



CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

October 4, 2005

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION

Receive supporting documentation into the record, conclude the hearing, and adopt the attached Resolution approving the Bixby Knolls Parking and Business Improvement Area program and assessment for the period of October 1, 2005 through September 30, 2006; and authorize the City Manager to execute an agreement with the Bixby Knolls Business Improvement Association for a one-year term. (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. To continue the assessment levy, State law requires that a public hearing be held on the proposed program and assessment. A copy of the Assessment Report describing proposed activities and allocations is provided as "Attachment A". City Council reviewed these items and approved Resolution 05-0098 setting an October 4, 2005 hearing date at its meeting of September 13, 2005.

Following the public hearing, the City Council may adopt the attached resolution confirming the Assessment Report as filed, or as amended by the City Council during these proceedings. The adoption of the Resolution sets the levy of the assessment from October 1, 2005 through September 30, 2006.

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

- Continue the current year assessment at the following rates:

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

HONORABLE MAYOR AND CITY COUNCIL

October 4, 2005

Page 2

<u>Type B</u> Services, Vending Operations	\$ 165.00 + \$ 3.25/employee
<u>Type C</u> Recreation & Entertainment, Retailing	\$ 185.00 + \$ 4.00/employee
<u>Type D</u> Financial Institutions	\$ 500.00

- 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.

Should the Assessment Report be approved, the City Council is requested to authorize the execution of an agreement with the BKBIA for the use of assessment funds for marketing and promotion activities within the business improvement area.

This letter was reviewed by Assistant City Attorney Heather Mahood on August 19, 2005, Budget Management Officer David Wodynski on September 21, 2005, and the City Treasurer's Office on September 23, 2005.

TIMING CONSIDERATIONS

The BKBIA contract year begins October 1, 2005. City Council action is requested following public hearing on October 4, 2005, to allow timely contract renewal.

FISCAL IMPACT

The recommended contract amount for Fiscal Year 2006 (FY 06) is \$150,000. Estimated assessment revenue is \$150,000 which will be deposited in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD). There is no impact on the General Fund.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



for PATRICK H. WEST
DIRECTOR OF COMMUNITY DEVELOPMENT

APPROVED:


GERALD R. MILLER
CITY MANAGER

RH:tb

Attachment: Bixby Knolls Business Improvement Association Annual Report