



CITY OF LONG BEACH

DEPARTMENT OF PUBLIC WORKS

H-1

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October 11, 2011

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive supporting documentation into the record, conclude the hearing, and adopt the Resolution confirming the Bixby Knolls Business Improvement Area Annual Report, continuing the levy of assessment for the period of October 1, 2011 through September 30, 2012; and authorize the City Manager to extend the agreement with the Bixby Knolls Business Improvement Association for one year. (Districts 7 and 8)

DISCUSSION

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

On July 28, 2011, the BKP BIA Advisory Commission voted to recommend to the City Council approval of the BKP BIA Assessment Report (Assessment Report). The Assessment Report describes the boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment (attached).

To continue the assessment levy, State law requires that a public hearing be held on the proposed program and assessment. At its meeting of September 6, 2011, City Council reviewed the Assessment Report and set the hearing date for October 11, 2011.

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

- Continue the current year assessment at the following rates:

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 11-0100 was published in local media. The attached resolution concludes the hearing and approves the Assessment Report and levy for the period October 1, 2011 through September 30, 2012.

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 on September 19, 2011, and by Director of Financial Management John Gross on September 20, 2011.

TIMING CONSIDERATIONS

The BKBIA contract year begins October 1, 2011. City Council action is requested on October 11, 2011, to allow purchase order and contract modifications to be completed so that Fiscal Year 2012 (FY 12) assessment transfers may be made as required by the Agreement for Funding with the BKBIA.

FISCAL IMPACT

It is estimated that the BKPBA will generate \$129,558 in FY 12 through the proposed continuation of the existing assessment. Assessment funds are collected through additional fees attached to BKPBA business licenses and passed directly through to the Bixby Knolls Business Association for implementation of annual programs. Sufficient funds are included in the FY 12 adopted budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Public Works (PW). There is no impact to the General Fund and no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



MICHAEL P. CONWAY
DIRECTOR OF PUBLIC WORKS

MPC:VG:jsf v3

Attachments:

Bixby Knolls Business Improvement Association Annual Report
Resolution

APPROVED:



PATRICK H. WEST
CITY MANAGER

2011 - 2012 Report
to The City of Long Beach
Including the Work Plan & Budget for
October 2011 - September 2012

Presented by the
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The Board of Directors of the Bixby Knolls Parking and Business Improvement Association (BIA) is pleased to present its Annual Report and Budget for the fiscal year October 1, 2011 - September 30, 2012.

ASSESSMENT FORMULA

Type A

\$135.00 + \$ 2.50 per employee

Includes: Contractors
Insurance
Manufacturing
Professions
Wholesale
Unique Businesses

Type B

\$ 165.00 + \$ 3.25 per employee

Includes: Services
Vending Operations

Type C

\$ 185.00 + \$ 4.00 per employee

Includes: Retailing
Recreation & Entertainment

Type D

\$ 548.00

Includes: Financial Institutions

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

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

Introduction

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

During the past year, the BKBIA has continued to balance multiple projects, events, programs, maintained the drive and efforts to follow its mission statement and create a more active, vibrant, and successful business district for its members and adjacent community. Global and domestic economic issues still affect the BKBIA with a 12% decrease in the assessment revenue budget (for the second year). The association has enjoyed the continued support from the 7th & 8th district council offices, the Redevelopment Agency, city management, and other business improvement districts. The annual RDA funding has provided the BKBIA the opportunity and tools to continue its Work Plan Projects along the corridors including façade painting, new signage, banners, landscaping projects, monthly events, and clean & safe programs. The BKBIA continues to stress the importance of connecting the residential customer base to the business corridor through consistent low-cost monthly events and programs such as the *Strollers*, *Literary Society*, *First Fridays*, *Happy Hours*, and *Supper Club* that activate the local community.

The 6th Annual Dragster Expo and Car Show had its biggest success this year to date. With the appearance of Shirley Muldowney, the addition of a BMX exhibit, a Mickey Thompson tribute exhibit at Expo sponsored by the NHRA museum, 15 vintage top-fuel dragsters, and nearly 250 show cars, the show had 10,000 in attendance throughout the day. Early planning has already begun for the 7th Annual event to continue to raise the bar and make the bigger and better each year.

The BKBIA also relied heavily on its social media network to broaden its promotional and informational outreach. Facebook posts and connections have resulted in the growth and awareness of district improvements and events. The growth of First Fridays can be attributed to Facebook as word of mouth spreads and people are posting their comments about the event. All programs, events, and issues were posted regularly as continued efforts to engage the community and stimulate business.

The focus of 2011-2012 will be to continue the current monthly events, streetscape improvements per the Bixby Knolls Work Plan, engage both business- and property-owners and begin recruiting efforts to fill vacant store fronts and office spaces. At the time of this writing, the status of RDA is still uncertain. The BKBIA will be hard pressed to maintain its current momentum without its annual funds from RDA. These funds have been the critical tool for making great strides for the district.

The Strength of the Organization

The Board of Directors

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

Monthly Community Happy Hours

Community Happy Hours (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 including the Fire Chief Patalano, Police Chief McDonnell, Mario Rodriguez from the airport, plus 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

The monthly e-newsletters are not only a cost savings, but an effective way to reach its members and the community at large. The content and scope of **Banter** remains current and relevant with updates from the 8th 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 grand openings, happy hours, or information from LBPD are sent regularly. **Postcards and direct mail pieces** are mailed monthly or as needed to the membership to provide additional resources or information.

A "**Rediscover Bixby Knolls**" flyer and postcard insert were delivered to 12,000 homes by Boy Scout Troop 29. This marketing piece was designed to show in summary all the many neighborhood events and programs, BK Work Plan project improvements, events at the Expo building, and fun facts about our very own superhero, the Knolls Ranger. This flyer was also inserted into the Uptown Gazette recently.

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*, *City Beat*, *OC Register*, and online resources such as LBReport.com, LBPost.com, 562CityLife.com, everythinglongbeach.com, and LimelightLB.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.

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 1300 “friends” who have the links and event messages sent directly to them. In addition, there is a lot of “chatter” about the BKBIA via Twitter with constant updates.

Community Events

The BKBIA remains consistent with its programs and events to connect its members to the local community. 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 3 ½ years into it, the Strollers continue to have roughly 40 people each week coming out to tour the corridors and neighborhoods. This is also a weekly opportunity to share all the latest news and projects with the group.

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

The **Bixby Knolls Literary Society** monthly book club is now in its 40th book discussion of the greatest American literature of the last century (with some contemporary selections as well). The group has expanded its draw beyond the Bixby Knolls area as some members come as far as the South Bay to attend the meetings at the Expo building. The BKBIA purchases the refreshments from local businesses such as Alsace Lorraine Bakery, It's a Grind Coffeehouse, or Coffee Bean & Tea Leaf. This year we were fortunate to have two highly recognized authors join us and lead the discussions. Crime-fiction writer James Ellroy and Father Greg Boyle of Homeboy Industries made for very special nights (and large crowds) in Bixby Knolls.

First Fridays Art Walk continues to not only grow in attendance each month but truly serves as a major economic driver for the district (especially the pedestrian zone between Bixby Road and San Antonio). The use of art and music as a catalyst to create the foot traffic along Atlantic Avenue and more importantly drawing the attendees inside of the businesses to get greater exposure for new customers and clients. Our event coordinator spends the entire month hyping the event, and the branding of “Bixby Knolls” becomes one of creativity and activity. The scope of the event has expanded to include Councilmember Johnson’s “First Books at First Fridays” at the Dana Branch Library. Typical First Fridays include art of all types, music, strolling minstrels and characters. It is also a place for local non-profits and community groups to get exposure to the community. Word-of-mouth advertising has also helped to make this a special event with a city-wide draw. Over the last year 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. It has become an event that the businesses count on each month for increased sales and exposure and the community now calendars it for a fun night out on the corridor.

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

To address the aesthetic needs and improvements for Long Beach Boulevard, we send our **BKBIA Clean Team** out along the corridor each week to remove trash, graffiti, and weeds. Our new banners are also up on the light poles with many showing the “Professional Services” image to promote these available services. We have received many positive comments from long-time residents and business owners who say that the corridor has not looked better in twenty-five years.. The professional service members reap the benefit of a clean and safe district to attract and retain their clients.

Community nights at the Long Beach Petroleum Club. The BKBIA hosted another themed community party as an additional method to bring the BKBIA members together with the local residents in a fun way. The “**Spring Fling Dance Party**” had people enjoying a night of music, food, and beverages at the club. The LBPC, which is always seeking new membership, benefited with the exposure to new crowds to solicit either pool or full memberships to the club. Plus, the club benefited with all of the promotional materials for the event. 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 9 the **6th Annual Dragster Expo and Car Show** revved up again in full force with 15 vintage dragsters firing up their engines during two “cacklefests” while 240 classic cars and boats were on display. With the special appearance of Shirley Muldowney (the First Lady of Drag Racing) and a huge Mickey Thompson tribute exhibit at Expo sponsored by the NHRA Museum, the event was the largest to date. 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 RDA funds for the BKBIA are used to implement a “to do” list as recommended by the HyettPalma consultants. The funds provided by the Redevelopment Agency not only takes the pressure off of the assessment budget for the association, but allows the BKBIA to make continued significant improvements (large and small scale) to the district at an increased pace. Façade improvements, new signage and lighting, landscape projects, banners, clean-up programs, and miscellaneous special events all help with the revitalization of the district.

Streetscape Maintenance and Improvement

The BKBIA again partnered with local Boy Scout Troop 29 for another corridor landscape project. The empty gravel parkway on Wardlow Road in front of Don & Harold’s Auto Service was transformed into a green space with a ADA-accessible ramp and sidewalk along the parkway. The Boy Scouts partnered with the business owner, 7th District council offices, BKBIA, Public Works, and Cal Heights Releaf to get the project done. Pedestrians no longer have to walk in the street along Wardlow, but can now continue safely on the new path. We are constantly looking for new landscape projects along all the major corridors.

Tree plantings and landscape projects continue to be ongoing. In the 14 empty tree wells in the 3900 block of Atlantic we have created a unique garden by adding plants and flowers to make this block more green and attractive. The BKBIA makes sure the wells are watered and weeded each week.

The **Expo building** at 4321 Atlantic continues to be the hub for arts and community events. The space has evolved with the Gallery Expo, Jones Gallery, LB Shakespeare Company theater programs, and the addition of the Art Exchange and its art class programming. Local non-profits, Council offices, theater groups, and other organizations have been able to use the space while contributing to the building with rent, supplies for the building, and “sweat equity” programs like patching and painting different rooms in the building. First Fridays bring large crowds for the monthly showcase of the space.

Bixby Knolls has now been designated a “**bike-friendly business district.**” Many businesses have signed up to participate in the Bike Saturdays program where discounts are offered as an incentive to customers who ride their bikes instead of drive to the business. Additional bike racks have been installed in front of many businesses to accommodate people riding to shop. Recently opened is Bixby Knolls own bike shop called The Workshop. This business hosts bike valet during special events and has been busy since its doors opened providing quick service to local residents as well as bicycle and skateboard sales. Safety demonstrations and community bike rides are all planned for the near future from this location.

The long-awaited **freeway signs** that read “Bixby Knolls Next 2 Exits” have been installed on the 405 freeway. There are a total of 9 signs that direct the public off the freeway and into the business district.

The new **“Feature” banners** are now displayed along both Long Beach Boulevard and Atlantic Avenue. These banners supplement the already installed BK logo banners with images of Dining, Shopping, Professional Services, Strollers, Supper Club, First Fridays, Dragster Expo & Car Show, Literary Society, LB Shakespeare Company, Live Theater, Historical Society, and Rancho Los Cerritos. Not only do you know you are in Bixby Knolls when you drive down the corridors, but you will see what the area has to offer business- and community-related.

We continue to go door-to-door to work with property and business owners on façade improvements. Next items in our queue will be recommendations found in the HyettPalma study and Greneker Report such as **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 BKBIA. 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 as well as very specific landscape improvements as needed. Semi-annual community clean up days were implemented for additional trash removals. We have hired an independent contractor who comes in a few days a week to give special attention to tree wells or areas with a lot of accumulated trash. His efforts are directed to specific areas on the corridors that need cleaning. Also, the BKBIA has the ongoing support of Cal Heights Clean Streets to add a day of additional trash removal to the corridors. Twice a month we remove the small graffiti tags on poles (especially before First Fridays) to supplement the efforts of the city’s graffiti removal team.

Safety

The BKBIA continues to maintain a close relationship with the North Long Beach Police Division, meeting monthly for security updates. The BKBIA has a standing Security and Code Enforcement Committee to continue to keep abreast of security issues and to help control City code issues in the district. The BIA also provides safety tips from the police department to its members and the community via the Banter e-newsletter. One of our Work Plan projects this year has been to fix or replace all the lighting in front of the businesses in the pedestrian zone. Some bulbs in the overhangs have been burned out for over a decade so we have gone door to door to engage the business or property owner to help repair lights and keep the corridor much more safe and attractive. Security cameras have been installed in the 3900 block of Atlantic as a pilot program to monitor the activity along the sidewalks, transit stop, and alley areas.

Council of Business Associations (COBA)

The BKBIA meets monthly with representatives from other BIDs and business alliances. There is a positive exchange of information and ideas to better help each other and individual districts. All members share the same issues, whether large or small. The group has begun to address specific issues within the city and is examining ways to help make Long Beach a truly business-friendly city. We are developing a survey that all BIDs will share with their members to gather feedback regarding the city

planning, building, and inspection process. The feedback will provide talking points with city management on how to implement suggestions, make necessary changes to better improve customer service and foster an environment conducive to new or expanding businesses.

Business and Commercial Real Estate Development

The BKBIA will continue its outreach to property owners and brokers to work together on furthering the goals and visions of the BKBIA. We continue our “door to door” method of engaging one property owner at a time.

New Businesses

The most satisfying result of all the Work Plan project efforts this year came when the owners of *Long Beach Clothing Co.* contacted us about relocating to Bixby Knolls after closing their operation in downtown. The attraction to Bixby Knolls for these individuals was fostered by media coverage of new energy and revitalization to the area. We were able to assist with painting their façade as well as new signage for the business and their doors opened in December. The owners have enjoyed success in their Bixby Knolls location and, as a result, have opened a second business on the same block. *The Workshop* is a full service and sales bike store and in its first month has seen steady business. To have individuals invest in Bixby Knolls with two businesses (and potentially a third), sends a strong message to the business community and we are hoping to attract other ambitious operators to the area.

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. Continuing to use the HyettPalma recommendations as the “road map,” the BKBIA can implement multiple projects immediately to additionally enhance the attractiveness of the district for its membership.

The greatest concern at the time of this writing is the uncertainty of the Redevelopment Agency and whether or not the BKBIA’s contract with the agency will continue. We are eager to move forward with the many small scale improvements that add up to the total vibrancy of the district. The supplemental funding from RDA will allow us to push forward and make Bixby Knolls a thriving business district.

Mission

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

Objective

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

Goals

Our goals for 2011-12 are as follows:

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

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.
 - Continue to grow and promote First Fridays and engaging more participation from local businesses.
 - Continue to program and expand the Expo building arts & cultural events
 - Maintaining current monthly events such as: Strollers, Literary Society, Happy Hours, Supper Club, Petroleum Club parties, and creating new ones
 - July – Dragster Expo and Car Show
 - December – First Fridays Holiday Celebration & Holiday Bazaar
 - Promote and support events hosted by BKBIA members
- Promote and network events and programs through social media outlets such as Facebook and Twitter
- Develop additional events to increase awareness of the district and benefit the local businesses. (including: food, clothing, and blood drives; Clean-up days; Grand Openings & anniversary celebrations)
- 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.
- Increase subscriptions to the opt-in e-newsletters, *Bixby Banter* & *Bixby Buzz*, and develop its marketing potential to promote of Bixby Knolls and its retail and dining opportunities.
- Create greater media coverage of all BKBIA events and programs

Revitalization Committee

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

- Continue to implement the recommendations of the HyettPalma report and BK Work Plan with special funding from the Redevelopment Agency on new landscaping projects to beautify the entrances and corridors of Bixby Knolls
- Continue the litter and weed abatement program to maintain the attractiveness of the area
- Schedule regular Bixby Knolls Clean-Up Days throughout the year and partner with Cal Heights Clean Streets for regular maintenance to the district.
- Inspect common areas and address unsightly conditions along the corridors. Remove graffiti, trim trees and bushes, and plant new landscaping as appropriate.
- Monitor appearance and request cooperation for maintaining store fronts and vacant lots.
- Continue the partnerships and projects with the 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. Continue efforts for BKBIA staff to remove graffiti monthly.
- Implement security camera pilot programs in critical areas along the corridors.

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. Begin second round of visits throughout entire district.
- Continue to organize monthly “community happy hours” with guest speakers and the Annual Meeting. Encourage new businesses to participate in First Fridays, host a happy hour for networking opportunities, and to participate in the BKBIA’s “special project” including façade painting, new lighting, and signage replacements.
- Personally meet and welcome new businesses to the area, and provide them with information about the BIA, its goals and objectives.
- Assist new businesses with ribbon-cutting and grand opening ceremonies, press releases and promotion to the community and media via newsletters and direct mailings.
- Continue to work closely with City staff, the Redevelopment Agency and the 7th and 8th District City Council Offices.
- Assist businesses with any city issues including permitting, licensing, inspection, signage, code or enforcement.

October 1, 2011 – September 30, 2012
Bixby Knolls Business Improvement Association Budget

Revenue

Assessment Income	129,558
Voluntary Dues	1,000
2012 DECS Revenue	70,000
RDA Funds	<u>200,000</u>

Total Revenue	<u><u>\$ 400,558</u></u>
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Expenses

Administration	34,052
Salaries/Benefits	83,776
On-Going Promotions	12,300
2012 DECS Expenses	65,000
Special Programs	5,430
RDA Expenditures	<u>200,000</u>

Total Expenses	<u><u>\$ 400,558</u></u>
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RESOLUTION NO.

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

WHEREAS, pursuant to Section 36533 of the California Streets and
Highways Code, the Bixby Knolls Parking and Business Improvement Area Advisory
Board has caused a Report to be prepared for October 1, 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 11, 2011 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 6, 2011, at which public hearing all
interested persons were afforded a full opportunity to appear and be heard on all matters
relating to the Report; and

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

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

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

Section 1. A public hearing having been conducted on October 11, 2011 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 6, 2011, as originally filed, and declares that this resolution shall constitute the levy of the Assessment referred to in the Report for October 1, 2011 through September 30, 2012, 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 _____, 2011, by the following vote:

Ayes: Councilmembers:

Noes: Councilmembers:

Absent: Councilmembers:

City Clerk

2011 - 2012 Report
to The City of Long Beach
Including the Work Plan & Budget for
October 2011 - September 2012

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

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

The Board of Directors of the Bixby Knolls Parking and Business Improvement Association (BIA) is pleased to present its Annual Report and Budget for the fiscal year October 1, 2011 - September 30, 2012.

ASSESSMENT FORMULA

Type A

\$135.00 + \$ 2.50 per employee

Includes: Contractors
Insurance
Manufacturing
Professions
Wholesale
Unique Businesses

Type B

\$ 165.00 + \$ 3.25 per employee

Includes: Services
Vending Operations

Type C

\$ 185.00 + \$ 4.00 per employee

Includes: Retailing
Recreation & Entertainment

Type D

\$ 548.00

Includes: Financial Institutions

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

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

Introduction

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

During the past year, the BKBIA has continued to balance multiple projects, events, programs, maintained the drive and efforts to follow its mission statement and create a more active, vibrant, and successful business district for its members and adjacent community. Global and domestic economic issues still affect the BKBIA with a 12% decrease in the assessment revenue budget (for the second year). The association has enjoyed the continued support from the 7th & 8th district council offices, the Redevelopment Agency, city management, and other business improvement districts. The annual RDA funding has provided the BKBIA the opportunity and tools to continue its Work Plan Projects along the corridors including façade painting, new signage, banners, landscaping projects, monthly events, and clean & safe programs. The BKBIA continues to stress the importance of connecting the residential customer base to the business corridor through consistent low-cost monthly events and programs such as the *Strollers*, *Literary Society*, *First Fridays*, *Happy Hours*, and *Supper Club* that activate the local community.

The 6th Annual Dragster Expo and Car Show had its biggest success this year to date. With the appearance of Shirley Muldowney, the addition of a BMX exhibit, a Mickey Thompson tribute exhibit at Expo sponsored by the NHRA museum, 15 vintage top-fuel dragsters, and nearly 250 show cars, the show had 10,000 in attendance throughout the day. Early planning has already begun for the 7th Annual event to continue to raise the bar and make the bigger and better each year.

The BKBIA also relied heavily on its social media network to broaden its promotional and informational outreach. Facebook posts and connections have resulted in the growth and awareness of district improvements and events. The growth of First Fridays can be attributed to Facebook as word of mouth spreads and people are posting their comments about the event. All programs, events, and issues were posted regularly as continued efforts to engage the community and stimulate business.

The focus of 2011-2012 will be to continue the current monthly events, streetscape improvements per the Bixby Knolls Work Plan, engage both business- and property-owners and begin recruiting efforts to fill vacant store fronts and office spaces. At the time of this writing, the status of RDA is still uncertain. The BKBIA will be hard pressed to maintain its current momentum without its annual funds from RDA. These funds have been the critical tool for making great strides for the district.

The Strength of the Organization

The Board of Directors

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

Monthly Community Happy Hours

Community Happy Hours (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 including the Fire Chief Patalano, Police Chief McDonnell, Mario Rodriguez from the airport, plus 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

The monthly e-newsletters are not only a cost savings, but an effective way to reach its members and the community at large. The content and scope of **Banter** remains current and relevant with updates from the 8th 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 grand openings, happy hours, or information from LBPD are sent regularly. **Postcards and direct mail pieces** are mailed monthly or as needed to the membership to provide additional resources or information.

A "**Rediscover Bixby Knolls**" flyer and postcard insert were delivered to 12,000 homes by Boy Scout Troop 29. This marketing piece was designed to show in summary all the many neighborhood events and programs, BK Work Plan project improvements, events at the Expo building, and fun facts about our very own superhero, the Knolls Ranger. This flyer was also inserted into the Uptown Gazette recently.

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*, *City Beat*, *OC Register*, and online resources such as LBReport.com, LBPost.com, 562CityLife.com, everythinglongbeach.com, and LimelightLB.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.

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 1300 “friends” who have the links and event messages sent directly to them. In addition, there is a lot of “chatter” about the BKBIA via Twitter with constant updates.

Community Events

The BKBIA remains consistent with its programs and events to connect its members to the local community. 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 3 ½ years into it, the Strollers continue to have roughly 40 people each week coming out to tour the corridors and neighborhoods. This is also a weekly opportunity to share all the latest news and projects with the group.

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

The **Bixby Knolls Literary Society** monthly book club is now in its 40th book discussion of the greatest American literature of the last century (with some contemporary selections as well). The group has expanded its draw beyond the Bixby Knolls area as some members come as far as the South Bay to attend the meetings at the Expo building. The BKBIA purchases the refreshments from local businesses such as Alsace Lorraine Bakery, It's a Grind Coffeehouse, or Coffee Bean & Tea Leaf. This year we were fortunate to have two highly recognized authors join us and lead the discussions. Crime-fiction writer James Ellroy and Father Greg Boyle of Homeboy Industries made for very special nights (and large crowds) in Bixby Knolls.

First Fridays Art Walk continues to not only grow in attendance each month but truly serves as a major economic driver for the district (especially the pedestrian zone between Bixby Road and San Antonio). The use of art and music as a catalyst to create the foot traffic along Atlantic Avenue and more importantly drawing the attendees inside of the businesses to get greater exposure for new customers and clients. Our event coordinator spends the entire month hyping the event, and the branding of "Bixby Knolls" becomes one of creativity and activity. The scope of the event has expanded to include Councilmember Johnson's "First Books at First Fridays" at the Dana Branch Library. Typical First Fridays include art of all types, music, strolling minstrels and characters. It is also a place for local non-profits and community groups to get exposure to the community. Word-of-mouth advertising has also helped to make this a special event with a city-wide draw. Over the last year 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. It has become an event that the businesses count on each month for increased sales and exposure and the community now calendars it for a fun night out on the corridor.

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

To address the aesthetic needs and improvements for Long Beach Boulevard, we send our **BKBIA Clean Team** out along the corridor each week to remove trash, graffiti, and weeds. Our new banners are also up on the light poles with many showing the "Professional Services" image to promote these available services. We have received many positive comments from long-time residents and business owners who say that the corridor has not looked better in twenty-five years.. The professional service members reap the benefit of a clean and safe district to attract and retain their clients.

Community nights at the Long Beach Petroleum Club. The BKBIA hosted another themed community party as an additional method to bring the BKBIA members together with the local residents in a fun way. The "**Spring Fling Dance Party**" had people enjoying a night of music, food, and beverages at the club. The LBPC, which is always seeking new membership, benefited with the exposure to new crowds to solicit either pool or full memberships to the club. Plus, the club benefited with all of the promotional materials for the event. 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 9 the **6th Annual Dragster Expo and Car Show** revved up again in full force with 15 vintage dragsters firing up their engines during two "cacklefests" while 240 classic cars and boats were on display. With the special appearance of Shirley Muldowney (the First Lady of Drag Racing) and a huge Mickey Thompson tribute exhibit at Expo sponsored by the NHRA Museum, the event was the largest to date. 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 RDA funds for the BKBIA are used to implement a “to do” list as recommended by the HyettPalma consultants. The funds provided by the Redevelopment Agency not only takes the pressure off of the assessment budget for the association, but allows the BKBIA to make continued significant improvements (large and small scale) to the district at an increased pace. Façade improvements, new signage and lighting, landscape projects, banners, clean-up programs, and miscellaneous special events all help with the revitalization of the district.

Streetscape Maintenance and Improvement

The BKBIA again partnered with local Boy Scout Troop 29 for another corridor landscape project. The empty gravel parkway on Wardlow Road in front of Don & Harold’s Auto Service was transformed into a green space with a ADA-accessible ramp and sidewalk along the parkway. The Boy Scouts partnered with the business owner, 7th District council offices, BKBIA, Public Works, and Cal Heights Releaf to get the project done. Pedestrians no longer have to walk in the street along Wardlow, but can now continue safely on the new path. We are constantly looking for new landscape projects along all the major corridors.

Tree plantings and landscape projects continue to be ongoing. In the 14 empty tree wells in the 3900 block of Atlantic we have created a unique garden by adding plants and flowers to make this block more green and attractive. The BKBIA makes sure the wells are watered and weeded each week.

The **Expo building** at 4321 Atlantic continues to be the hub for arts and community events. The space has evolved with the Gallery Expo, Jones Gallery, LB Shakespeare Company theater programs, and the addition of the Art Exchange and its art class programming. Local non-profits, Council offices, theater groups, and other organizations have been able to use the space while contributing to the building with rent, supplies for the building, and “sweat equity” programs like patching and painting different rooms in the building. First Fridays bring large crowds for the monthly showcase of the space.

Bixby Knolls has now been designated a “**bike-friendly business district.**” Many businesses have signed up to participate in the Bike Saturdays program where discounts are offered as an incentive to customers who ride their bikes instead of drive to the business. Additional bike racks have been installed in front of many businesses to accommodate people riding to shop. Recently opened is Bixby Knolls own bike shop called The Workshop. This business hosts bike valet during special events and has been busy since its doors opened providing quick service to local residents as well as bicycle and skateboard sales. Safety demonstrations and community bike rides are all planned for the near future from this location.

The long-awaited **freeway signs** that read “Bixby Knolls Next 2 Exits” have been installed on the 405 freeway. There are a total of 9 signs that direct the public off the freeway and into the business district.

The new **“Feature” banners** are now displayed along both Long Beach Boulevard and Atlantic Avenue. These banners supplement the already installed BK logo banners with images of Dining, Shopping, Professional Services, Strollers, Supper Club, First Fridays, Dragster Expo & Car Show, Literary Society, LB Shakespeare Company, Live Theater, Historical Society, and Rancho Los Cerritos. Not only do you know you are in Bixby Knolls when you drive down the corridors, but you will see what the area has to offer business- and community-related.

We continue to go door-to-door to work with property and business owners on façade improvements. Next items in our queue will be recommendations found in the HyettPalma study and Greneker Report such as **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 BKBIA. 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 as well as very specific landscape improvements as needed. Semi-annual community clean up days were implemented for additional trash removals. We have hired an independent contractor who comes in a few days a week to give special attention to tree wells or areas with a lot of accumulated trash. His efforts are directed to specific areas on the corridors that need cleaning. Also, the BKBIA has the ongoing support of Cal Heights Clean Streets to add a day of additional trash removal to the corridors. Twice a month we remove the small graffiti tags on poles (especially before First Fridays) to supplement the efforts of the city’s graffiti removal team.

Safety

The BKBIA continues to maintain a close relationship with the North Long Beach Police Division, meeting monthly for security updates. The BKBIA has a standing Security and Code Enforcement Committee to continue to keep abreast of security issues and to help control City code issues in the district. The BIA also provides safety tips from the police department to its members and the community via the Banter e-newsletter. One of our Work Plan projects this year has been to fix or replace all the lighting in front of the businesses in the pedestrian zone. Some bulbs in the overhangs have been burned out for over a decade so we have gone door to door to engage the business or property owner to help repair lights and keep the corridor much more safe and attractive. Security cameras have been installed in the 3900 block of Atlantic as a pilot program to monitor the activity along the sidewalks, transit stop, and alley areas.

Council of Business Associations (COBA)

The BKBIA meets monthly with representatives from other BIDs and business alliances. There is a positive exchange of information and ideas to better help each other and individual districts. All members share the same issues, whether large or small. The group has begun to address specific issues within the city and is examining ways to help make Long Beach a truly business-friendly city. We are developing a survey that all BIDs will share with their members to gather feedback regarding the city

planning, building, and inspection process. The feedback will provide talking points with city management on how to implement suggestions, make necessary changes to better improve customer service and foster an environment conducive to new or expanding businesses.

Business and Commercial Real Estate Development

The BKBIA will continue its outreach to property owners and brokers to work together on furthering the goals and visions of the BKBIA. We continue our “door to door” method of engaging one property owner at a time.

New Businesses

The most satisfying result of all the Work Plan project efforts this year came when the owners of *Long Beach Clothing Co.* contacted us about relocating to Bixby Knolls after closing their operation in downtown. The attraction to Bixby Knolls for these individuals was fostered by media coverage of new energy and revitalization to the area. We were able to assist with painting their façade as well as new signage for the business and their doors opened in December. The owners have enjoyed success in their Bixby Knolls location and, as a result, have opened a second business on the same block. *The Workshop* is a full service and sales bike store and in its first month has seen steady business. To have individuals invest in Bixby Knolls with two businesses (and potentially a third), sends a strong message to the business community and we are hoping to attract other ambitious operators to the area.

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. Continuing to use the HyettPalma recommendations as the “road map,” the BKBIA can implement multiple projects immediately to additionally enhance the attractiveness of the district for its membership.

The greatest concern at the time of this writing is the uncertainty of the Redevelopment Agency and whether or not the BKBIA’s contract with the agency will continue. We are eager to move forward with the many small scale improvements that add up to the total vibrancy of the district. The supplemental funding from RDA will allow us to push forward and make Bixby Knolls a thriving business district.

Mission

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

Objective

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

Goals

Our goals for 2011-12 are as follows:

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

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.
 - Continue to grow and promote First Fridays and engaging more participation from local businesses.
 - Continue to program and expand the Expo building arts & cultural events
 - Maintaining current monthly events such as: Strollers, Literary Society, Happy Hours, Supper Club, Petroleum Club parties, and creating new ones
 - July – Dragster Expo and Car Show
 - December – First Fridays Holiday Celebration & Holiday Bazaar
 - Promote and support events hosted by BKBIA members
- Promote and network events and programs through social media outlets such as Facebook and Twitter
- Develop additional events to increase awareness of the district and benefit the local businesses. (including: food, clothing, and blood drives; Clean-up days; Grand Openings & anniversary celebrations)
- 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.
- Increase subscriptions to the opt-in e-newsletters, *Bixby Banter* & *Bixby Buzz*, and develop its marketing potential to promote of Bixby Knolls and its retail and dining opportunities.
- Create greater media coverage of all BKBIA events and programs

Revitalization Committee

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

- Continue to implement the recommendations of the HyettPalma report and BK Work Plan with special funding from the Redevelopment Agency on new landscaping projects to beautify the entrances and corridors of Bixby Knolls
- Continue the litter and weed abatement program to maintain the attractiveness of the area
- Schedule regular Bixby Knolls Clean-Up Days throughout the year and partner with Cal Heights Clean Streets for regular maintenance to the district.
- Inspect common areas and address unsightly conditions along the corridors. Remove graffiti, trim trees and bushes, and plant new landscaping as appropriate.
- Monitor appearance and request cooperation for maintaining store fronts and vacant lots.
- Continue the partnerships and projects with the 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. Continue efforts for BKBIA staff to remove graffiti monthly.
- Implement security camera pilot programs in critical areas along the corridors.

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. Begin second round of visits throughout entire district.
- Continue to organize monthly “community happy hours” with guest speakers and the Annual Meeting. Encourage new businesses to participate in First Fridays, host a happy hour for networking opportunities, and to participate in the BKBIA’s “special project” including façade painting, new lighting, and signage replacements.
- Personally meet and welcome new businesses to the area, and provide them with information about the BIA, its goals and objectives.
- Assist new businesses with ribbon-cutting and grand opening ceremonies, press releases and promotion to the community and media via newsletters and direct mailings.
- Continue to work closely with City staff, the Redevelopment Agency and the 7th and 8th District City Council Offices.
- Assist businesses with any city issues including permitting, licensing, inspection, signage, code or enforcement.

October 1, 2011 – September 30, 2012
Bixby Knolls Business Improvement Association Budget

Revenue

Assessment Income	129,558
Voluntary Dues	1,000
2012 DECS Revenue	70,000
RDA Funds	<u>200,000</u>

Total Revenue	<u><u>\$ 400,558</u></u>
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Expenses

Administration	34,052
Salaries/Benefits	83,776
On-Going Promotions	12,300
2012 DECS Expenses	65,000
Special Programs	5,430
RDA Expenditures	<u>200,000</u>

Total Expenses	<u><u>\$ 400,558</u></u>
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