCIATES LP
7280-009-078	3-Premium	25	200.38	36	487.34	697.72	1,022	38.63	907	34.28	770.82	LONG BEACH DEVELOPMENT ASSOCIATES LP
7280-009-079	3-Premium	0	0.00	25	345.38	345.38	2,128	80.44	1,889	71.40	497.22	LONG BEACH DEVELOPMENT ASSOCIATES LP
7280-009-080	3-Premium	0	0.00	25	345.38	345.38	1,898	71.74	1,685	63.69	480.80	LONG BEACH DEVELOPMENT ASSOCIATES LP
7280-009-081	3-Premium	0	0.00	25	345.38	345.38	1,893	71.56	1,680	63.50	480.44	LONG BEACH DEVELOPMENT ASSOCIATES LP
7280-009-082	3-Premium	0	0.00	20	276.30	276.30	1,932	73.03	1,715	64.83	414.18	LONG BEACH DEVELOPMENT ASSOCIATES LP
7280-009-083	3-Premium	0	0.00	20	276.30	276.30	2,708	102.29	2,402	90.80	469.38	LONG BEACH DEVELOPMENT ASSOCIATES LP
7280-009-084	3-Premium	56	448.84	0	0.00	448.84	1,207	45.82	1,071	40.48	534.94	LONG BEACH DEVELOPMENT ASSOCIATES LP
7280-009-085	3-Premium	30	240.46	0	0.00	240.46	857	38.17	850	32.13	308.74	LONG BEACH DEVELOPMENT ASSOCIATES LP
7280-009-086	3-Premium	38	304.57	0	0.00	304.57	1,885	70.50	1,655	62.56	437.82	LONG BEACH DEVELOPMENT ASSOCIATES LP
7280-016-002	3-Premium	0	0.00	230	3,177.45	3,177.45	11,998	453.45	24,000	907.20	4,638.10	DE CARION LIVING TRUST
7280-016-005	3-Premium	0	0.00	70	967.05	967.05	10,500	398.80	20,860	785.51	2,152.48	LEONARD FRED AND GAIL
7280-016-007	3-Premium	0	0.00	50	690.75	690.75	7,500	283.50	7,500	283.50	1,257.74	1985 LONG BEACH METROPOLIS PARTNERS LESS
7280-016-010	3-Premium	0	0.00	50	690.75	690.75	7,500	283.50	7,500	283.50	1,257.74	1985 LONG BEACH METROPOLIS PARTNERS LESS
7280-016-011	3-Premium	0	0.00	50	690.75	690.75	7,500	283.50	0	0.00	974.24	PINE STREET PROPERTY LLC
7280-016-012	3-Premium	0	0.00	25	345.38	345.38	2,500	94.50	0	0.00	439.88	PINE STREET PROPERTY LLC
7280-016-013	3-Premium	0	0.00	25	345.38	345.38	2,500	94.50	2,500	94.50	534.38	PINE STREET PROPERTY LLC
7280-016-014	3-Premium	0	0.00	25	345.38	345.38	2,500	94.50	2,500	94.50	534.38	MIZRAHI ROSE
7280-016-015	3-Premium	0	0.00	25	345.38	345.38	2,500	94.50	4,900	185.22	625.10	HANDAL FRED S AND ALYCE R

CITY OF LONG BEACH
DOWNTOWN LONG BEACH PROPERTY AND BUSINESS IMPROVEMENT DISTRICT
FISCAL YEAR 2005/06 ASSESSMENT ROLL - ZONE 3-PREMIUM PARCELS LEVIED (1)
SEPTEMBER 27, 2005

APN	Zone	Basic or Standard Street Front Footage	2005/06 Standard Front Levy	Premium Street Front Footage	2005/06 Premium Front Levy	Total Front Levy	Lot Sq. Footage	2005/06 Lot Levy	Bldg. Sq. Footage	2005/06 Bldg. Sq. Footage Levy	2005/06 Total Levy	Owner
7280-016-016	3-Premium	0	0.00	150	2,072.25	2,072.25	5,000	189.00	5,000	189.00	2,450.24	PINE STREET PROPERTY LLC
7280-016-017	3-Premium	150	1,202.25	100	1,381.50	2,583.75	13,650	516.97	15,000	567.00	3,668.72	MURPHY PATRICK J
7280-016-900	3-Premium	50	400.75	100	1,381.50	1,782.25	6,000	226.80	0	0.00	2,009.04	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-016-901	3-Premium	50	400.75	50	690.75	1,091.50	10,000	378.00	0	0.00	1,469.50	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-017-001	3-Premium	0	0.00	75	1,036.13	1,036.13	11,250	425.25	28,575	1,080.14	2,541.52	FINANCE NETWORK LLC
7280-017-007	3-Premium	0	0.00	54	748.01	748.01	5,375	203.18	45,761	1,729.77	2,678.94	320 PINE ASSOCIATES LLC
7280-017-008	3-Premium	0	0.00	196	2,707.74	2,707.74	9,627	363.80	9,502	359.18	3,430.82	FARMERS AND MERCHANTS BANK OF LONG BEACH
7280-017-009	3-Premium	0	0.00	50	690.75	690.75	7,500	283.50	0	0.00	974.24	FARMERS AND MERCHANTS BANK OF LONG BEACH
7280-018-001	3-Premium	100	801.50	100	1,381.50	2,183.00	10,000	378.00	9,000	340.20	2,901.20	GILRO LLC
7280-018-002	3-Premium	0	0.00	50	690.75	690.75	5,000	189.00	6,000	189.00	1,068.74	GILRO LLC
7280-018-004	3-Premium	0	0.00	100	1,381.50	1,381.50	12,500	472.50	39,228	1,482.74	3,338.74	BOJARO LLC AND
7280-018-010	3-Premium	0	0.00	50	690.75	690.75	7,500	283.50	22,500	850.50	1,824.74	FAR FLUNG ADVENTURES
7280-018-011	3-Premium	0	0.00	50	690.75	690.75	3,600	136.08	7,200	272.16	1,088.98	FAR FLUNG ADVENTURES
7280-018-012	3-Premium	100	801.50	225	3,108.38	3,899.88	24,674	932.68	120,000	4,638.00	9,378.56	PACIFIC TOWER LLC
7280-018-013	3-Premium	0	0.00	25	345.38	345.38	2,500	94.50	2,500	94.50	534.38	RAMIREZ JESUS
7280-018-015	3-Premium	0	0.00	40	552.60	552.60	3,600	136.08	3,600	136.08	824.76	BOTWIN RONALD M AND RITA M
7280-018-018	3-Premium	0	0.00	142	1,951.73	1,951.73	5,130	193.91	25,900	978.02	3,134.88	LOFT DEVELOPMENT INC
7280-018-900	3-Premium	0	0.00	50	690.75	690.75	7,500	283.50	0	0.00	974.24	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-018-901	3-Premium	150	1,202.25	100	1,381.50	2,583.75	15,000	567.00	0	0.00	3,150.74	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-018-903	3-Premium	0	0.00	50	690.75	690.75	15,000	567.00	0	0.00	1,267.74	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-018-905	3-Premium	0	0.00	36	497.34	497.34	4,100	154.98	5,600	211.68	884.00	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-020-003	3-Premium	0	0.00	25	345.38	345.38	1,250	47.25	1,250	47.25	439.88	CHARLTON PHILIP L
7280-020-018	3-Premium	0	0.00	150	2,072.25	2,072.25	5,625	212.63	40,000	1,512.00	3,798.88	LONG BEACH PLAZA ASSOCIATES
7280-020-018	3-Premium	0	0.00	300	4,144.50	4,144.50	22,500	850.50	73,243	2,788.69	7,763.58	CITY CENTRE INVESTMENT GROUP
7280-020-021	3-Premium	0	0.00	50	690.75	690.75	7,500	283.50	30,620	1,157.44	2,131.68	ZEIDEN PROPERTIES 2
7280-020-022	3-Premium	0	0.00	275	3,799.13	3,799.13	21,250	803.25	25,780	974.48	5,576.88	PALISADES INVESTORS LLC
7280-020-023	3-Premium	0	0.00	50	690.75	690.75	7,300	275.94	1,107	41.84	1,008.52	LONG BEACH PLAZA ASSOCIATES
7280-020-024	3-Premium	0	0.00	50	690.75	690.75	7,300	275.94	7,500	283.50	1,250.18	LONG BEACH PLAZA ASSOCIATES
7280-020-025	3-Premium	0	0.00	50	690.75	690.75	7,300	275.94	7,500	283.50	1,250.18	LONG BEACH PLAZA ASSOCIATES
7280-020-028	3-Premium	0	0.00	81	842.72	842.72	6,960	338.69	9,600	362.88	1,544.28	PENN HELEN D
7280-020-900	3-Premium	0	0.00	155	2,141.33	2,141.33	4,524	171.01	4,408	166.82	2,478.94	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-020-902	3-Premium	0	0.00	70	987.05	987.05	7,125	269.33	13,300	602.74	1,739.12	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-020-903	3-Premium	0	0.00	30	414.45	414.45	2,250	85.05	2,250	85.05	684.54	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-020-908	3-Premium	0	0.00	30	414.45	414.45	1,125	42.53	0	0.00	458.98	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-021-013	3-Premium	100	801.50	60	828.90	1,630.40	8,000	226.80	12,000	453.60	2,310.60	BRADLEY JAMES
7280-021-017	3-Premium	150	1,202.25	33	455.80	1,658.15	4,950	187.11	4,950	187.11	2,032.38	FORNEY DEVELOPMENT CO
7280-021-018	3-Premium	0	0.00	34	469.71	469.71	5,000	189.00	9,042	341.79	1,000.50	FORNEY DEVELOPMENT CO
7280-021-035	3-Premium	0	0.00	1	1,243.35	1,243.35	9,000	340.20	20,197	763.45	2,347.00	BRADLEY JAMES
7280-021-041	3-Premium	0	0.00	203	2,804.45	2,804.45	19,500	737.40	115,653	4,371.88	7,913.62	VILLA LA PALMA LLC LESSEE
7280-021-052	3-Premium	360	2,885.40	377	5,208.26	8,093.66	70,754	2,674.50	95,989	3,628.38	14,398.64	TWEEDY PROPERTIES LLC LESSEE
7280-026-012	3-Premium	0	0.00	225	3,108.38	3,108.38	11,639	439.95	65,489	2,475.48	6,023.80	L OPERA INVESTMENT GROUP
7280-026-019	3-Premium	0	0.00	83	1,146.65	1,146.65	12,850	485.73	47,288	1,786.73	3,419.10	110 PINE LLC
7280-028-022	3-Premium	160	1,202.25	522	7,211.43	8,413.68	52,708	1,992.38	191,727	7,247.28	17,853.32	ARDEN REALTY FINANCE PTNSHP L P
7280-026-023	3-Premium	210	1,683.15	158	2,182.77	3,865.92	38,588	1,382.95	0	0.00	5,248.86	ARDEN REALTY FINANCE PTNSHP L P
7280-027-001	3-Premium	0	0.00	200	2,783.00	2,783.00	7,500	283.50	14,901	563.26	3,609.76	KRINSKY OSCAR AND HARRIET
7280-027-003	3-Premium	0	0.00	50	690.75	690.75	7,500	283.50	7,500	283.50	1,257.74	MORRIS JOHN H
7280-027-004	3-Premium	0	0.00	25	345.38	345.38	3,750	141.75	2,500	94.50	581.62	KRINSKY OSCAR AND HARRIET
7280-027-006	3-Premium	0	0.00	25	345.38	345.38	3,750	141.75	3,700	138.68	626.98	KRINSKY OSCAR AND HARRIET
7280-027-008	3-Premium	0	0.00	50	690.75	690.75	7,500	283.50	28,735	1,086.18	2,080.42	JERICO DEVELOPMENT INC
7280-027-009	3-Premium	0	0.00	50	690.75	690.75	7,500	283.50	7,500	283.50	1,267.74	DIAMOND PARKING INC
7280-027-010	3-Premium	0	0.00	24	345.38	345.38	3,750	141.75	3,750	141.75	628.88	DIAMOND PARKING INC
7280-027-011	3-Premium	0	0.00	225	3,108.38	3,108.38	11,250	425.25	125,000	4,725.00	8,268.82	110 PINE LLC
7280-027-901	3-Premium	0	0.00	250	3,453.75	3,453.75	15,000	567.00	0	0.00	4,020.74	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-027-902	3-Premium	0	0.00	50	690.75	690.75	7,000	283.50	0	0.00	974.24	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-027-903	3-Premium	0	0.00	50	690.75	690.75	7,500	283.50	0	0.00	974.24	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-027-907	3-Premium	0	0.00	300	4,144.50	4,144.50	22,500	850.50	0	0.00	4,995.00	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-028-024	3-Premium	0	0.00	40	552.60	552.60	2,997	113.29	2,640	98.79	785.68	ALBERT STEVE
7280-028-025	3-Premium	0	0.00	40	552.60	552.60	2,640	99.79	0	0.00	652.38	ALBERT STEVE
7280-028-026	3-Premium	0	0.00	35	483.53	483.53	2,310	87.32	0	0.00	570.84	ALBERT STEVE

CITY OF LONG BEACH
 DOWNTOWN LONG BEACH PROPERTY AND BUSINESS IMPROVEMENT DISTRICT
 FISCAL YEAR 2005/06 ASSESSMENT ROLL - ZONE 3-PREMIUM PARCELS LEVIED (1)
 SEPTEMBER 27, 2005

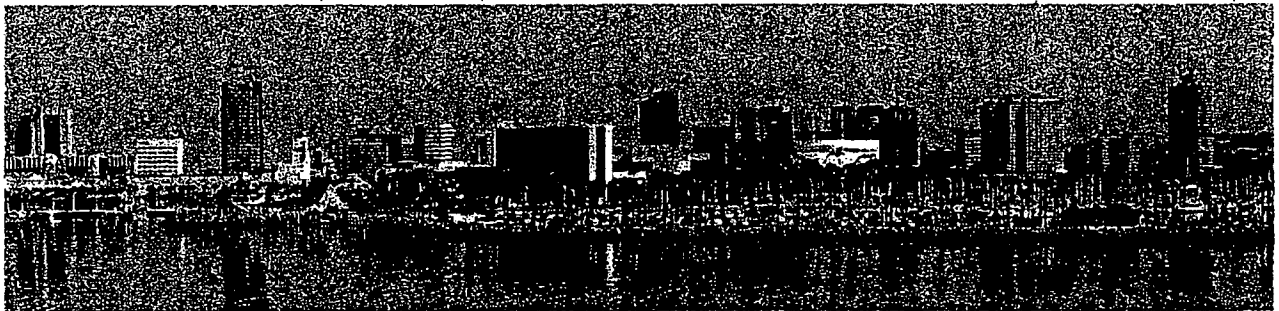
APN	Zone	Basic or Standard Street Front Footage	2005/06 Standard Front Levy	Premium Street Front Footage	2005/06 Premium Front Levy	Total Front Levy	Lot Sq. Footage	2005/06 Lot Levy	Bldg. Sq. Footage	2006/06 Bldg. Sq. Footage Levy	2005/06 Total Levy	Owner
7280-028-027	3-Premium	26	208.39	17	234.86	443.25	2,550	96.39	2,550	96.39	638.02	THE BOARD TR OF THE LAND STANFORD JUNIOR
7280-028-028	3-Premium	50	400.75	100	1,381.50	1,782.25	5,000	188.00	0	0.00	1,971.24	LONG BEACH HOUSING DEVELOPMENT COMPANY
7280-028-900	3-Premium	0	0.00	60	628.90	628.90	6,000	228.80	13,188	498.51	1,554.20	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-028-901	3-Premium	0	0.00	160	2,210.40	2,210.40	5,996	226.27	0	0.00	2,436.66	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-028-902	3-Premium	0	0.00	50	690.75	690.75	7,510	283.88	0	0.00	974.62	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-028-904	3-Premium	0	0.00	50	690.75	690.75	7,500	283.50	0	0.00	974.24	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-028-906	3-Premium	50	400.75	135	1,855.03	2,255.78	8,050	304.29	5,024	189.91	2,759.98	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-028-907	3-Premium	0	0.00	50	690.75	690.75	7,500	283.50	0	0.00	974.24	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-028-909	3-Premium	0	0.00	30	414.45	414.45	3,000	113.40	3,990	150.82	678.66	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-028-910	3-Premium	125	1,001.88	63	1,146.65	2,148.53	12,450	470.81	12,450	470.81	3,089.74	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-028-913	3-Premium	0	0.00	75	1,038.13	1,038.13	3,750	141.75	9,750	368.55	1,546.42	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-028-916	3-Premium	0	0.00	75	1,038.13	1,038.13	3,750	141.75	0	0.00	1,177.88	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-029-024	3-Premium	300	2,404.50	285	3,937.28	6,341.78	42,160	1,593.65	100,145	3,785.48	11,720.90	PACIFICA DOWNTOWN PLAZA ET AL
7280-029-029	3-Premium	466	3,734.99	422	5,829.93	9,564.92	78,844	2,980.30	279,022	10,547.03	23,092.24	LONG BEACH ASSOCIATES PTNSHP
7280-029-033	3-Premium	0	0.00	25	345.38	345.38	2,438	92.16	0	0.00	437.54	LONG BEACH HOTEL ASSOCIATES
7280-029-913	3-Premium	0	0.00	190	2,624.85	2,624.85	4,800	181.44	0	0.00	2,806.28	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-029-914	3-Premium	0	0.00	10	138.15	138.15	2,670	100.93	0	0.00	239.08	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-031-022	3-Premium	868	6,957.02	255	3,522.83	10,479.85	79,279	2,996.75	440,050	16,833.89	30,110.48	TRIZECHAHN COLONY SQUARE GP LLC
7281-001-011	3-Premium	0	0.00	141	1,947.92	1,947.92	199,504	7,541.25	58,085	2,195.81	11,884.78	COVENTRY LONG BEACH PLAZA LLC
7281-001-013	3-Premium	0	0.00	411	5,877.97	5,877.97	42,119	1,592.10	14,740	557.17	7,827.24	COVENTRY LONG BEACH PLAZA LLC
7281-001-014	3-Premium	0	0.00	825	8,634.38	8,634.38	26,800	1,013.04	12,559	474.73	10,122.14	COVENTRY LONG BEACH PLAZA
Totals: 139 Parcels		6,374	\$51,087.63	27,772	\$383,970.40	\$434,758.03	4,697,555	\$177,587.60	5,175,937	\$195,650.40	\$807,975.22	

(1) Assessments for APNs 7280-021-037 through -039, -045 through -051, -053 through -056 placed on 7280-021-052 per original DLB PBID Renewal District database.

ATTACHMENT B

DOWNTOWN
Long Beach
ASSOCIATES

**Management Plan
and Approved Budget
FY 2005-2006**



Presented on
August 17, 2005

**REVENUE
FY 2005-2006**

DPIA: Downtown Parking Improvement Area self-assessment fees collected through business licenses from Downtown businesses within a geographical boundary in Downtown Long Beach. The current annual assessment is approximately \$337.77 per business and \$5.69 per employee.

PBID: Property Based Improvement District self-assessment fees collected through County of Los Angeles property tax from commercial real estate owners within a geographical boundary in Downtown Long Beach. The assessment methodology is based on the parcel and building square footage and linear footage of the property and the level of services rendered to the three benefit areas.

PBID Assessment Methodology	Year Three
Maximum Assessment per Linear Foot of Frontage	
Zone 3: Premium	\$13.82
Zone 2: Standard	\$8.02
Maximum Assessment per Square Foot of Lot plus Building	
Zones 3 & 2: Premium and Standard	\$0.0378
Zone 1: Basic	\$0.0233

CITY/RDA: Funds solicited from the City of Long Beach, Community Development Department, and Economic Development Bureau. Includes revenue from parking meter revenue-sharing program approved by City Council in FY 2004-05.

SPONSORSHIP: Funds collected through sponsorships to help offset costs incurred by the DLBA.

MISCELLANEOUS: Revenue collected from various programs including cooperative advertising campaigns and projects, mailings, and administrative costs.

ADMINISTRATION & ADVOCACY
FY 2005-2006

GENERAL ADMINISTRATION

\$639,199

The DLBA is the non-profit management organization empowered by the Long Beach City Council to manage two Downtown Business Improvement Districts (BIDs). The Downtown Parking Improvement Area (DPIA) is supported through a special assessment established by business owners, while the Property Based Improvement District (PBID) is sustained with the contribution of the commercial property owners within the District.

Personnel

To support the programs and services provided by the BIDs, the DLBA administrative team consists of the following with a brief description of their positions:

- President and Chief Executive Officer is to lead, facilitate and motivate personnel to accomplish all DLBA objectives as outlined in the mission statement and the Management Plan. Subject to the direction of the Board of Directors, the President and CEO supervises and directs the day-to-day business and management of the organization and the Business Improvement Districts.
- Marketing Manager's primary objective is to increase awareness and enhance the image of Downtown Long Beach by promoting existing infrastructure and developing new business and customer markets. Responsible for the supervision of all DLBA special events, including sponsorship. Also provides technical assistance to outside organizations and individuals that produce events within the District.
- Economic Development Manager is responsible for implementing programs to retain and attract business to Downtown Long Beach through retail, development and adaptive re-use, and business recruitment and retention strategies.
- Operations Manager is responsible for managing the Clean and Safe Program and is involved in community outreach programs to address the quality of life in the Downtown.
- Special Events Manager is responsible for the coordination and production of all DLBA special events, including sponsorship.
- Executive Assistant coordinates all administrative functions, which maximize the operating efficiency of the organization, and motivates staff to operate efficiently and to achieve organizational objectives.
- Administrative Assistant (part-time) supports all departments in the daily administrative and clerical duties.

All salary, taxes and benefits are shared equally by the DPIA and the PBID, except for the Operations Manager (100% PBID).

Office

Other general administration expenses include office rent, telephones, computers, office equipment lease, office supplies, postage, general insurance, professional services (includes legal and annual audit fees), utilities, depreciation, taxes, accounting services (contract with Long Beach Area Convention and Visitors Bureau), employee recruitment, bank charges, and outside support (temp service employees).

ADVOCACY

\$64,000

The DLBA is the leading voice for the Downtown business community and plays a critical role in establishing and achieving objectives set forth by its stakeholders. The DLBA manages Task Forces (e.g., Pine Avenue, Parking), has established committees (e.g., Office and Retail), and conducts regular meetings to serve the stakeholders better and ensure the quality of life in the central business district. It also acts as a liaison between the business community and many city departments and council offices.

Advocacy expenditures may include street and landscape projects, conducting workshops and orientations, costs for professional dues and subscriptions, participating in industry-related seminars and conferences; and Board contingency.

DELIQUENCY

\$67,573

Budget includes approximately 4% of the projected PBID annual revenue to compensate for delinquent stakeholders.

SPECIAL PROJECTS (PBID)

\$100,000

The PBID Management Plan stipulates that the Special Project funds, generated from assessments within the Standard and Premium service areas, support improvements that enhance the visual appearance of Downtown and may include:

- Seasonal banners and decorations
- Public art
- Street furniture and amenities
- Feasibility analyses and plans for design and physical improvements
- Other activities and improvements that visibly enhance the Downtown environment

The 2004-05 DLBA Board of Directors approved future funding for a series of Gateway signs at Downtown entry points.

MARKETING WORK PLAN

FY 2005-2006

INTRODUCTION

A major component of managing the Business Improvement District is by building and maintaining strong advocacy and marketing programs. The DLBA marketing department is dedicated to increasing the awareness for and enhancing the image of Downtown Long Beach. This is achieved through year-round promotions and events, publishing a monthly newsletter, implementing and maintaining public relations activities, advertising programs, collateral materials and building consensus from stakeholders at area and quarterly meetings.

PUBLICATIONS

\$50,000

- **Newsletter**

\$30,000

The DLBA produces the monthly Downtown Scene, to keep residents, visitors, and stakeholders informed about Downtown events, issues, business and organizational matters. Downtown Scene is distributed through the DLBA stakeholder monthly mailing and inserted into the Downtown Gazette on the first Monday of every month. Circulation: 30,000/month

- **Annual Report**

\$5,000

The DLBA annual report serves to highlight the accomplishments and measurable results from each of the departments with the DLBA organization. Produced on an annual basis, the report contains brief descriptions of the DLBA programs initiated within the past Fiscal Year and also provides financial summaries. Distribution: 2,500

- **Passport to Savings Program**

\$15,000

The "Downtown Passport to Savings" program is aimed at promoting the Downtown businesses to residents, visitors and office workers and encouraging them to utilize the central business district as a primary destination for their professional and personal service needs, shopping, dining, and entertainment. As part of the program, the DLBA will produce approximately 50,000 "Downtown Passport to Savings" discount cards and rack brochures which will feature a Downtown map and provide listings of discount offers available from participating Downtown businesses. The brochure will then be distributed to residents (via the Downtown Welcome Packages), office workers and visitors such as jurors, conventioners, and Carnival Cruise passengers.

ADVERTISING/PROMOTIONS

\$85,000

- **Print Advertising**

\$10,000

Advertising is essential to communicating the message that Downtown Long Beach is "The Place to Be. And be Yourself." In efforts to maintain top-of-mind awareness within the community, it is recommended that the DLBA maintain an advertising budget in support of different advertising opportunities that present themselves throughout the year.

- **Outdoor Advertising** **\$75,000**
 Outdoor advertising is a great way to reach people where they live, work and play. Unlike TV, radio or print, outdoor is media that cannot be turned off or put down. Outdoor advertising is being seen by a larger and larger audience - especially as people spend longer periods of time commuting and away from their homes.

- **Recommended Components**

- Bus Kings
- Billboards
- Kiosks

MEDIA SPONSORSHIPS **\$24,000**

- East Village 2nd Saturday \$7,000
- Soundwalk \$3,000
- Tour Des Artistes \$5,000
- Long Beach Marathon \$5,000
- Putt Putt on Pine \$4,000

PUBLIC RELATIONS/PRESS TRIPS **\$27,000**

- Public relations encompass a variety of marketing tactics aimed at strengthening the Downtown's image, develop goodwill and influence public opinion. By retaining the services of a public relations specialist, the DLBA will aim to consistently generate targeted press releases, media advisories, news conferences, press tours, and personal letters and/or phone calls to editors and reporters regarding Downtown Economic Development, Marketing, and Special Events programming. In addition, the DLBA will partner with the Long Beach Area Convention & Visitors Bureau to host two press trips.

RESEARCH & DEVELOPMENT **\$10,000**

- In order to demonstrate measurable results, the DLBA will need to conduct follow-up research. Also, the DLBA has reached the 3-year mark for its Marketing Action Plan and recommends that a consultant be hired to make evaluations/recommendations for future marketing programming.

TOTAL **\$196,000**

SPECIAL EVENTS WORK PLAN
FY 2005-2006

INTRODUCTION

Special Events offers an exciting way to attract and generate increased foot traffic into the central business district. Through creating and supporting opportunities for people to experience the urban energy and appeal of the Downtown area, the DLBA can demonstrate its initiative and commitment towards enhancing the environment. The goal of the Special Events Department is to manage and centralize all aspects involved with the DLBA's special events programs, including sponsorships, planning and execution in addition to providing technical assistance to outside organizations and individuals that produce events in the Downtown.

SPECIAL EVENTS

\$144,500

- **State of the Downtown**

\$10,000

An annual breakfast/luncheon open to all stakeholders as an opportunity to honor downtown partners and Board Members as well as highlight the DLBA's accomplishments and programs for the year. The luncheon would be held at a downtown hotel. Attendees will be given the option of individual tickets or to buy sponsored tables.

- **Holiday Promotions and Décor**

\$32,500

- *12 Days of the Season*

\$2,500

A brightly wrapped box is placed in high-rise office buildings throughout the Downtown. Each of the 12 days of the promotion, the building manager picks a business card, and the winner receives a gift certificate from a sponsoring business in the Downtown.

- *Holiday Décor*

\$30,000

Outdoor decorations to be installed in the Downtown during the holiday season.

- **Tecate Thunder Thursday on Pine**

\$8,000

Downtown Long Beach gears up for the Annual Toyota Grand Prix of Long Beach with an exciting street party held along Pine Avenue between Broadway and 3rd Street held the Thursday before the Grand Prix. The free event features CART cars, Pro/Celebrity cars, classic and custom cars, as well as live music, dancing, give-a-ways, and a variety of entertainment.

- **Kid's Day**

\$11,000

Celebrate the kids! Families will be able to spend the day in Downtown Long Beach with a variety of different activities. This event aims to showcase the central business district as "*The Place to Be. And Be a Family.*" Activities include clowns, balloons, a bouncer, magicians, chalk walk, and musical entertainment.

- **Visitor Information Booth** **\$7,000**
 Featured in the Convention & Entertainment Center, the visitor information booth is staffed by Long Beach Area Convention & Visitor Bureau (LBACVB) trained personnel who disseminate information, answer questions and assist the approximate 1.7 millions convention delegates and visitors a year. The \$7,000 fee is for 25% the cost of the booth, with the LBACVB and the Convention Center paying the remainder.
- **Residential Open House** **\$0**
 Downtown Long Beach, "*The Place to Be. And Be Yourself,*" will again host an open house event for potential home buyers. The event will showcase residential buildings that are either currently for sale or being readied to go on the market. In addition, shuttles will provide "destination" stops in the East Village Arts District, on Pine Avenue, and at the Pike at Rainbow Harbor. The event is funded solely through sponsorship revenue.
- **"Be Entertained" Live Music Series** **\$75,000**
 Downtown Long Beach will serve as the picturesque backdrop for a series of free live music performances that will be entertaining visitors, residents, and office workers alike. From visual to vocal, the "Be Entertained" music series are streetside, impromptu musical performances which will take place at various times and locations throughout Downtown including Pine Avenue, CityPlace, Shoreline Village, East Village Arts District, and in the West Gateway office buildings of World Trade Center, ARCO Center, and California Bank & Trust.
- **Destination Downtown Tour** **\$1,000**
 A Downtown tour of local restaurants, developments, attractions and retailers for the purpose of educating frontline staff on the various amenities of the Downtown. The tour, which combines walking with the brief use of the Long Beach Transit Passport, canvasses the downtown, highlighting; CityPlace, Pine Avenue, the Pike at Rainbow Harbor, Shoreline Village and the East Village Arts District. Each participant is given a brightly colored blue bag to collect informative marketing collateral and special offers from the many businesses visited. Anticipated attendance: 50 people; bi-annually

ECONOMIC DEVELOPMENT WORK PLAN

FY 2005-2006

INTRODUCTION

The Downtown Long Beach Associates (DLBA) Economic Development Department assists in creating a vibrant, financially sound urban core. This goal is achieved through the creation and retention of jobs, construction of new residential and commercial developments, and the fortification of existing infrastructure in the Downtown. The DLBA strives to achieve these goals through the recruitment/retention and assistance of office tenants, retail tenants, and commercial developers.

RESEARCH

\$30,000

- ***Downtown Economic Impact Study***

The DLBA will retain a consultant in order to analyze the output of key industry sectors within the Downtown. This analysis will be placed into a Citywide and regional context in order to understand the impact Downtown Long Beach has on these areas.
- ***Demographics***

Market data is often the top priority for prospective tenants in determining the feasibility of locating in Downtown Long Beach. The importance of maintaining updated research is paramount. In addition to the existing research already maintained by the DLBA, following is research that is planned or will be updated.
- **Office Data**
 - Inventory of office space contained at www.downtownlongbeach.org
 - Utilization of CoStar data source
 - Production of office profile piece
 - Leasing comparables to other local markets
 - Office occupancy rates
- **Retail**
 - Inventory of retail space to be contained at www.downtownlongbeach.org
 - Comprehensive demographic information through GIS application
 - Production of "Retail" profile piece
 - Breakdown of area sales tax
- **Residential**
 - Update of housing comparable survey
 - Production of "Residential" profile
 - Profiles of new housing under construction or planned
- **Visitor/Tourism**
 - Update of convention and visitor information
- **Access/Transportation**
 - Update of transit data (Long Beach Transit and MTA)
 - Update of airport carriers
- **Crime/Safety**
 - Benchmark crime statistics for Downtown and comparable areas

WEBSITE DEVELOPMENT

\$20,000

- DLBA's website, www.downtownlongbeach.org, is a valuable tool for the dissemination of both consumer and business information to interested parties. The website averages approximately 32,000 hits per month, serving 6,000 users. The continual update and progress of the site is integral to its success.
 - This year, the DLBA is planning a complete overhaul of the website. This overhaul is in conjunction with a concerted marketing effort to drive interested parties to the website through various forms of advertising.

RECRUITMENT/RETENTION PROJECTS

\$70,900

Print Advertising

\$36,700

- **Direct Mail Recruitment**—The DLBA will target Los Angeles and Orange County submarkets to prospect for potential Downtown tenants utilizing the CoStar database. This database provides the size of the user as well as lease expiration dates and contact information. A direct mail piece will be designed, printed and sent to these prospects, including a definitive call for action.
- **Direct Mail Retention Campaign**—Utilizing the CoStar database, the DLBA will target existing Downtown businesses with upcoming lease expirations in order to obtain their level of satisfaction and future location plans. The DLBA will then work to keep retain these businesses Downtown.
- **Long Beach Business Journal Ad Campaign**—The DLBA will feature four (4) advertisements in the Real Estate Quarterly edition, highlighting new businesses to the Downtown, as well as the buildings they located in and the real estate professionals that assisted in this recruitment. Long Beach Business Journal readers number over 40,000.
- **RenTV Direct Mail Piece**—The DLBA will partner with RenTV in order to alert the local commercial real estate community through a direct mail piece of the DLBA sponsored economic development video at www.RenTV.com.

Electronic Advertising

\$10,000

- **Cable Buys for RenTV**—The DLBA will administer a six-month program, including the purchase of approximately 100 half-hour time slots on cable access channels in Los Angeles and Orange County target markets in order to showcase the DLBA sponsored economic development video.

Publications

\$24,200

- **Business Recruitment Collateral Piece**—The Office Subcommittee advised that as property owners and commercial office brokers, they needed a piece to supplement their materials, providing a glimpse of the present and future "lifestyle" of Downtown. The DLBA will update and print the piece for FY 2005-06.

- **Printing of Downtown Development Maps**—The DLBA assisted the Redevelopment Agency in the design and update of a map highlighting new developments occurring in the Downtown. Approximately 350 maps will be printed.
- **Downtown Profile**—The DLBA will again produce four quarterly profile pieces, supporting its tenant recruitment and developer assistance efforts. Profiles will include Office market, Retail market, and Residential market.
- **Prospect Package Revamp**—The prospective tenant package is used to communicate key market data/research to prospective Downtown businesses. In FY 2005-06, the DLBA will reformat this package, including the design of a new presentation folder and letterhead, in order to match the quarterly profile piece, the lifestyle piece and the overall branding campaign.

OPERATIONS WORK PLAN

FY 2005-2006

INTRODUCTION

The Downtown Long Beach Associates (DLBA) Operations Department is dedicated to the security and maintenance of the 85-block assessment district in the Downtown via the Downtown Clean Team and Downtown Guides.

DOWNTOWN CLEAN TEAM

\$572,886

The Clean Team ensures the central business district remains attractive, clean and appealing for the visitor seven days a week. In order to consistently deal with maintenance issues, a multi-dimensional approach was developed consisting of: sidewalk maintenance, alley maintenance, graffiti removal, sidewalk scrubbing and pressure washing, trash collection, landscape maintenance, paper sign and handbill removal, and maintenance problems requiring third party intervention.

- **Sidewalk Maintenance**

Uniformed, radio-equipped personnel sweep litter, debris, and refuse from sidewalks and gutters within the District.

- **Alley Maintenance**

The Downtown Clean Team and Downtown Guides each have responsibility in this area. The Downtown Guides address owner and tenant compliance with City code issues on cleanliness of sidewalks, alleys and illegal dumping. The Downtown Clean Team clears the alley of debris when a responsible party can not be found for illegal dumping or other violations.

- **Graffiti Removal**

The Downtown Clean Team removes graffiti by painting, using solvent and pressure washing. The District maintains a zero tolerance graffiti policy. All tags will be removed within 24 hours. For those tags that the Downtown Clean Team is unable to remove, a list is sent via fax to the Graffiti Abatement Team with the City of Long Beach, which sends a graffiti removal team out daily.

- **Sidewalk Pressure Washing**

Pressure washers service 9 - 10 blocks per day, seven days a week. The District standard is to have all sidewalks cleaned at least every four to six weeks, with Premium areas cleaned weekly.

- **Sidewalk Scrubbing**

Sidewalk scrubbers service multiple blocks per day, seven days a week. The District standard is to have all sidewalks scrubbed every two weeks, with high-use areas scrubbed weekly.

- **Trash Collection**
The District truck will collect the bags of trash left in pre-arranged locations by the Sweepers each morning and afternoon in all Service Zones. The bags are deposited in a large trash bin assigned to the DLBA.
- **Landscape Maintenance**
Public landscape areas, tree wells and planters are maintained and kept free of litter and weeds.
- **Paper Sign and Handbill Removal**
Paper signs and handbills that have been scotch-taped or glued on public property, utility boxes, poles and telephones are removed by hand or when necessary, by high pressure hose.
- **Maintenance Problems Requiring Third Party Intervention**
Problems are monitored that create blighted or unsafe conditions in the District, but are outside of the jurisdiction of the DLBA personnel to repair. Requests are made to the responsible party for repair. Types of problems include blocked or damaged sewers or drains, damaged sidewalks, streets, and/or alleys, non-operating street lights, damaged or missing street signs, etc.

DOWNTOWN GUIDES

\$501,000

The District mission for the Downtown Guides is to support the police department, property owners and tenants in overall crime prevention efforts and reduction in neighborhood street disorder, while offering customer service orientation to pedestrians. They provide highly visible neighborhood security and are intended to supplement, not supplant individual building security and the Long Beach Police Department (LBPD). They assist with quality of life issues, and participate in outreach programs.

- **Integration with the Long Beach Police Department**
The Downtown Guides work closely with the LBPD and integrate the District security program with that of the LBPD, whose officers are active in the development and training of the Downtown Guides.
- **Bicycle Patrol**
The Bike Patrol deters aggressive panhandling and other unsuitable street behavior. Their presence is a deterrent to theft and burglary from motor vehicles; however the service does not completely prevent these crimes. They also deter and report illegal street vending, illegal dumping and street code violations. They handle a myriad of quality of life problems including: drinking in public, urinating in public, indecent exposure, trespassing, scavenging and shopping cart confiscation. They perform goodwill gestures such as escorting employees, helping lost persons, retrieving keys from locked cars and

giving directions. Bike Patrols also assist with traffic control in case of accidents, fires or unusual occurrences.

Bike patrols are assigned routes evenly, covering all property equally on any route in the District. They are professional, assertive, friendly, courteous, people oriented individuals in excellent physical condition. The Bike Patrol officers complete 40 hours of customized classroom district training and 16 hours of field training.

- **Foot Patrol**

The Foot Patrol concentrates on the highest pedestrian-use corridors such as Pine Avenue, the Promenade, City Place, Pike at Rainbow Lagoon and Ocean Avenue. The Foot Patrol has the same mission and receives the same training as the Bike Patrol. Uniforms and equipment are almost identical.

- **Long Beach Visitors Safety Committee**

The DLBA Operations Manager facilitates the Long Beach Visitors Safety Committee, whose purpose is to enhance communication and cooperation between the various entities within the City of Long Beach that deal with tourism, visitors and safety.

HOMELESS OUTREACH & ADVOCACY

\$2,928

- **Homeless Coalition**

The DLBA Operations Manager attends monthly meetings of the Homeless Coalition. The Homeless Coalition brings together a wide variety of individuals and organizations working to end homelessness in Long Beach. The Homeless Coalitions works to educate the public on homeless issues and advocate for homeless resources.

- **Outreach Workers Coalition**

The DLBA Operations Manager attends monthly meetings of the Outreach Workers Coalition. This meeting provides an opportunity for networking and facilitates discussion of available services and current needs in the community.

- **10-Year Plan to End Homelessness**

The DLBA Operations Manager serves as a member of the Working Group of the Homeless Strategic Planning process. The primary responsibilities of the Working Group will include: identifying issues and problems related to homelessness; identifying solutions for homeless issues and problems; and receiving community input from focus groups and subcommittees. The Working Group will make recommendations to the Steering Committee for inclusion in the 10-Year Strategy to End Homelessness.

PROPOSED 2005-06 BUDGET

DESCRIPTION	2004-05			PROPOSED FY 2005-06				NOTES
	DEFERRED	APPROVED	YTD	DEFERRED	BUDGET	BUDGET	TOTAL	
	from FY 2003-04	2004-05	as of June 2005	from FY 2004-05	DPIA	PBID	BUDGET	
REVENUES								
DPIA Funds		500,000	372,377		500,000	0	500,000	
City Funds/Parking		0			140,000	0	140,000	
PBID Funds		1,633,268	1,435,314		0	1,756,886	1,756,886	
Sponsorships					0	0	0	
Misc Income		12,000	20,952		12,100	0	12,100	
Deferred	384,700							
TOTAL REVENUE	384,700	2,145,268	1,828,643		652,100	1,756,886	2,408,986	
EXPENSES								
ADMINISTRATION/ADVOCACY								
Personnel and Office								
Personnel		435,100	259,156		330,500	83,799	414,299	
Rent		60,000	41,645		40,000	20,000	60,000	
Telephone		16,000	12,462		8,000	8,000	16,000	
Computers		4,000	10,471		4,500	3,000	7,500	
Office Equip Lease		8,500	7,521		5,000	5,000	10,000	
Office Supplies		25,000	17,113		12,500	12,500	25,000	
Postage		11,000	13,594		7,500	7,500	15,000	
General Insurance		7,500	7,917		4,000	4,000	8,000	
Professional Services		20,000	18,589		10,000	10,000	20,000	
Utilities		0	2,039		2,500	2,500	5,000	
Depreciation		20,400	12,793		10,200	10,200	20,400	
Taxes		2,000	30		500	500	1,000	
Accounting Services		15,000	10,000		7,500	7,500	15,000	
Employee Recruitment		2,000	1,716		1,000	1,000	2,000	
Outside Support		20,000	7,239		10,000	10,000	20,000	
Total Personnel and Office	0	646,500	422,285		453,700	185,499	639,199	
Advocacy								
Street & Landscape (Wayfinding Signs)		10,000	655		5,000	5,000	10,000	
Workshop/Orientations		10,000	3,000		5,000	5,000	10,000	
Dues & Subscriptions		3,500	3,612		2,000	2,000	4,000	
Travel & Education		23,000	39,953		15,000	15,000	30,000	
Board Contingency		10,000	7,406		10,000	0	10,000	
Total Advocacy	0	56,500	54,626		37,000	27,000	64,000	
TOTAL ADMINISTRATION/ADVOCACY	0	703,000	476,911		490,700	212,499	703,199	

PROPOSED 2005-06 BUDGET

DESCRIPTION	2004-05			PROPOSED FY 2005-06				NOTES
	DEFERRED	APPROVED	YTD	DEFERRED	BUDGET	BUDGET	TOTAL	
	from FY 2003-04	2004-05	as of June 2005	from FY 2004-05	DPIA	PBID	BUDGET	
Delinquency	0	62,818	0	0	0	67,573	67,573	
PBID Special Projects	100,000	100,000	13,742	0	0	100,000	100,000	
MARKETING								
Publications								
Newsletter	0	30,000	21,555	0	10,000	20,000	30,000	
Annual Report	0	4,000	5,351	0	2,000	3,000	5,000	
Business Directory	0	4,000	4,291	0	0	0	0	
Passport Brochure	0	8,000	115	0	5,000	10,000	15,000	
Total Publications	0	46,000	31,312	0	17,000	33,000	50,000	
Advertising/Promotions								
Print Ads/Advertising	42,000	43,000	52,476	0	5,000	5,000	10,000	
Outdoor Advertising	0	0	0	0	17,900	57,100	75,000	
Welcome Program	0	2,000	0	0	0	0	0	
Electronic Media	50,000	0	130	0	0	0	0	
Conv Center Signage	10,000	0	0	0	0	0	0	
Total Advertising/Promo	102,000	45,000	52,606	0	22,900	62,100	85,000	
Media Sponsorships								
2nd Saturday	4,500	5,000	4,303	0	7,000	0	7,000	
Soundwalk	8,000	0	0	0	3,000	0	3,000	
Tour Des Artistes	0	5,000	2,510	0	5,000	0	5,000	
LB Marathon	0	0	0	0	5,000	0	5,000	
Putt Putt on Pine	0	2,500	2,806	0	4,000	0	4,000	
Total Media Sponsorship	12,500	12,500	9,619	0	24,000	0	24,000	
Public Relations	25,000	0	11,527	0	0	27,000	27,000	
Research	0	0	0	0	0	10,000	10,000	
TOTAL MARKETING	139,500	103,500	105,064	0	63,900	132,100	196,000	

PROPOSED 2005-06 BUDGET

DESCRIPTION	2004-05			PROPOSED FY 2005-06				NOTES
	DEFERRED from FY 2003-04	APPROVED 2004-05	YTD as of June 2005	DEFERRED from FY 2004-05	BUDGET DPIA	BUDGET PBID	TOTAL BUDGET	
SPECIAL EVENTS								
State of Downtown Lunch	0	10,000	-6,918		3,000	7,000	10,000	
Holiday Promotions/Decor	0	5,000	56,399		32,500	0	32,500	
Thunder Thursday	4,700	7,500	9,685		8,000	0	8,000	
Kid's Day					11,000	0	11,000	
Visitor Information Booth	7,000	0	7,000		7,000	0	7,000	
Residential Open House		0	-14,385		0	0	0	
Music Series	0	60,000	41,059		35,000	40,000	75,000	
CALED Conference	5,000	0	0		0	0	0	
Destination Downtown	0	2,000	260		1,000	0	1,000	
TOTAL SPECIAL EVENTS	16,700	84,500	93,100		97,500	47,000	144,500	
ECONOMIC DEVELOPMENT								
Research	15,000	500	1,327		0	30,000	30,000	
Website Development	0	2,000	615		0	20,000	20,000	
Business Recruitment/Retention								
Print Advertising	25,000	42,300	20,705		0	36,700	36,700	
Electronic Advertising	33,500	0	0		0	10,000	10,000	
Publications	25,000	1,200	6,265		0	24,200	24,200	
Total Bus. Recruitment/Retention	83,500	43,500	26,970			70,900	70,900	
TOTAL ECONOMIC DEVELOPMENT	98,500	46,000	28,912		0	120,900	120,900	
OPERATIONS								
Clean Team Personnel	0	474,200	279,380		0	494,836	494,836	
Clean Team Supplies	0	6,000	1,646		0	5,000	5,000	
Equipment Insurance	0	3,000	800		0	20,000	20,000	
Clean Team Fuel	0	24,200	13,716		0	39,650	39,650	
Clean Team Equip Leases	0	33,800	23,617		0	11,000	11,000	
Clean Team Equip Maint.	0	12,000	6,040		0	2,400	2,400	
Downtown Guides	30,000	489,250	291,987		0	501,000	501,000	
Homeless Outreach		3,000	228			2,928	2,928	
TOTAL OPERATIONS	30,000	1,045,450	617,414		0	1,076,814	1,076,814	
GRAND TOTAL	384,700	2,145,268	1,335,143		652,100	1,756,886	2,408,986	
BALANCE	0	0	-493,500		0	0	0	

City of Long Beach Property Roll 2006
Downtown LB Property and Business Improvement District

ATTACHMENT C

Account ID	Owner	Levy
7278-003-932	LONG BEACH CITY	\$892.88
7278-004-905	LONG BEACH CITY	4,946.62
7278-005-913	LONG BEACH CITY	3,156.64
7278-007-922	LONG BEACH CITY	9,047.42
7278-007-924	LONG BEACH CITY	9,356.90
7278-008-909	LONG BEACH CITY	8,616.44
7278-009-923	LONG BEACH CITY	7,538.82
7278-010-914 (1)	LONG BEACH CITY	72,565.84
7278-010-925 (1)	LONG BEACH CITY	103,595.26
7280-005-918	LONG BEACH CITY	26,055.18
7280-005-919	LONG BEACH CITY	26,106.24
7280-005-920	LONG BEACH CITY	4,421.42
7280-005-921	LONG BEACH CITY	11,875.46
7280-022-914	LONG BEACH CITY	2,977.40
7280-025-902	LONG BEACH CITY	56,051.30
7281-017-900	LONG BEACH CITY	5,649.88
7281-017-901	LONG BEACH CITY	684.24
7281-017-902	LONG BEACH CITY	3,369.80
7281-018-912	LONG BEACH CITY	4,623.50
7281-019-902	LONG BEACH CITY	342.12
7281-021-900	LONG BEACH CITY	15.12
7281-022-901	LONG BEACH CITY	879.94
Totals: 22 Parcels		\$362,768.40

(1) Historically, DDR has been billed for installments on APNs 7278-010-914 & 7278-010-925. Levy amount for Fiscal Year 2005/06 equals \$176,161.10. Therefore net levy payable by City of Long Beach equals \$186,607.30.

Redevelopment Agency Property Roll 2006
Downtown LB Property and Business Improvement District

Account ID	Owner	Levy
7278-008-926	REDEVELOPMENT AGENCY C	\$6,761.44
7278-017-934	REDEVELOPMENT AGENCY C	3,409.48
7278-017-935	REDEVELOPMENT AGENCY C	5,058.44
7278-019-915	REDEVELOPMENT AGENCY C	1,355.80
7278-019-921	REDEVELOPMENT AGENCY C	555.72
7280-015-900	REDEVELOPMENT AGENCY C	684.24
7280-016-900	REDEVELOPMENT AGENCY C	2,009.04
7280-016-901	REDEVELOPMENT AGENCY C	1,469.50
7280-019-900	REDEVELOPMENT AGENCY C	974.24
7280-019-901	REDEVELOPMENT AGENCY C	3,150.74
7280-019-902	REDEVELOPMENT AGENCY C	969.40
7280-019-903	REDEVELOPMENT AGENCY C	1,257.74
7280-019-904	REDEVELOPMENT AGENCY C	2,231.26
7280-019-905	REDEVELOPMENT AGENCY C	864.00
7280-020-900	REDEVELOPMENT AGENCY C	2,478.94
7280-020-902	REDEVELOPMENT AGENCY C	1,739.12
7280-020-903	REDEVELOPMENT AGENCY C	584.54
7280-020-906	REDEVELOPMENT AGENCY C	456.98
7280-024-906	REDEVELOPMENT AGENCY C	4,616.50
7280-024-907	REDEVELOPMENT AGENCY C	476.32
7280-024-908	REDEVELOPMENT AGENCY C	342.12
7280-024-909	REDEVELOPMENT AGENCY C	1,647.18
7280-024-910	REDEVELOPMENT AGENCY C	967.74
7280-024-911	REDEVELOPMENT AGENCY C	1,854.54
7280-024-915	REDEVELOPMENT AGENCY C	1,056.32
7280-027-901	REDEVELOPMENT AGENCY C	4,020.74
7280-027-902	REDEVELOPMENT AGENCY C	974.24
7280-027-903	REDEVELOPMENT AGENCY C	974.24
7280-027-907	REDEVELOPMENT AGENCY C	4,995.00
7280-028-900	REDEVELOPMENT AGENCY C	1,554.20
7280-028-901	REDEVELOPMENT AGENCY C	2,436.66
7280-028-902	REDEVELOPMENT AGENCY C	974.62
7280-028-903	REDEVELOPMENT AGENCY C	1,746.50
7280-028-904	REDEVELOPMENT AGENCY C	974.24
7280-028-905	REDEVELOPMENT AGENCY C	423.44
7280-028-906	REDEVELOPMENT AGENCY C	2,759.98
7280-028-907	REDEVELOPMENT AGENCY C	974.24
7280-028-909	REDEVELOPMENT AGENCY C	678.66
7280-028-910	REDEVELOPMENT AGENCY C	3,089.74
7280-028-911	REDEVELOPMENT AGENCY C	1,345.74
7280-028-913	REDEVELOPMENT AGENCY C	1,546.42
7280-028-916	REDEVELOPMENT AGENCY C	1,177.88
7280-029-913	REDEVELOPMENT AGENCY C	2,806.28
7280-029-914	REDEVELOPMENT AGENCY C	239.08
Totals: 44 Parcels		\$80,663.24

Item 30

Tom and Nancy Paradise
6551 East Deleon Street
Long Beach, CA 90815

November 11, 2005

Mayor and Members of the City Council
c/o Larry Herrera, City Clerk
City of Long Beach
333 W. Ocean Blvd, First Floor

Re: City Council Meeting, November 15, 2005
Support for Agenda Item 3 - PD-30 Amendment

Dear Mayor O'Neill and City Council Members:

We are writing to urge your support for amendment of the Downtown Long Beach Planned Development District (PD-30) to increase the permitted density of new development.

Downtown Long Beach is just now starting to experience the benefits of a critical mass of new residents living in the area. The proposed amendment will permit the development of more new high quality housing, which is exactly what downtown needs. The new residential population downtown will provide additional spending power that will support the continued growth of new restaurants and retail shops in the area.

The City Council should continue on its visionary path to support the improvement of downtown. This contributes to the vitality and the economic strength of the entire city. Please keep up the good work, and support the amendment for the PD-30 zoning. Thank you very much.

Sincerely,

Tom and Nancy Paradise
Tom and Nancy Paradise

Edward R. Miller
1171 E. Appleton Street
Long Beach CA, 90802

November 11, 2005

Members of the Long Beach City Council
c/o Larry Herrera, City Clerk
City of Long Beach
1st Floor
333 W. Ocean Blvd
Long Beach, CA 90802

By facsimile to: (562) 570-6789

Re: Support for increased housing density in the Amendment to the Downtown PD-30 district at the November 15, 2005 City Council Meeting.

Dear Council Members:

As a downtown Long Beach resident, I believe that the proposed housing density increases for PD-30 are an essential next step in continuing the resurrection of downtown.

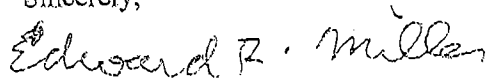
The city has made great strides in revitalizing the downtown, but many retail storefronts remain vacant and will continue to struggle without sufficient neighborhood housing. Increasing the density in downtown neighborhoods will provide the necessary traffic to attract the additional restaurants and retailers which are so essential to making downtown Long Beach a desirable destination and place to live.

Approving the increased density would help Long Beach continue to grow in a smart manner by building in areas that can support the density—areas where residents can access services by foot and thereby reduce auto traffic. In addition to improving the vitality of the urban core, building at a higher density is the most efficient way to alleviate the severe housing shortage.

For the future of downtown Long Beach, I fully support the Amendment to the PD-30 district.

Thank you for your consideration.

Sincerely,


Edward R. Miller

**Cathy Boeker
P.O. Box 15574
Long Beach, CA 90815**

November 12, 2005

Honorable Mayor and Members of the City Council
c/o Larry Herrera, City Clerk
City of Long Beach
333 W. Ocean Blvd, First Floor
Facsimile No.: (562) 570-6789

Re: City Council Meeting, November 15, 2005

**Letter of Support for Agenda Item 3 -- Amendment to Downtown Long
Beach Planned Development District (PD-30)**

Dear Honorable Mayor and Members of the City Council:

As a part-time resident, member of the Aquarium of the Pacific and frequent patron of downtown businesses, I am writing to express my support for agenda item number 3 on the City of Long Beach City Council Agenda for November 15, 2005 which will amend the Downtown Long Beach Planned Development District (PD-30).

I believe this amendment will continue to move the City in the appropriate direction, fostering much needed high-quality new residential housing as the City continues to grow. Also, this amendment will encourage the development of new parks, retail and commercial projects, as well as create a sense of connectivity and community within the downtown area.

Again, please accept this letter as my support for the amendment and I look forward to continued progress in our downtown.

Sincerely,


Cathy Boeker

Steve and Lori Ross
3765 Gundry Ave.
Long Beach, CA 90807

November 14, 2005

Honorable Mayor and Members of the City Council
c/o Larry Herrera, City Clerk
City of Long Beach
333 W. Ocean Blvd, First Floor
Facsimile No.: (562) 570-6789

Re: **City Council Meeting, November 15, 2005**

**Letter of Support for Agenda Item 3 -- Amendment to Downtown Long Beach
Planned Development District (PD-30)**

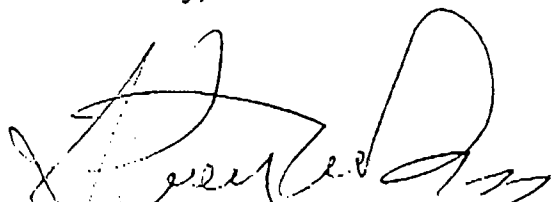
Dear Honorable Mayor and Members of the City Council:

We are writing in support of agenda item number 3 on the City of Long Beach City Council Agenda for November 15, 2005 which will amend the Downtown Long Beach Planned Development District (PD-30).

We believe this amendment will contribute to the on-going revitalization of downtown Long Beach and bring with it much needed housing as well as retail and commercial projects. As the parents of adult children, we are concerned with the ability of our daughters to afford there own places to live if the City does not support proposals such as this which promote new housing.

Again, please accept this letter as my support for the amendment and I look forward to continued progress in our downtown.

Sincerely,



Steve and Lori Ross