



# CITY OF LONG BEACH

# H-1

DEPARTMENT OF PUBLIC WORKS

333 West Ocean Boulevard 9<sup>th</sup> Floor

Long Beach, CA 90802

(562) 570-6383

Fax (562) 570-6012

October 12, 2010

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive supporting documentation into the record, adopt the Resolution confirming the Bixby Knolls Business Improvement Area Annual Report, continue the levy of assessment for the period of October 1, 2010 through September 30, 2011, conclude the hearing, and authorize the City Manager to extend the agreement with the Bixby Knolls Business Improvement Association for one-year. (Districts 7 and 8)

## DISCUSSION

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

On August 25, 2010, the BKPBA Advisory Commission voted to recommend to the City Council approval of the BKPBA Assessment Report (Assessment Report) (attached). The Assessment Report describes the boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment. To continue the assessment levy, State law requires that a public hearing be held on the proposed program and assessment. At its meeting of September 7, 2010, City Council reviewed the Assessment Report and set the hearing date for October 12, 2010.

State law further provides that the City Council shall hear and consider all protests against the assessment, program, boundaries of the area, and/or any benefit zone as proposed in the Assessment Report. The Assessment Report transmitting the recommendations of the BKPBA Advisory Commission proposes the following:

- Continue the current year assessment at the following rates:

Type A

\$ 135.00 + \$ 2.50/employee

Contractors, Manufacturing, Professions, Wholesale, Unique, Insurance

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

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

Type D \$ 548.00  
Financial Institutions

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

The law provides that protests may be made orally or in writing. Protests regarding the regularity or sufficiency of the proceedings shall be in writing. If written protests are received from area business owners representing 50 percent or more of the proposed assessments, the City Council shall not levy the assessment. If protests in such quantity are against a specific portion of the program, the City Council shall eliminate that portion.

A hearing notice and copy of RES 10-0104 was published in local media. The attached resolution concludes the hearing and approves the Assessment Report and levy for the period October 1, 2010 through September 30, 2011.

On September 14, 2002, the City and BKBIA executed an Agreement for Funding setting forth the duties and delegations of the parties. This agreement is automatically extended on a year-by-year basis upon approval of the annual Assessment Report and related levy of assessments by City Council.

This letter was reviewed by Assistant City Attorney Heather Mahood, City Treasurer David Nakamoto on August 18, 2010, and by Budget Management Officer Victoria Bell on September 20, 2010.

#### TIMING CONSIDERATIONS

The BKBIA contract year begins October 1, 2010. City Council action is requested following public hearing on October 12, 2010, to allow purchase order and contract modifications to be completed so that Fiscal Year 2011 (FY 11) assessment transfers may be made as required by the Agreement for Funding with the BKBIA.

#### FISCAL IMPACT

It is estimated that the BKBIA will generate \$134,298 in FY 11 through the proposed continuation of the existing assessment. Assessment funds are collected through

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additional fees attached to BKPBA business licenses and passed directly through to the Bixby Knolls Business Association for implementation of annual programs. Sufficient funds are included in the FY 11 adopted budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD). As a result of the reorganization efforts that are currently in transition, a formal reconciliation to transfer these funds to the Department of Public Works will occur through a future FY 11 quarterly budget adjustment. There is no fiscal impact to the General Fund and no local job impact associated with the recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



MICHAEL P. CONWAY  
DIRECTOR OF PUBLIC WORKS

MPC:VSG:tjf

10.12.10 Bixby Knolls PBIA Hrng v1

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

APPROVED:

  
\_\_\_\_\_  
PATRICK H. WEST  
CITY MANAGER

2010 - 2011 Report  
to The City of Long Beach  
Including the Work Plan & Budget for  
October 2010 - September 2011

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

Phone (562) 595-0081  
Fax (562) 595-0281  
E-mail [info@bixbyknollsinfo.com](mailto:info@bixbyknollsinfo.com)  
Website [www.bixbyknollsinfo.com](http://www.bixbyknollsinfo.com)

The Board of Directors of the Bixby Knolls Parking and Business Improvement Association (BIA) is pleased to present its Annual Report and Budget for the fiscal year October 1, 2009 - September 30, 2010.

## **ASSESSMENT FORMULA**

### **Type A**

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$\$135.00 + \$2.50 \text{ per employee}$	<i>Includes:</i> Contractors Insurance Manufacturing Professions Wholesale Unique Businesses
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### **Type B**

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$\$165.00 + \$3.25 \text{ per employee}$	<i>Includes:</i> Services Vending Operations
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### **Type C**

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$\$185.00 + \$4.00 \text{ per employee}$	<i>Includes:</i> Retailing Recreation & Entertainment
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### **Type D**

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$\$548.00$	<i>Includes:</i> Financial Institutions
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*Business classifications are determined by the City of Long Beach Business License Division.*

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

## **Introduction**

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

During the past year, the focus of the BKBIA has maintained the drive and efforts to follow its mission statement and create a more active, vibrant, and successful business district for its members and adjacent community. The issue of the current down economy has resulted in a 12% decrease in assessment revenue for the association so it has been important to remain creative and flexible with the operations and programming. Reconnecting the residential customer base to the business corridor through consistent low-cost monthly events and programs such as the *Strollers*, *Literary Society*, *First Fridays*, *Happy Hours*, and *Supper Club* has been the first phase of a new chapter of revitalization of Bixby Knolls.

The strengthening and current partnerships with the City Manager, Redevelopment Agency, media, Convention & Visitor’s Bureau, other BIDs and community organizations will further the progress of Bixby Knolls. The 5<sup>th</sup> Annual Dragster Expo and Car Show very successful with the biggest participation and attendance thus far. Early planning has already begun for the 6<sup>th</sup> Annual event to continue to grow this tradition in Bixby Knolls.

The BKBIA has relied heavily on its social media network to broaden its promotional and informational outreach. Creating accounts with Facebook and Twitter with over 950 “friends and followers” provides a new outlet to promote the Bixby Knolls area. All programs, events, and issues were posted regularly as continued efforts to engage the community and stimulate business. The focus of 2010-2011 will be to continue the current monthly events, continue the streetscape improvements per the Bixby Knolls Work Plan, and begin recruiting efforts to fill vacant store fronts and office spaces.

## **The Strength of the Organization**

### **The Board of Directors**

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

### **Monthly Community Happy Hours**

Community Happy Hours (member mixers) provide an opportunity for BIA members to network, meet their Board of Directors, express concerns, share ideas and get to know each other. Attendance has grown and these mixers are a popular monthly event to showcase the hosting business to the community

and among other BKBIA members. Each month includes something unique as a draw to the event. Interesting guest speakers, music, and refreshments have been the enticements to draw a crowd. The Happy Hours continue to be booked out months in advance.

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

Online sign-ups for the BKBIA's monthly **Bixby Banter** e-newsletter has more than quadrupled in the last two years to just over 2100 recipients. These newsletters are not only a cost savings but an effective way to reach its members and the community at large. The content and scope of Banter remains current and relevant with updates from the 8<sup>th</sup> District Council Office, tips for BIA members regarding enterprise zone benefits, code enforcement issues, seminars, latest news on improvements to the district, local interest stories and a new feature on a BIA member.

The **Bixby Buzz** e-newsletter continues to serve as a conduit to inform BKBIA members and community members of local events and to promote Bixby Knolls as an active, engaging district.

Other email alerts updates are sent randomly throughout the month to increase communication from the BKBIA to its members. A series of e-notices about the recent grand opening of the Marshalls department store helped to draw a great crowd to the event. **Postcards and direct mail pieces** are mailed monthly or as needed to the membership to provide additional resources or information.

The first "In the Know'lls" newsletter was produced and mailed to the membership as a sort of "state of the district" report. Features included the plans for the BK Work Plan projects, events at the Expo building, and fun facts about our very own superhero, the Knolls Ranger. Plans and the design for the next newsletter are in the works.

### **Promotion of the Business District**

#### **Media**

The BKBIA continued to remain in the media with increased visibility in the local press with both features and briefs appearing in several local media outlets including *The Signal Tribune*, *Long Beach Business Journal*, *Downtown Gazette*, *Grunion Gazette*, *Long Beach Press-Telegram*, *Long Beach Magazine*, *The District Weekly*, and online resources such as *LBReport.com*, *LBPost.com*, and *562CityLife.com*. Activities and events of the BKBIA are routinely covered in these publications as the BKBIA distributes press releases weekly and facilitates media relations for the organization and on behalf of its members.

**"Spotlight on Business"** – Website Feature. As the BKBIA's website has gained significantly increased traffic, the home page became another opportunity to feature a local business for additional exposure. Every two weeks a new business is in the "spotlight" on the home page with photos and description of the business. The business owner provides a brief statement and history as a way to personalize the business to the community. This is another free and easy service that the BKBIA can provide to its membership.

### **Online Member Directory and Business Directory & Shopper's Guide**

For FY'11, the paper version of the member directory will be discontinued. Increased costs and the inability to make this directory remain current after printing were the key factors in this decision. The focus will be to enhance the online member directory on the BKBIA website. The new directory will allow members on their own to add photos of their business listing, plus add links to blogs, Facebook and Twitter accounts; the directory is much more searchable and includes a new mapping feature (linked to Google maps),

### **Active Website -- [www.bixbyknollsinfo.com](http://www.bixbyknollsinfo.com)**

The BKBIA website had a make over this year with a cleaner look is even more user-friendly. The site provides constantly updated sources of information for the community. New content is always being added as well as an ever-growing gallery of photos to document the work being done. Google Analytics is used to track the traffic and helps the staff make adjustments to the site for more effectiveness.

### **Social Media**

The BKBIA remains very active within social media networks. Facebook & Twitter accounts are used to announce events and programs and to directly connect with people and organizations from all over the city (and beyond). The increase in attendance to events such as First Fridays or community parties can be definitely be attributed to these accounts. The Facebook account has over 950 "friends" who get the links and event messages sent directly to them. In addition, there is a lot of "chatter" about the BKBIA via Twitter with constant updates.

### **Community Events**

The BKBIA sustained and developed its programs and events to connect its members and the neighborhoods. The **Bixby Knolls Strollers** walking club was created so neighbors and BIA members could meet and greet every Saturday morning as a way to socialize together. The weekly routes tour the business districts and neighborhoods as a way to re-acquaint the community with each other. The Strollers are hosted by the local It's A Grind Coffeehouse. Now 2 ½ years into it, the Strollers continue to have roughly 40 people each week coming out to tour the corridors and neighborhoods.

The **Bixby Knolls Supper Club** is seventeen months old and no location has been duplicated yet. It is a simple concept of supporting the local restaurants by filling them up on a Monday night which is typically a slow night for restaurants. Each month one of the local restaurants is drawn randomly to be a host. The restaurant will reserve 50-100 seats for the event. The response has been so great that some restaurants need to be host for two nights rather than one. Businesses gain 100% to 300% in sales for these particular nights. There is no cost to the BKBIA. An email is sent out to our list and within 4 hours the reservations get filled up.

The **Bixby Knolls Literary Society** monthly book club consistently has a minimum of 25 participants coming together for the discussion. The Richard Goad Theatre has become the home of this monthly gathering and refreshments are usually provided by Alsace Lorraine Bakery or It's a Grind Coffeehouse. It is just another example of how the BKBIA is bringing people together on the business corridors.



Similar to our Bixby Knolls Summer Shutters photo contests, the new **Poetry Box** event was recently launched at the August 6 First Friday. Two boxes have been placed at It's a Grind Coffee House and Coffee Bean & Tea Leaf for the community to submit poems or other writings all things "in, on, around, and about Bixby Knolls." Ultimately this is a way to drive more people into the local coffee houses. The promotion and hype behind the event are another way to get media attention for the district drawing not just curiosity but more visitors to the area as new patrons of the businesses.

**First Fridays** has gained an incredible amount of momentum with the constant barrage of Facebook posts and new features each month. Our event coordinator spends the entire month hyping the event, and the branding of "Bixby Knolls" becomes one of creativity and activity. Word-of-mouth advertising has also helped to make this a special event with a city-wide draw. The concept of the event is to have the local businesses in the "pedestrian corridor" showcase themselves by featuring art and music. Drawing people into the businesses is the goal rather than the concept of a street fair where the attendees remain in the street and not inside of the local businesses. More businesses have become participants in the event by staying open late and featuring art as the catalyst to draw people indoors. We continue to hear about the successes that result in First Fridays from the business owners.

We launched our **Bounce Back Coupon** during the July First Fridays event. This coupon is given out to the participating venues who are offering a 10%-15% discount on goods and services. Attendees return to the business on another day during the month to redeem the discounts.

To address the aesthetic needs and improvements for Long Beach Boulevard, **tree plantings** and **landscape improvements** have occurred throughout the year and will continue to do so. The boulevard has not looked as nice as it currently does in over ten years. The professional service members reap the benefit of a clean and safe district to attract and retain their clients.

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

**Community nights at the Long Beach Petroleum Club.** Since Bixby Knolls does not have an entertainment venue or one central social location, the BKBIA has partnered with the Long Beach Petroleum Club to host larger "mixers" as themed parties to bring the community together. This year the "80's Night" event held in March was so successful that an "**80's Night Part Deux**" has been planned for late August. A true community is created as BKBIA members and residents mix and get to know each other. With more and more of these types of events the faces become familiar and the area becomes more personalized.

On July 10 the **5<sup>th</sup> Annual Dragster Expo and Car Show** revved up again in full force with 15 vintage dragsters firing up their engines during two "cacklefests" while over 180 classic cars and boats were on display. The event was the largest ever for participants and attendees. More BKBIA members participated as vendors this year than in previous events. In addition, the businesses along Atlantic

within the street closure also stayed open and were part of the event. Special thanks goes to Councilwoman Rae Gabelich for raising all of the necessary sponsorship needed to fund the event. The car show was also successful with BKBIA businesses participating in the actual event and others receiving the benefits of the crowd during and after the show hours.

### **Business District Improvement and Safety**

#### **HyettPalma Visioning Plan & BK Work Plan Projects**

The BKBIA continues to pursue the projects recommended by the HyettPalma consultant plan. The funds provided by the Redevelopment Agency not only takes the pressure of the assessment budget for the association but allows the BKBIA to make significant improvements to the district at an increased pace.

#### **Streetscape Maintenance and Improvement**

Two new streetscape projects were completed with the partnership with Boy Scout Troop 29. There were 35 new trees planted along Atlantic Avenue between 35<sup>th</sup> and Bixby under Greg Reilly's coordination. Also, the empty lot at 33<sup>rd</sup> & Atlantic ("Lot 33") was landscaped by Ben Eastman and the help of the 7<sup>th</sup> & 8<sup>th</sup> District council offices, RDA, Cal Heights Releaf, and Signal Hill Petroleum. These two projects helped to beautiful our gateway into Bixby Knolls. The next scout project (these are used for the scouts to reach their Eagle designation) will be the landscaping of an empty parkway on Wardlow road. Now the southern portion of the district shows the recent improvements while more work continues in the pedestrian zone.

**Tree plantings and landscape** projects are ongoing. In the city-owned parking lot at 46<sup>th</sup> and Atlantic there were eight new Chinese Elm trees planted to help soften the landscape of the lot. Additional landscaping to this lot will include the removal of parking spaces for new, larger trees that will then complete the framing of this lot and make the area far more attractive. This is the lot used by farmers market on Thursdays which will provide a nicer experience once these projects are completed.

The **Expo building** at 4321 Atlantic has been leased from the RDA to activate the windows with **art** as well as to program arts and culture events in the space. The BKBIA continues its partnership with the Long Beach Shakespeare Company to program drama camps for kids as well as jazz concerts that have seen great attendance by the local community.

Bixby Knolls will be working with Public Works to become a **bike friendly business district**. This will include new bike racks and special parking spaces at local retailers. New bike lanes have been added along Carson Street and Bixby Road as the first phase of this project. Additional bike lanes and signage will be installed throughout the new fiscal year.

In the works, and near completion, are the **freeway signs** that will read "Bixby Knolls Next 2 Exits" that will serve to designate BK as a shopping and dining destination. Ongoing coordination with Public Works and Cal Trans continues.

Our new **pole banners** are displayed along both Long Beach Boulevard and Atlantic Avenue. New banners showing the features and assets will be purchased and supplemented among the branding

banners. Such banners with images and graphics that show “LB Shakespeare,” “Literary Society,” “First Fridays,” “Dining,” “Shopping,” and more will be on display along the corridors.

Funding from RDA for FY 11 will also include **blade signs** for the retailers in the pedestrian zone of Atlantic Avenue. This additional signage will benefit the businesses for easier identification to pedestrians walking along Atlantic. New and improved signage will be an ongoing enhancement project as well as painting buildings and fixing lighting.

### **Maintaining the Common Areas**

Keeping the common areas clean remains a priority for the BIA. We have again contracted with the Conservation Corps of Long Beach to provide litter and weed abatement services. In addition, a landscaping firm has been retained to care for the two medians on Atlantic Avenue that are under our charge. Semi-annual community clean up days were implemented for additional trash removals. Also, the BKBIA has partnered with Cal Heights Clean Streets to add a day of additional trash removal to the corridors. BKBIA has a new “clean wagon” with new tools and supplies for removing graffiti and so there can be regular watering of the new trees, trimming trees and bushes, pulling weeds, and picking up trash.

### **Safety**

The BIA continues to maintain a close relationship with the North Long Beach Police Division, meeting monthly for security updates. The BKBIA has a standing Security and Code Enforcement Committee to continue to keep abreast of security issues and to help control City code issues in the district. The BIA also provides safety tips from the police department to its members and the community via the Banter e-newsletter. BKBIA staff attends the quarterly North Long Beach Leaders meeting with Commander Hendricks for more information about the community from the North Division of LBPD.

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

The BKBIA meets monthly with representatives from other BIDs and business alliances. There is a great exchange of information and ideas to better help each other and individual districts. All members share the same issues, whether large or small. The dialogue each month between the BIDs and the monthly guest speakers from city departments allows for “best practices” to be applied to specific issues or needs in each district. These meetings have been truly invaluable thus far.

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

The BKBIA will continue its outreach to property owners and brokers to work together on furthering the goals and visions of the BIA. Councilwoman Gabelich has also committed to partnering with BKBIA staff on this outreach to further pursue the recommendations of the HyettPalma consultants.

The BKBIA simultaneously focuses on physical improvements to the district to make it more attractive to potential retailers, connects the community with BIA members for support and vitality, and creating events that showcase Bixby Knolls as a viable location for future business. Discussions with property owners regarding potential new businesses to the area, offering assistance to potential new businesses

through the City of Long Beach Redevelopment Agency or the Small Business Development Center also aid in attracting the next phase of retailers and professional services to the area.

### **New Businesses**

The Bixby Knolls Work Plan per the HyettPalma recommendations serves as a road map for the continued upgrades to the area. The BKBIA will continue to dovetail its efforts of streetscape improvements and events with the pursuit of potential new businesses. Working closely with the brokers and property owners and creating an inventory list of vacancies, square footage, etc., will provide the BKBIA with the tools to lure the type of businesses that would best serve the district. In addition, the support of the Redevelopment Agency, SBDC, and council offices creates a much easier process for a business to locate to Bixby Knolls. With an active community and attractive corridors, Bixby Knolls will be a much more welcoming location for new businesses. .

### **Tools for our Businesses**

The purpose of the Business Tools seminar series is to feature topics that will benefit business owners with topics such as branding for small businesses and ways to enhance your business's security – from landscaping to cameras to computers. These seminars will start in fall beginning with business security and fraud prevention. The challenges facing the seminar series is the ability to draw a significant number of the small business owners to the seminars who would actually benefit the most. Hours of operations and limited staffing are factors to overcome. However, the BKBIA will continue to offer the seminars. In addition, keeping our membership apprised of resources offered at the Small Business Development Center or social media seminars by local experts remain priorities.

### **Conclusion**

The Board of Directors is committed to its mission statement, and is currently working on refining the specific goals set up by each committee designed to move the organization closer to its articulated mission. The BKBIA is working on several fronts simultaneously, to encourage consumers locally and regionally to experience Bixby Knolls. This includes new and frequent events to connect the community to the business district, increasing print advertising in new outlets, reaching out to a variety of businesses in our area to get their participation in activities/events, and building upon and creating new partnerships with BKBIA members and city agencies. Special events have played an important part in developing positive recognition for our district, and helps draw out the local residents. However, the long term success for the business corridor will also need to draw from the broader population. Using the HyettPalma recommendations as the road map, the BKBIA can implement multiple projects immediately to additionally enhance the attractiveness of the district for its membership. With the continued support of our city partners we can enlist the support and participation of property and business owners in the area, and make Bixby Knolls a regional marketplace.

## **Mission**

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

## **Objective**

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

## **Goals**

Our goals for 2010-11 are as follows:

- Continue to connect the local communities (customer base) to the retail and businesses corridors through newsletters and other communications and effective events.
- Ensure that the surrounding communities know about Bixby Knolls' businesses, events and the BKBIA through effective use of existing media from print, social media, networking, and various e-newsletters and publications.
- Increase the reach and scope of the Bixby Knolls area not only to consumers, but to retailers and commercial brokers via events, advertising, press releases, and community outreach partnerships.
- Create membership involvement and ensure effective communication with the membership, other community organizations and city entities.
- Through cooperative efforts with the City of Long Beach and BKBIA members, work to retain and strengthen existing businesses and attract new businesses to Bixby Knolls.
- Continue to implement the recommendations of the Bixby Knolls Work Plan as created by the HyettPalma consultants to continue to improve the aesthetics of the BKBIA common areas with painting programs, façade improvements, tree-planting and landscape programs, street banners, art window displays, and street clean-up programs.
- Work with the various City departments and community groups to keep Bixby Knolls a safe and pleasant area to shop, dine, visit and conduct business.

## **2010 - 2011 Work Plan**

### **Promotion & Marketing Committee**

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

- Plan and implement effective sponsored activities/fund-raisers to promote the area.
  - Expo Building concerts and events
  - Maintaining current monthly events such as: Strollers, Literary Society, Happy Hours, First Fridays, Supper Club, Petroleum Club parties
  - July – Dragster Expo and Car Show
  - December – First Fridays Holiday Celebration
  - Promote and support events hosted by BKBIA members
- Promote and network events and programs through social media outlets such as Facebook and Twitter
- Develop additional events to increase awareness of the district and benefit the local businesses. (including: Food, clothing, and blood drives; Clean-Up Days)
- Continue to develop and expand the First Fridays event along the corridor as a monthly “showcase” for participating businesses
- Publish and distribute the “In the Know’l’s” newsletter that includes all of the latest projects, events, resources, and big picture plans for district improvements.
- Continued upgrades and features on the BKBIA website to provide current and relevant information and resources for its members and the community.
- Increase subscriptions to the opt-in e-newsletters, *Bixby Banter & Bixby Buzz*, and develop its marketing potential to promote of Bixby Knolls and its retail and dining opportunities.

### **Revitalization Committee**

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

- Continue to implement the recommendations of the HyettPalma consultants and BK Work Plan with special funding from the Redevelopment Agency on new landscaping projects to beautify the entrances into Bixby Knolls
- Continue the litter and weed abatement program to maintain the attractiveness of the area

- Schedule regular Bixby Knolls Clean-Up Days throughout the year and partner with Cal Heights Clean Streets for regular maintenance to the district.
- Inspect common areas and address unsightly conditions along the corridors.
- Monitor appearance and request cooperation for maintaining store fronts and vacant lots.
- Continue the partnerships and projects with the Redevelopment Agency, Code Enforcement, and Public Works

#### **Security & Code Enforcement Committee**

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

- Continue the close liaison with Long Beach Police Department and North Division Substation and improve communication with business owners.
- Assist the Police Department with monitoring crime in the business district.
- Provide relevant security and safety information and resources for BIA members on BIA website and direct mailings.
- Monitor City code violations and work with business and property owners to mitigate the violations.
- Document and report incidents of graffiti or other vandalism to code enforcement and LBPD
- Conduct Business Tools Seminars focused on crime prevention, identity theft and other related issues.

#### **Business Retention & Recruitment Committee**

*The purpose of the Business Retention and Recruitment Committee is to pursue additional methods to market the Bixby Knolls area, and, working with the retail recruiters, property owners and brokers, and the City of Long Beach to retain and strengthen existing businesses, and attract new businesses to Bixby Knolls. This committee will be folded into the Member Relations Committee to focus efforts on improvements to the district as a whole.*

- **This committee has been folded into the Member Relations Committee.**

**Member Relations Committee**

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

- Continue the “walk and talk” program by personally visiting every business, door to door, along both corridors to gather feedback, share pertinent information and resources for businesses, and put a face with the association name for all members
- Continue to organize monthly “community happy hours” with guest speakers and the Annual Meeting and the Annual Installation of Directors and Officers. Encourage new businesses to host these monthly mixers for networking opportunities.
- Personally meet and welcome new businesses to the area, and provide them with information about the BIA, its goals and objectives.
- Assist new businesses with ribbon-cutting and grand opening ceremonies, press releases and promotion to the community and media via newsletters and direct mailings.
- Continue to work closely with City staff, the Redevelopment Agency and the 7<sup>th</sup> and 8<sup>th</sup> District City Council Offices.
- Implement the HyettPalma recommendations for recruitment by bringing together resources from Development Services, council offices, SBDC, and BKBIA with potential new business owners.



October 1, 2010 – September 30, 2011  
Bixby Knolls Business Improvement Association Budget

**Revenue**

Assessment Income	134,298
Voluntary Dues	1,000
2011 DECS Revenue	55,000
Special Programs	2,930
RDA Funds	<u>174,000</u>

**Total Revenue**

**\$ 367,228**

**Expenses**

Administration	34,052
Salaries/Benefits	83,776
On-Going Promotions	20,400
2011 DECS Expenses	55,000
RDA Expenditures	<u>174,000</u>

**Total Expenses**

**\$ 367,228**

RESOLUTION NO.

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

WHEREAS, pursuant to Section 36533 of the California Streets and  
Highways Code, the Bixby Knolls Parking and Business Improvement Area Advisory  
Board has caused a Report to be prepared for October 1, 2010 through September 30,  
2011 relating to the Bixby Knolls Parking and Business Improvement Area ("PBIA") which  
is located generally in that section of the City of Long Beach bounded by Wardlow Road,  
Long Beach Boulevard, Del Amo Boulevard and Orange Avenue; and

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

WHEREAS, on October 12, 2010 at 5:00 p.m., the City Council conducted a  
public hearing relating to that Report in accordance with its Resolution of Intention No.

\_\_\_\_\_, adopted September 14, 2010, at which public hearing all  
interested persons were afforded a full opportunity to appear and be heard on all matters  
relating to the Report; and

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

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

Section 1. A public hearing having been conducted on October 12, 2010 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be heard, the City Council hereby confirms the Report of the Bixby Knolls Parking and Business Improvement Area Advisory Board, previously filed and approved by Resolution No. \_\_\_\_\_, adopted September 14, 2010, as originally filed, and declares that this resolution shall constitute the levy of the Assessment referred to in the Report for October 1, 2010 through September 30, 2011, as more specifically set forth in Exhibit "A".

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

I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of \_\_\_\_\_, 2010, by the following vote:

Ayes: Councilmembers:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Noes: Councilmembers:

\_\_\_\_\_  
\_\_\_\_\_

Absent: Councilmembers:

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
City Clerk

2010 - 2011 Report  
to The City of Long Beach  
Including the Work Plan & Budget for  
October 2010 - September 2011

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

Phone (562) 595-0081  
Fax (562) 595-0281  
E-mail [info@bixbyknollsinfo.com](mailto:info@bixbyknollsinfo.com)  
Website [www.bixbyknollsinfo.com](http://www.bixbyknollsinfo.com)

The Board of Directors of the Bixby Knolls Parking and Business Improvement Association (BIA) is pleased to present its Annual Report and Budget for the fiscal year October 1, 2009 - September 30, 2010.

## ASSESSMENT FORMULA

### Type A

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\$135.00 + \$ 2.50 per employee

*Includes:* Contractors  
Insurance  
Manufacturing  
Professions  
Wholesale  
Unique Businesses

### Type B

---

\$ 165.00 + \$ 3.25 per employee

*Includes:* Services  
Vending Operations

### Type C

---

\$ 185.00 + \$ 4.00 per employee

*Includes:* Retailing  
Recreation & Entertainment

### Type D

---

\$ 548.00

*Includes:* Financial Institutions

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

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

## **Introduction**

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

During the past year, the focus of the BKBIA has maintained the drive and efforts to follow its mission statement and create a more active, vibrant, and successful business district for its members and adjacent community. The issue of the current down economy has resulted in a 12% decrease in assessment revenue for the association so it has been important to remain creative and flexible with the operations and programming. Reconnecting the residential customer base to the business corridor through consistent low-cost monthly events and programs such as the *Strollers*, *Literary Society*, *First Fridays*, *Happy Hours*, and *Supper Club* has been the first phase of a new chapter of revitalization of Bixby Knolls.

The strengthening and current partnerships with the City Manager, Redevelopment Agency, media, Convention & Visitor’s Bureau, other BIDs and community organizations will further the progress of Bixby Knolls. The 5<sup>th</sup> Annual Dragster Expo and Car Show very successful with the biggest participation and attendance thus far. Early planning has already begun for the 6<sup>th</sup> Annual event to continue to grow this tradition in Bixby Knolls.

The BKBIA has relied heavily on its social media network to broaden its promotional and informational outreach. Creating accounts with Facebook and Twitter with over 950 “friends and followers” provides a new outlet to promote the Bixby Knolls area. All programs, events, and issues were posted regularly as continued efforts to engage the community and stimulate business. The focus of 2010-2011 will be to continue the current monthly events, continue the streetscape improvements per the Bixby Knolls Work Plan, and begin recruiting efforts to fill vacant store fronts and office spaces.

## **The Strength of the Organization**

### **The Board of Directors**

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

### **Monthly Community Happy Hours**

Community Happy Hours (member mixers) provide an opportunity for BIA members to network, meet their Board of Directors, express concerns, share ideas and get to know each other. Attendance has grown and these mixers are a popular monthly event to showcase the hosting business to the community

and among other BKBIA members. Each month includes something unique as a draw to the event. Interesting guest speakers, music, and refreshments have been the enticements to draw a crowd. The Happy Hours continue to be booked out months in advance.

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

Online sign-ups for the BKBIA's monthly **Bixby Banter** e-newsletter has more than quadrupled in the last two years to just over 2100 recipients. These newsletters are not only a cost savings but an effective way to reach its members and the community at large. The content and scope of Banter remains current and relevant with updates from the 8<sup>th</sup> District Council Office, tips for BIA members regarding enterprise zone benefits, code enforcement issues, seminars, latest news on improvements to the district, local interest stories and a new feature on a BIA member.

The **Bixby Buzz** e-newsletter continues to serve as a conduit to inform BKBIA members and community members of local events and to promote Bixby Knolls as an active, engaging district.

Other email alerts updates are sent randomly throughout the month to increase communication from the BKBIA to its members. A series of e-notices about the recent grand opening of the Marshalls department store helped to draw a great crowd to the event. **Postcards and direct mail pieces** are mailed monthly or as needed to the membership to provide additional resources or information.

The first "In the Know'lls" newsletter was produced and mailed to the membership as a sort of "state of the district" report. Features included the plans for the BK Work Plan projects, events at the Expo building, and fun facts about our very own superhero, the Knolls Ranger. Plans and the design for the next newsletter are in the works.

### **Promotion of the Business District**

#### **Media**

The BKBIA continued to remain in the media with increased visibility in the local press with both features and briefs appearing in several local media outlets including *The Signal Tribune*, *Long Beach Business Journal*, *Downtown Gazette*, *Grunion Gazette*, *Long Beach Press-Telegram*, *Long Beach Magazine*, *The District Weekly*, and online resources such as *LBReport.com*, *LBPost.com*, and *562CityLife.com*. Activities and events of the BKBIA are routinely covered in these publications as the BKBIA distributes press releases weekly and facilitates media relations for the organization and on behalf of its members.

**"Spotlight on Business"** – Website Feature. As the BKBIA's website has gained significantly increased traffic, the home page became another opportunity to feature a local business for additional exposure. Every two weeks a new business is in the "spotlight" on the home page with photos and description of the business. The business owner provides a brief statement and history as a way to personalize the business to the community. This is another free and easy service that the BKBIA can provide to its membership.

### **Online Member Directory and Business Directory & Shopper's Guide**

For FY'11, the paper version of the member directory will be discontinued. Increased costs and the inability to make this directory remain current after printing were the key factors in this decision. The focus will be to enhance the online member directory on the BKBIA website. The new directory will allow members on their own to add photos of their business listing, plus add links to blogs, Facebook and Twitter accounts; the directory is much more searchable and includes a new mapping feature (linked to Google maps),

### **Active Website -- [www.bixbyknollsinfo.com](http://www.bixbyknollsinfo.com)**

The BKBIA website had a make over this year with a cleaner look is even more user-friendly. The site provides constantly updated sources of information for the community. New content is always being added as well as an ever-growing gallery of photos to document the work being done. Google Analytics is used to track the traffic and helps the staff make adjustments to the site for more effectiveness.

### **Social Media**

The BKBIA remains very active within social media networks. Facebook & Twitter accounts are used to announce events and programs and to directly connect with people and organizations from all over the city (and beyond). The increase in attendance to events such as First Fridays or community parties can be definitely be attributed to these accounts. The Facebook account has over 950 "friends" who get the links and event messages sent directly to them. In addition, there is a lot of "chatter" about the BKBIA via Twitter with constant updates.

### **Community Events**

The BKBIA sustained and developed its programs and events to connect its members and the neighborhoods. The **Bixby Knolls Strollers** walking club was created so neighbors and BIA members could meet and greet every Saturday morning as a way to socialize together. The weekly routes tour the business districts and neighborhoods as a way to re-acquaint the community with each other. The Strollers are hosted by the local It's A Grind Coffeehouse. Now 2 ½ years into it, the Strollers continue to have roughly 40 people each week coming out to tour the corridors and neighborhoods.

The **Bixby Knolls Supper Club** is seventeen months old and no location has been duplicated yet. It is a simple concept of supporting the local restaurants by filling them up on a Monday night which is typically a slow night for restaurants. Each month one of the local restaurants is drawn randomly to be a host. The restaurant will reserve 50-100 seats for the event. The response has been so great that some restaurants need to be host for two nights rather than one. Businesses gain 100% to 300% in sales for these particular nights. There is no cost to the BKBIA. An email is sent out to our list and within 4 hours the reservations get filled up.

The **Bixby Knolls Literary Society** monthly book club consistently has a minimum of 25 participants coming together for the discussion. The Richard Goad Theatre has become the home of this monthly gathering and refreshments are usually provided by Alsace Lorraine Bakery or It's a Grind Coffeehouse. It is just another example of how the BKBIA is bringing people together on the business corridors.



Similar to our Bixby Knolls Summer Shutters photo contests, the new **Poetry Box** event was recently launched at the August 6 First Friday. Two boxes have been placed at It's a Grind Coffee House and Coffee Bean & Tea Leaf for the community to submit poems or other writings all things "in, on, around, and about Bixby Knolls." Ultimately this is a way to drive more people into the local coffee houses. The promotion and hype behind the event are another way to get media attention for the district drawing not just curiosity but more visitors to the area as new patrons of the businesses.

**First Fridays** has gained an incredible amount of momentum with the constant barrage of Facebook posts and new features each month. Our event coordinator spends the entire month hyping the event, and the branding of "Bixby Knolls" becomes one of creativity and activity. Word-of-mouth advertising has also helped to make this a special event with a city-wide draw. The concept of the event is to have the local businesses in the "pedestrian corridor" showcase themselves by featuring art and music. Drawing people into the businesses is the goal rather than the concept of a street fair where the attendees remain in the street and not inside of the local businesses. More businesses have become participants in the event by staying open late and featuring art as the catalyst to draw people indoors. We continue to hear about the successes that result in First Fridays from the business owners.

We launched our **Bounce Back Coupon** during the July First Fridays event. This coupon is given out to the participating venues who are offering a 10%-15% discount on goods and services. Attendees return to the business on another day during the month to redeem the discounts.

To address the aesthetic needs and improvements for Long Beach Boulevard, **tree plantings** and **landscape improvements** have occurred throughout the year and will continue to do so. The boulevard has not looked as nice as it currently does in over ten years. The professional service members reap the benefit of a clean and safe district to attract and retain their clients.

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

**Community nights at the Long Beach Petroleum Club.** Since Bixby Knolls does not have an entertainment venue or one central social location, the BKBIA has partnered with the Long Beach Petroleum Club to host larger "mixers" as themed parties to bring the community together. This year the "80's Night" event held in March was so successful that an **"80's Night Part Deux"** has been planned for late August. A true community is created as BKBIA members and residents mix and get to know each other. With more and more of these types of events the faces become familiar and the area becomes more personalized.

On July 10 the **5<sup>th</sup> Annual Dragster Expo and Car Show** revved up again in full force with 15 vintage dragsters firing up their engines during two "cacklefests" while over 180 classic cars and boats were on display. The event was the largest ever for participants and attendees. More BKBIA members participated as vendors this year than in previous events. In addition, the businesses along Atlantic

within the street closure also stayed open and were part of the event. Special thanks goes to Councilwoman Rae Gabelich for raising all of the necessary sponsorship needed to fund the event. The car show was also successful with BKBIA businesses participating in the actual event and others receiving the benefits of the crowd during and after the show hours.

### **Business District Improvement and Safety**

#### **HyettPalma Visioning Plan & BK Work Plan Projects**

The BKBIA continues to pursue the projects recommended by the HyettPalma consultant plan. The funds provided by the Redevelopment Agency not only takes the pressure of the assessment budget for the association but allows the BKBIA to make significant improvements to the district at an increased pace.

#### **Streetscape Maintenance and Improvement**

Two new streetscape projects were completed with the partnership with Boy Scout Troop 29. There were 35 new trees planted along Atlantic Avenue between 35<sup>th</sup> and Bixby under Greg Reilly's coordination. Also, the empty lot at 33<sup>rd</sup> & Atlantic ("Lot 33") was landscaped by Ben Eastman and the help of the 7<sup>th</sup> & 8<sup>th</sup> District council offices, RDA, Cal Heights Releaf, and Signal Hill Petroleum. These two projects helped to beautiful our gateway into Bixby Knolls. The next scout project (these are used for the scouts to reach their Eagle designation) will be the landscaping of an empty parkway on Wardlow road. Now the southern portion of the district shows the recent improvements while more work continues in the pedestrian zone.

**Tree plantings and landscape** projects are ongoing. In the city-owned parking lot at 46<sup>th</sup> and Atlantic there were eight new Chinese Elm trees planted to help soften the landscape of the lot. Additional landscaping to this lot will include the removal of parking spaces for new, larger trees that will then complete the framing of this lot and make the area far more attractive. This is the lot used by farmers market on Thursdays which will provide a nicer experience once these projects are completed.

The **Expo building** at 4321 Atlantic has been leased from the RDA to activate the windows with **art** as well as to program arts and culture events in the space. The BKBIA continues its partnership with the Long Beach Shakespeare Company to program drama camps for kids as well as jazz concerts that have seen great attendance by the local community.

Bixby Knolls will be working with Public Works to become a **bike friendly business district**. This will include new bike racks and special parking spaces at local retailers. New bike lanes have been added along Carson Street and Bixby Road as the first phase of this project. Additional bike lanes and signage will be installed throughout the new fiscal year.

In the works, and near completion, are the **freeway signs** that will read "Bixby Knolls Next 2 Exits" that will serve to designate BK as a shopping and dining destination. Ongoing coordination with Public Works and Cal Trans continues.

Our new **pole banners** are displayed along both Long Beach Boulevard and Atlantic Avenue. New banners showing the features and assets will be purchased and supplemented among the branding

banners. Such banners with images and graphics that show “LB Shakespeare,” “Literary Society,” “First Fridays,” “Dining,” “Shopping,” and more will be on display along the corridors.

Funding from RDA for FY 11 will also include **blade signs** for the retailers in the pedestrian zone of Atlantic Avenue. This additional signage will benefit the businesses for easier identification to pedestrians walking along Atlantic. New and improved signage will be an ongoing enhancement project as well as painting buildings and fixing lighting.

### **Maintaining the Common Areas**

Keeping the common areas clean remains a priority for the BIA. We have again contracted with the Conservation Corps of Long Beach to provide litter and weed abatement services. In addition, a landscaping firm has been retained to care for the two medians on Atlantic Avenue that are under our charge. Semi-annual community clean up days were implemented for additional trash removals. Also, the BKBIA has partnered with Cal Heights Clean Streets to add a day of additional trash removal to the corridors. BKBIA has a new “clean wagon” with new tools and supplies for removing graffiti and so there can be regular watering of the new trees, trimming trees and bushes, pulling weeds, and picking up trash.

### **Safety**

The BIA continues to maintain a close relationship with the North Long Beach Police Division, meeting monthly for security updates. The BKBIA has a standing Security and Code Enforcement Committee to continue to keep abreast of security issues and to help control City code issues in the district. The BIA also provides safety tips from the police department to its members and the community via the Banter e-newsletter. BKBIA staff attends the quarterly North Long Beach Leaders meeting with Commander Hendricks for more information about the community from the North Division of LBPD.

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

The BKBIA meets monthly with representatives from other BIDs and business alliances. There is a great exchange of information and ideas to better help each other and individual districts. All members share the same issues, whether large or small. The dialogue each month between the BIDs and the monthly guest speakers from city departments allows for “best practices” to be applied to specific issues or needs in each district. These meetings have been truly invaluable thus far.

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

The BKBIA will continue its outreach to property owners and brokers to work together on furthering the goals and visions of the BIA. Councilwoman Gabelich has also committed to partnering with BKBIA staff on this outreach to further pursue the recommendations of the HyettPalma consultants.

The BKBIA simultaneously focuses on physical improvements to the district to make it more attractive to potential retailers, connects the community with BIA members for support and vitality, and creating events that showcase Bixby Knolls as a viable location for future business. Discussions with property owners regarding potential new businesses to the area, offering assistance to potential new businesses

through the City of Long Beach Redevelopment Agency or the Small Business Development Center also aid in attracting the next phase of retailers and professional services to the area.

### **New Businesses**

The Bixby Knolls Work Plan per the HyettPalma recommendations serves as a road map for the continued upgrades to the area. The BKBIA will continue to dovetail its efforts of streetscape improvements and events with the pursuit of potential new businesses. Working closely with the brokers and property owners and creating an inventory list of vacancies, square footage, etc., will provide the BKBIA with the tools to lure the type of businesses that would best serve the district. In addition, the support of the Redevelopment Agency, SBDC, and council offices creates a much easier process for a business to locate to Bixby Knolls. With an active community and attractive corridors, Bixby Knolls will be a much more welcoming location for new businesses. .

### **Tools for our Businesses**

The purpose of the Business Tools seminar series is to feature topics that will benefit business owners with topics such as branding for small businesses and ways to enhance your business's security – from landscaping to cameras to computers. These seminars will start in fall beginning with business security and fraud prevention. The challenges facing the seminar series is the ability to draw a significant number of the small business owners to the seminars who would actually benefit the most. Hours of operations and limited staffing are factors to overcome. However, the BKBIA will continue to offer the seminars. In addition, keeping our membership apprised of resources offered at the Small Business Development Center or social media seminars by local experts remain priorities.

### **Conclusion**

The Board of Directors is committed to its mission statement, and is currently working on refining the specific goals set up by each committee designed to move the organization closer to its articulated mission. The BKBIA is working on several fronts simultaneously, to encourage consumers locally and regionally to experience Bixby Knolls. This includes new and frequent events to connect the community to the business district, increasing print advertising in new outlets, reaching out to a variety of businesses in our area to get their participation in activities/events, and building upon and creating new partnerships with BKBIA members and city agencies. Special events have played an important part in developing positive recognition for our district, and helps draw out the local residents. However, the long term success for the business corridor will also need to draw from the broader population. Using the HyettPalma recommendations as the road map, the BKBIA can implement multiple projects immediately to additionally enhance the attractiveness of the district for its membership. With the continued support of our city partners we can enlist the support and participation of property and business owners in the area, and make Bixby Knolls a regional marketplace.

## **Mission**

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

## **Objective**

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

## **Goals**

Our goals for 2010-11 are as follows:

- Continue to connect the local communities (customer base) to the retail and businesses corridors through newsletters and other communications and effective events.
- Ensure that the surrounding communities know about Bixby Knolls' businesses, events and the BKBIA through effective use of existing media from print, social media, networking, and various e-newsletters and publications.
- Increase the reach and scope of the Bixby Knolls area not only to consumers, but to retailers and commercial brokers via events, advertising, press releases, and community outreach partnerships.
- Create membership involvement and ensure effective communication with the membership, other community organizations and city entities.
- Through cooperative efforts with the City of Long Beach and BKBIA members, work to retain and strengthen existing businesses and attract new businesses to Bixby Knolls.
- Continue to implement the recommendations of the Bixby Knolls Work Plan as created by the HyettPalma consultants to continue to improve the aesthetics of the BKBIA common areas with painting programs, façade improvements, tree-planting and landscape programs, street banners, art window displays, and street clean-up programs.
- Work with the various City departments and community groups to keep Bixby Knolls a safe and pleasant area to shop, dine, visit and conduct business.

## **2010 - 2011 Work Plan**

### **Promotion & Marketing Committee**

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

- Plan and implement effective sponsored activities/fund-raisers to promote the area.
  - Expo Building concerts and events
  - Maintaining current monthly events such as: Strollers, Literary Society, Happy Hours, First Fridays, Supper Club, Petroleum Club parties
  - July – Dragster Expo and Car Show
  - December – First Fridays Holiday Celebration
  - Promote and support events hosted by BKBIA members
- Promote and network events and programs through social media outlets such as Facebook and Twitter
- Develop additional events to increase awareness of the district and benefit the local businesses. (including: Food, clothing, and blood drives; Clean-Up Days)
- Continue to develop and expand the First Fridays event along the corridor as a monthly “showcase” for participating businesses
- Publish and distribute the “In the Know’ll’s” newsletter that includes all of the latest projects, events, resources, and big picture plans for district improvements.
- Continued upgrades and features on the BKBIA website to provide current and relevant information and resources for its members and the community.
- Increase subscriptions to the opt-in e-newsletters, *Bixby Banter* & *Bixby Buzz*, and develop its marketing potential to promote of Bixby Knolls and its retail and dining opportunities.

### **Revitalization Committee**

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

- Continue to implement the recommendations of the HyettPalma consultants and BK Work Plan with special funding from the Redevelopment Agency on new landscaping projects to beautify the entrances into Bixby Knolls
- Continue the litter and weed abatement program to maintain the attractiveness of the area

- Schedule regular Bixby Knolls Clean-Up Days throughout the year and partner with Cal Heights Clean Streets for regular maintenance to the district.
- Inspect common areas and address unsightly conditions along the corridors.
- Monitor appearance and request cooperation for maintaining store fronts and vacant lots.
- Continue the partnerships and projects with the Redevelopment Agency, Code Enforcement, and Public Works

#### **Security & Code Enforcement Committee**

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

- Continue the close liaison with Long Beach Police Department and North Division Substation and improve communication with business owners.
- Assist the Police Department with monitoring crime in the business district.
- Provide relevant security and safety information and resources for BIA members on BIA website and direct mailings.
- Monitor City code violations and work with business and property owners to mitigate the violations.
- Document and report incidents of graffiti or other vandalism to code enforcement and LBPD
- Conduct Business Tools Seminars focused on crime prevention, identity theft and other related issues.

#### **Business Retention & Recruitment Committee**

*The purpose of the Business Retention and Recruitment Committee is to pursue additional methods to market the Bixby Knolls area, and, working with the retail recruiters, property owners and brokers, and the City of Long Beach to retain and strengthen existing businesses, and attract new businesses to Bixby Knolls. This committee will be folded into the Member Relations Committee to focus efforts on improvements to the district as a whole.*

- **This committee has been folded into the Member Relations Committee.**

### **Member Relations Committee**

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

- Continue the “walk and talk” program by personally visiting every business, door to door, along both corridors to gather feedback, share pertinent information and resources for businesses, and put a face with the association name for all members
- Continue to organize monthly “community happy hours” with guest speakers and the Annual Meeting and the Annual Installation of Directors and Officers. Encourage new businesses to host these monthly mixers for networking opportunities.
- Personally meet and welcome new businesses to the area, and provide them with information about the BIA, its goals and objectives.
- Assist new businesses with ribbon-cutting and grand opening ceremonies, press releases and promotion to the community and media via newsletters and direct mailings.
- Continue to work closely with City staff, the Redevelopment Agency and the 7<sup>th</sup> and 8<sup>th</sup> District City Council Offices.
- Implement the HyettPalma recommendations for recruitment by bringing together resources from Development Services, council offices, SBDC, and BKBIA with potential new business owners.



October 1, 2010 – September 30, 2011  
Bixby Knolls Business Improvement Association Budget

**Revenue**

Assessment Income	134,298
Voluntary Dues	1,000
2011 DECS Revenue	55,000
Special Programs	2,930
RDA Funds	<u>174,000</u>

**Total Revenue**

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**Expenses**

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