RESOLUTION NO. RES-14-0085

A RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF LONG BEACH CONFIRMING, FOLLOWING
HEARING, THE ANNUAL REPORT OF THE BELMONT
SHORE 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 Belmont Shore Parking and Business Improvement Area Advisory Commission has caused a Report to be prepared for Fiscal Year 2014-2015 relating to the Belmont Shore Parking and Business Improvement Area which is located along the commercial corridor of Second Street generally between Livingston Drive and Bayshore Avenue within the City of Long Beach; and

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

WHEREAS, on September 16, 2014 at 5:00 p.m., the City Council conducted a public hearing relating to that Report in accordance with its Resolution of Intention No. RES-14-0071, adopted August 19, 2014 at which public hearing all interested persons were afforded a full opportunity to appear and be heard on all matters relating to the Report as well as past years' proceedings and assessments; and

WHEREAS, a majority protest not having been received, it is the City Council's desire to confirm the Report as originally filed 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:

1   Section 1.   A public hearing having been conducted on September 16,

2   2014 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be

3   heard, the City Council hereby confirms the Report of the Belmont Shore Parking and

4   Business Improvement Area Advisory Commission, previously filed and approved by

5   Resolution No. RES-14-0071, adopted August 19, 2014, as originally filed, and declares

6   that this resolution shall constitute the levy of the Assessment referred to in the Report for

7   Fiscal Year 2014-2015, as more specifically set forth in Exhibit "A".

8   Section 2.   This resolution shall take effect immediately upon its adoption

9   by the City Council, and the City Clerk shall certify the vote adopting this resolution.

10   I hereby certify that the foregoing resolution was adopted by the City

11   Council of the City of Long Beach at its meeting of _____ September 16 _____, 2014,

12   by the following vote:

13   Ayes: Councilmembers: Gonzalez, Price, O'Donnell,

14   Mungo, Andrews, Uranga, Austin,

15   Richardson.

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17   Noes: Councilmembers: None.

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19   Absent: Councilmembers: Lowenthal.

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22   _____
                                    City Clerk

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EXHIBIT "A"

BELMONT SHORE BUSINESS ASSOCIATION
ANNUAL DISTRICT REPORT
2014-2015
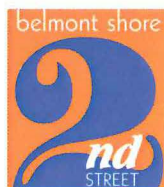
About the Belmont Shore Business Association (BSBA)

Mission Statement: The purpose of the Belmont Shore Business Association is to form a common bond among business owners located in and around the Belmont Shore area whose goals are to promote, protect, and maintain prosperity for the Belmont Shore Community. This association is for its members and the immediate community, providing a united front to express opinions, protect tranquility and promote a better understanding among merchants, institutions, professionals, as well as residents.

2014 – 2015 GOALS

- Promote Belmont Shore businesses to all area residents and more widely to Southern California and visitors to the Long Beach area.
- Market Belmont Shore as a destination to Explore Belmont Shore. *Shop local* and *shop.dine.indulge* tag lines used for shopping, dining, personal & professional services, and community events.
- Branding 2nd street to a more modern approach to attract visitors to Belmont Shore.
- Work with vested residential and business community to promote and maintain prosperity of the area.
- Work closely with the Belmont Shore Parking & Business Improvement Area Advisory Commission to improve the Belmont Shore Business District. Includes improvements to the 2nd St. median, the sidewalk repair & tree improvement program, steam cleaning of streets, alleys, trash enclosures, trash pick up, repairing the trash and ash cans, security cameras, adding credit card meters and finding ways to provide more parking.
- Work closely with the Belmont Shore Parking & Business Improvement Area Advisory Commission and Long Beach Transit to monitor the LB Transit Employee Rider Free Bus pass program.
- Collaborate with Long Beach Convention and Visitors Bureau to market Belmont Shore to the tourist and convention markets.
- Work with Council of Business Association (COBA) members to improve ways to market & develop all Long Beach business districts in the Long Beach Community. Expand COBA organization with a website, create talk with LB City Councilmembers & other neighborhood businesses.
- Continue to provide safe and fun events for the Belmont Shore community.
- Seek corporate and private funding to supplement the BSBA budget and provide for more widely publicized events.
- Work with the City of Long Beach Business license to make sure all BSBA businesses are licensed and paying their BIA BID fees.

Each goal is accomplished through an aggressive and well-rounded work plan of special projects, marketing activities, and community events.

The Belmont Shore Business Association is grateful to help facilitate and manage the many promotions and marketing opportunities currently being coordinated in Belmont Shore. The key components of our program are:

BEAUTIFICATION

Representatives from the BSBA Board and/or the BSBA Executive Office attend the monthly meetings of the Belmont Shore Parking and Improvement Commission. The priority of the association has been to keep Belmont Shore litter and graffiti free. Trash pick-up seven days a week by the Conservation Corps, which has a contract with the Belmont Shore Parking & Improvement Commission. We now have eleven (11) Big Belly Solar trash systems installed on 2nd street to reduce collection frequency by 80%, freeing up resources and increase recycling opportunities. Sidewalks steam cleaned every two (2) weeks and alleys maintained and steam cleaned every quarter and the back trash can enclosures in the city parking lots. A new company, Dworsky Partners, LLC has a contract with the Belmont Shore Parking and Improvement Commission. The parking commission also maintains all Belmont Shore public parking lots located on the south side of 2nd St.. The 2nd St median is maintained and also adds seasonal floral at each end of 2nd st.

COMMUNITY OUTREACH

The Executive Director and/or board members & Parking Commission attend monthly community meetings of the Long Beach Third District Joint Council, the Belmont Shore Residents Association (BSRA) and the Council of Business Association (COBA). The BSBA continues to make an effort to communicate Belmont Shore's progress, changes, and BSBA promotions to local residents and other community meetings. Working closely with the City of Long Beach 3rd District Council office by communicating any concerns businesses or residents may have that affect the quality of life in Belmont Shore. The BSBA works closely with the Parking Commission to facilitate the FREE LB Transit Belmont Shore Employee bus pass.

EVENTS

The BSBA hosts several events every year. The events gain exposure for Belmont Shore through press coverage and by drawing thousands to the area. Many businesses benefit directly from the events. All members can benefit from the additional visitors who may not purchase from them on that day, but may make a point to return as they have come to know all that Belmont Shore has to offer.
The BSBA will also help out local non-profit groups and local schools. i.e.: Baker to Vegas, Lowell Merchant Day, Red Cross Blood Drives, Wilson HS programs and more.

The association continues to analyze its events and determine which ones are beneficial to the district and if any should be discontinued or added. The following events have taken place during the Progress Report period:

Belmont Shore/Naples Scavenger Hunt: 4th year April 1 – 30, 2013

In partnership with the Naples Island Businesses Association (NIBA), the Scavenger Hunt is a fun way for people to get to know businesses and have the chance to win up to $250 cash or gift certificates from participating businesses. Players solve clues and visit businesses to earn a sticker for their game sheet.

Roar in the Shore: 2nd Annual: April 17, 2013

This first time event was held on 2nd St. to partner with the Grand Prix of Long Beach to be part of the week events. Racecars on display, racecar simulator, and racecar drivers signed autographs and we featured a live band.

Stroll & Savor Series: May 15 & 16, June 19 & 20, July 17 & 18, August 14 & 15, Sept. 18 & 19, 2013

Over forty-five restaurants participated in this event series, which can be thought of as a "taste of Belmont Shore". Attendees purchased ticket books from the association and used tickets to purchase the food offered by participating restaurants. The event brought a record number of people out each night to stroll 2nd St. and savor the many different cuisines Belmont Shore has to offer. The series is a favorite with our locals and gets bigger each year. Using social media has helped with the growth of this event series

Summer Sidewalk Sale: July 19, 20, 21, 2013

During the three-day sale, Belmont Shore retail merchants cleared older and out-of-season merchandise. Many also offered special promotions. Shoppers loved it for their chance to get a great deal. The BSBA facilitated and promoted the event for the businesses.

24th Annual Car Show: September 8, 2013

One of the largest classic car shows on the West Coast, the Belmont Shore Car Show drew thousands of spectators to see the nearly 500 beautifully maintained and restored cars dating to 1975 and earlier. 2nd St. was closed for the event and was filled with cars, vendors and people. The BSBA worked closely with The Bay City Rodders to coordinate event. The BSBA acquired additional sponsors to make sure the event did not lose money and was a success.

Art Walk & Chalk Art Contest: October 19, 2013

Belmont Shore participated to be part of the Long Beach Arts Month celebration. The BSBA worked with the non-profit C.A.T., Justin Rudd Chalk Art Contest, local schools and the LB art community. To participate, businesses exhibited artwork by local Long Beach students. The Chalk Art Contest had artist creating chalk art pieces on paper and other artists created or/or displayed art pieces on location during the day. A mural for kids to color on, ballooning & face painting added activities for families.

Trick-Or-Treat On 2nd St.: October 31, 2013

A safe and fun destination for trick-or-treating drew hundreds of parents and children to Belmont Shore on Halloween evening. Most storefront businesses participated by handing out candy to the costumed children. No advertising needed because the event is well known in the community.

31st Annual Christmas Parade: December 7, 2013

The Belmont Shore Parade's theme was "Christmas by the Sea." Our main sponsors were The Queen Mary and the Port of LB. The association worked with the City of LB, LBPD, LBFD and parade coordinator Run Long Beach, to conceive a logistics plan that would allow E. 2nd St. to remain open to traffic until 5:00PM. The start time of the parade was 6pm. Our Grand Marshal was 3rd District Councilmember Gary DeLong to thank him for his service to our community!

Holiday Shopping in The Shore Dec. 13, 14, 15, 2013

Holiday Shopping in the Shore was created to bring shoppers to Belmont Shore. The 3-days highlighted extended holiday store hours, carolers performed classic Christmas carols while strolling 2nd St., entertainment in front of Chase Bank & Santa was present to take photos with kids.

The Belmont Shore Parking & Business Improvement Area Advisory board approved FREE two-hour parking on Saturday & Sunday Dec. 14 & 15 & 21 & 22 at all meters on the street and in the public parking lots. BSBA members praised the free parking and felt it helped business. Two-hour holiday shopping bags were placed on the meters each weekend. The event benefits businesses by bringing potential new customers to their location and providing media exposure.

Chocolate Festival: February 8, 2014

This was the 10th Annual event. The date is always the Saturday before Valentine's Day, Feb. 14th. Approximately 30 BSBA restaurants & merchants participated. As done for Stroll & Savor, attendees purchased ticket books and used the tickets to purchase chocolate items. In addition to sweet offerings, the event included a Homemade Chocolate Dessert Contest and a Chocolate Pie Eating Contest. We offered ballooning, face painting & a mural for coloring. NEW this year we added the Belmont Shore Chocolate Chip pancake breakfast. It was free to anyone who made a reservation, to bring the community & residents and the business community together. Food was provided by Simmzy's, Peet's Coffee and Naturewell, three of our BSBA businesses.

Belmont Shore/Naples Scavenger Hunt: 5th year April 1 – 30, 2014

In partnership with the Naples Island Businesses Association (NIBA), the Scavenger Hunt is a fun way for people to get to know businesses and have the chance to win up to $250 cash or gift certificates from participating businesses. Players solve clues and visit businesses to earn a sticker for their game sheet. The event is growing each year and has a positive impact on the BSBA.

Roar in the Shore: 3rd Annual: April 9, 2014

Worked with the LBGP and the City of LB to hold this event the Wednesday of Grand Prix week. We closed two more side streets, and had a motorcycle stunt show. Racing simulators, racecars were on display, and racecar drivers signed autographs. We did not have a live band this year. Advertised in local papers and on social media. Banners & posters placed along 2nd St. It was a great event for Belmont Shore to be part of the LBGP week of events.

MARKETING

Belmont Shore was marketed as a dining, shopping and entertainment destination in local and regional visitor guides and publications. Locally, ads were placed in The LBCVB *Official Guide to Long Beach*, Destination Magazine (monthly in-hotel magazine), and Travelhost (in-hotel magazine) depicting Belmont Shore as a place to Shop, Dine and Indulge.

BSBA has coordinated cooperative advertising opportunities for its members. These ads serve as a cohesive promotion for Belmont Shore and also provide members with a discounted rate for their ads. Such publications offering this partnership are the *Grunion Gazette (weekly) and the LB Press Telegram*.

On the online front, the BSBA has tapped into promoting the business district and events through social media such as Facebook, Twitter & Instagram. On-line publications such as the Gazette, CVB, Naples-Belmont Shore Patch and Limelight continue to promote Belmont Shore events.

The Belmont Shore Directory brochure was re-printed this past year to make any business changes. The brochure is available at the Long Beach Convention Center and Belmont Shore businesses. The brochure has been distributed to local hotels on a regular schedule throughout the year.

Belmont Shore has a website (belmonshore.org) and a 2nd st. APP for smartphones. The website includes a full directory of all members, member information, event information and things to do around The Shore etc. The directory also appears with events on the smartphone APP. Advertising with our brand is also featured on all advertising and also on the side of our 2nd St. Big Belly trashcans (11). The BSBA also installed new 2nd St. pole banners on 14 poles on the 2nd st. median to showcase Belmont Shore.

MEMBER COMMUNICATION

Most of the BSBA office to member communication is done by email and at the quarterly Promotion/Marketing meetings and the monthly BSBA General meetings. Updates and information to BSBA members include meeting reminders, meeting agendas, promotion and advertising deals, Belmont Shore events and any other information relevant to Belmont Shore businesses. We also walk around the shore quite a bit to get any new business information or update existing businesses. All members have been invited and encouraged to attend the monthly promotions and board meetings where they may network, learn more about all aspects of the association's efforts, and offer their insight.

MEMBERSHIP

There has also been a change in members as businesses have left and new businesses have come in. The Executive Director has visited new businesses to welcome them and inform them of the benefits of membership. They are presented with the new informational packet and we send them flowers to welcome them to The Shore. The association continues to invite membership outside of Belmont Shore for Associate or Affiliates, according to the BSBA bylaws.

POLICING

A representative from the Long Beach Police Department East Division has attended our monthly board meetings. The officer or Eastside Commander has provided members with safety issues and tips for Belmont Shore businesses. Members have also communicated their concerns to the officers. The BSBA office has served as a liaison between police and businesses communicating suspicious activity, nuisances and safety concerns. The LBPD has a quarterly meeting with restaurants and attend community meetings in the area.

2013-14
BELMONT SHORE BUSINESS ASSOCIATION
BOARD OF DIRECTORS

OFFICERS

President: Mike Sheldrake, Polly's Gourmet Coffee
1st VP Finance: Dave Shlemmer, Shlemmer Investments
2nd VP Promotions: Stacia Hanley, Frosted Cupcakery
Secretary: Joy Starr Rubber Tree
Treasurer: Richard Stahl, Union Bank

DIRECTORS

Heather Duncan, Blue Windows
Marsha Jeffer, Shore Business Center
Eric Johnson, Legends Sports Bar & Restaurant
John Morris, Legends Sports Bar & Restaurant
Matt Peterson, Legends Sports Bar & Restaurant
Alexis Rabenn, Quinn's Irish Pub
Lisa Ramelow, La Strada
Tula Trigonis, Salon Soma

EXECUTIVE DIRECTOR

Dede Rossi

MONTHLY BOARD MEETINGS

All members welcome & encouraged to attend

Last Tuesday of each Month (no December meeting)
11:30 lunch, 12p meeting

Legends Sports Bar & Restaurant
5236 E. 2nd St.

belmontshore.org for more information

BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA
October 1, 2014 – September 30, 2015

No changes are requested in the boundaries of the Belmont Shore PBIA for the coming contract period. These boundaries have been unchanged since the district was expanded by City Council action September 2008, thereby amending Ordinance No. C-5963.

BOUNDARIES OF THE BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA

All that certain real property located in the City of Long Beach, County of Los Angeles, State of California, as shown on that certain map and more particularly bounded as follows:

Beginning at the intersection of the centerline of Livingston Drive and the centerline of Roycroft Avenue; thence southerly to the most northerly corner of Parcel 1 as per Parcel May 11194, thence southerly, northeasterly and southwesterly along the boundary lines of said Parcel map; thence southeasterly along the centerline of the northwesterly-southeasterly alley northeasterly of Second Street; thence northeasterly along the centerline of Claremont Avenue; thence southeasterly along the centerline of the Toledo; thence easterly southwesterly and westerly along the boundaries of the Second Street bridge right-of-way across Alamitos Bay; thence along the southwesterly line of Second Street; thence southwesterly along the centerline of the northeasterly-southwesterly alley west of Bayshore Avenue; thence northwesterly along the centerline of the northwesterly-southeasterly alley southwesterly of Second Street; thence northwesterly along the northeasterly line of Tract No. 23854 to the intersection of the centerline of the east-west alley known as Lois Ln; thence westerly 346 feet along the centerline of Lois Ln; then northerly to the southwest corner of Parcel 3 of Block 37 of Belmont Height Tract (M.B. 8, P.150); thence easterly along southern boundary line of said parcel; thence along the prolongation of the same boundary line to the intersection of the of the southwesterly line of Second Street; thence southeasterly to the centerline of Livingston Drive; thence easterly along the centerline of Livingston Drive to the point of beginning.

BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA
PBIA ASSESSMENT FORMULA
2014 – 2015

CATEGORIES	BASE RATE	EMPLOYEE RATE
Financial Institution	$1,646.22	$16.50
Service Real Estate Office	$638.70	$22.00
Retail – Restaurant w/alcohol & RTE	$640.19	$9.63
Retail – Other	$548.73	$8.25
Consulting	$425.80	$22.00
Construction Contractor	$425.80	$22.00
Insurance Agent Professional	$425.80	$22.00
Professional	$425.80	$22.00
Service – Other	$319.35	$16.50
Misc. Rec/Ent, Vending, Manufacturing, Unique & Wholesale	$319.35	$16.50
39% Reduced Rate for Service-related Independent Contractors	$194.80	$16.50
Non-profits	0.00	0.00

Total estimated annual assessment: $138,000.00

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BELMONT SHORE BUSINESS ASSOCIATION
CALENDAR OF EVENTS
October 1, 2014 – September 30, 2015

Artwalk & Chalk Contest	Saturday, October 18, 2014	11am – 4pm
Trick or Treat on 2nd St	Friday, October 31, 2014	4pm – 6pm
Small Business Saturday	Saturday, November 29	all day
32nd Annual Christmas Parade	Saturday, December 6, 2014	6pm – 9pm
Holiday Shopping in The Shore	December 12, 13, 14, 2014	day & evening
Chocolate Festival	Saturday, February 7, 2015	1pm – 4pm
Scavenger Hunt	April 1 – 30, 2015	
Roar in the Shore	Wednesday, before LBGP	5p – 8pm
Stroll & Savor	Wed. & Thur., May 20, 21, 2015	5:30pm – 9pm
Stroll & Savor	Wed. & Thur., June 17 & 18, 2015	5:30pm – 9pm
Stroll & Savor	Wed. & Thur., July 15 & 16, 2015	5:30pm – 9pm
Summer Sidewalk Sale	Fri. – Sun., July 17, 18, 19, 2015	10am – 6pm
Stroll & Savor	Wed. & Thur., Aug. 19, 20, 2015	5:30pm – 9pm
25th Annual Car Show	Sunday, September 6, 2015	9am – 3pm
Stroll & Savor	Wed., & Thur., Sept. 16, 17, 2015	5:30pm – 9pm

DESCRIPTION OF EVENTS

OCTOBER 2014

ART WALK & CHALK CONTEST – Saturday, October 18

An art event celebrating "Arts Month" in the Long Beach Community. Participating businesses exhibit artwork by local Long Beach students. Combined with C.A.T. 's Chalk Art Contest we will have artist creating chalk art pieces on paper and other artists will display art pieces on location during the day. Local schools to display artwork in 2nd st. businesses

TRICK OR TREAT ON 2ND STREET – Friday, October 31

Many of the Belmont Shore restaurants and stores participate in this promotion by handing out treats to costumed children. This is a hugely popular activity, drawing hundreds of families to Second St. for the evening. Most businesses run out of candy! No advertising done by BSBA.

NOVEMBER 2014

SMALL BUSINESS SATURDAY – Saturday, November 29

Promote Small Business Saturday

DECEMBER 2014

32nd ANNUAL CHRISTMAS PARADE – Saturday, December 6

One of the largest events in Belmont Shore, the Christmas Parade has been a holiday tradition since 1982! The annual audience is estimated at 60,000! Fourteen local high school marching bands entertain the crowd and local businesses, organizations, and city and state dignitaries ride in cars and floats. The BSBA will seek corporate and private funding to supplement this event.

HOLIDAY SHOPPING IN THE SHORE – December 12, 13, 14

3-days and nights highlighted extended holiday store hours, Dickens carolers perform classic Christmas carols while strolling 2nd St., entertainment in front of Chase Bank & Santa will be present to take photos with kids. Will offer FREE two-hour parking during the holiday shopping season with approval of The Belmont Shore Parking & Business Improvement Area Advisory Board.

FEBRUARY 2015

CHOCOLATE FESTIVAL – Saturday, February 7

Chocoholics rejoice during this event as Second St. is filled with chocolate! Over 30 merchants participate in the event by offering tempting chocolate treats. Many residents enter the Homemade Chocolate Dessert Contest, which is judged by local community leaders, business owners, and press. And children and kids-at-heart can enter the Chocolate Pie Eating Contest. All winners receive trophies.

APRIL 2015

SCAVENGER HUNT – April 1 – 30

A promotion in partnership with the Naples Island Businesses Association, the Scavenger Hunt is a fun way for people to get to know businesses and have the chance to win up to $500 cash or gift certificates from participating businesses. Players solve clues and visit businesses to earn a sticker for their game sheet. The event benefits businesses by bringing potential new customers to their location and providing media exposure.

ROAR IN THE SHORE: April 9, 2015

This will be an annual event on 2nd St. to partner with the Grand Prix of Long Beach to be part of their week of events. Racecars will be on display; racecar drivers will sign autographs and entertainment.

MAY 2015

STROLL & SAVOR – Wednesday & Thursday, May 20, 21

This popular event showcases the many unique eating establishments of Belmont Shore. Participants purchase tickets and visit over 45 local restaurants sampling food throughout the evening. Retail merchants may participate by offering special promotions during the event. Live music is performed in multiple locations and lends to the festive atmosphere.

JUNE 2015

STROLL & SAVOR – Wednesday & Thursday, June 17 & 18

See description above

JULY 2015

STROLL & SAVOR – Wednesday & Thursday, July 15 & 16

See description above

SUMMER SIDEWALK SALE – Friday – Sunday, July 17, 18, 19

A three-day sale for Belmont Shore retail merchants to clear out-of-season merchandise The BSBA will promote event.

AUGUST 2015

STROLL & SAVOR – Wednesday & Thursday August 12 & 13

See description above

SEPTEMBER 2015

CAR SHOW – Sunday, September 6

25th year of this event. This is one of, if not the largest classic car show on the West Coast. Over 600 classic cars dating pre-1975 are displayed and over 60,000 spectators fill the streets. Bay City Rodders Car Club

continues to coordinate the event for the BSBA and in doing so, raises funds for local charities. The BSBA will seek corporate and private funding to supplement this event.

STROLL & SAVOR – Wednesday & Thursday September 16 & 17

See description above

Belmont Shore Business Association
2014 – 2015 Budget
INCOME

		INCOME	BUDGET	BIA FUND	PROMOTIONS
4200		**Membership Dues**			
	4210	BIA Fund	138,000	138,000	
	4220	Associate members	1,000.00		1,000.00
		4200 TOTAL	**139,000.00**		**1,000.00**
4400		**Corporate Sponsorship**			
	4420	Car Show	5,000.00		5,000.00
	4485	Chocolate Festival	500.00		500.00
	4440	Stroll & Savor	2,000.00		2,000.00
	4470	Christmas Parade	12,000.00		12,000.00
	4495	Art Walk	500.00		500.00
		4400 TOTAL	**20,000.00**		**20,000.00**
4600		**Investment Returns**			
	4610	Interest on Checking	50		50
		Heartland	950		950
		4600 TOTAL	**1,000.00**		**1,000.00**
4800		**Promotional Events**			
	4820	Car Show	14,000.00		14,000.00
4840		Stroll & Savor			
	4842	May	40,000.00		40,000.00
	4844	June	45,000.00		45,000.00
	4845	July	50,000.00		50,000.00
	4846	August	55,000.00		55,000.00
	4850	September	40,000.00		40,000.00
	4870	Christmas Parade	33,000.00		33,000.00
	4885	Chocolate Festival	15,000.00		15,000.00

4895	Roar in the Shore	3,000.00		3,000.00
	4800 TOTAL	**295,000.00**		**295,000.00**
	REVENUE TOTAL	**455,000.00**	**138,000.00**	**317,000.00**

2014 – 2015 EXPENSES

		EXPENSES	BUDGET	PROMOTIONS
6200		**ADMINSTRATION**		
6201		Outside Services	65,000	65,000
6220		Rent	19,000.00	19,000.00
6230		Office	1,200.00	1,200.00
	6232	Postage	300	$300.00
	6234	Printing	$2,500.00	$2,500.00
	6236	Supplies	3,000.00	3,000.00
	6238	Equipment	2,000.00	2,000.00
6240		Insurance	6,000.00	6,000.00
6250		Telephone	3,600.00	3,600.00
6260		Accounting	1,000.00	1,000.00
6270		Meetings/Mixers	3,000.00	3,000.00
6280		Dues & Subscriptions	1,200.00	1,200.00
		6200 TOTAL	**107,800**	**107,800**
6600		**ONGOING PROMOTIONS**		
6610		**Seasonal Decorations**		
	6612	Christmas	8,000.00	8,000.00
	6618	Median Tree Light	3,000	3,000
	6660	Marketing	42,000.00	42,000.00
	6630	Welcome Wagon	1,000.00	1,000.00
	6640	Shore Corp	3,000.00	3,000.00
	6650	Web Page	1,000.00	1,000.00
		6600 TOTAL	**58,000.00**	**58,000.00**
6800		**PROMOTIONAL EVENTS**		
6805		**Seasonal Sales**		
	6807	July Sidewalk Summer Sale	1,200.00	1,200.00
	6896	Roar in the Shore	3,000.00	3,000.00
	6820	Car Show	20,000.00	20,000.00
	6840	**Stroll & Savor Series**		
	6842	May	34,000.00	34,000.00

6844	June		38,000.00	38,000.00
6845	July		40,000.00	40,000.00
6846	August		44,000.00	44,000.00
6850	September		38,000.00	38,000.00
6870	Christmas Parade		42,500.00	42,500.00
6855	Art Walk		2,500.00	2,500.00
6865	Holiday Shopping		6,000.00	6,000.00
6885	Chocolate Festival		20,000.00	20,000.00
		6800 TOTAL	**289,200.00**	**289,200.00**
		EXPENSE TOTAL	**455,000.00**	**455,000.00**