



CITY OF LONG BEACH C-17

DEPARTMENT OF PUBLIC WORKS

333 WEST OCEAN BOULEVARD LONG BEACH, CA 90802 562.570.6383 FAX 562.570.6012

August 13, 2013

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt the attached Resolution approving the Annual Assessment Report for October 1, 2013 to September 30, 2014, for the Belmont Shore Parking and Business Improvement Area, declaring its intention to levy the annual assessment, and setting the date of hearing for September 17, 2013. (District 3)

DISCUSSION

The Belmont Shore Business Association (BSBA) promotes and markets the commercial area along Second Street using funds generated through the assessment of businesses located in the Belmont Shore Parking and Business Improvement Area (BSPBIA). State law governing Parking and Business Improvement Areas require the submission of an annual assessment report by the Advisory Commission designated for this Assessment District. On May 16, 2013, the BSPBIA Advisory Commission voted unanimously to recommend to City Council approval of the BSPBIA Annual Report (Attachment).

The Assessment Report describes boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment. The Assessment Report proposes no change in the basis and method of levying the assessment and no significant change in proposed activities.

The recommended Resolution of Intention grants approval of the Assessment Report, declares the intention of the City Council to levy the assessment for proposed activities, and sets the date of the public hearing for September 17, 2013.

This matter was reviewed by Deputy Attorney Amy R. Webber on July 11, 2013 and Budget Management Officer Victoria Bell on July 22, 2013.

TIMING CONSIDERATIONS

City Council action is requested on August 13, 2013 to allow purchase order and contract modifications to be completed so that Fiscal Year 2014 (FY 14) assessment transfers may be made as required by the Agreement for Funding with the BSBA.

HONORABLE MAYOR AND CITY COUNCIL
August 13, 2013
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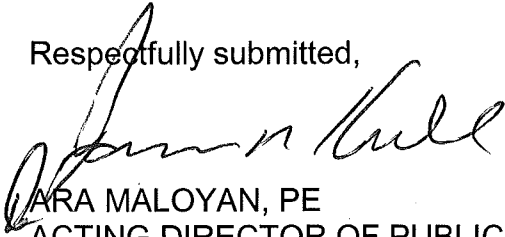
FISCAL IMPACT

It is expected that the BSPBIA will generate \$130,000 in Fiscal Year 2014 (FY 14) through the proposed continuation of the existing assessment. Sufficient funds are included in the FY 14 Proposed Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Public Works (PW). There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



ARA MALOYAN, PE
ACTING DIRECTOR OF PUBLIC WORKS

AM:VSG:jsf
08.20.13 FY 14 Belmont Shore PBIA ROI v2

APPROVED:



PATRICK H. WEST
CITY MANAGER

Attachments: Belmont Shore Parking and Business Improvement Area FY 2013 Annual Report
Resolution

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

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RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH APPROVING THE ANNUAL ASSESSMENT REPORT FOR OCTOBER 1, 2013 TO SEPTEMBER 30, 2014 FOR THE BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA AND DECLARING ITS INTENTION TO LEVY THE ANNUAL ASSESSMENT FOR THAT FISCAL YEAR

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 October 1, 2013 to September 30, 2014 relating to the Belmont Shore Parking and Business Improvement Area which is located along the commercial corridor at Second Street generally between Livingston Drive and Bayshore Avenue within the City of Long Beach; and

WHEREAS, said Report contains, among other things, with respect to October 1, 2013 to September 30, 2014, all matters required to be included by the above cited Section 36533; and

WHEREAS, having approved such Report, the City Council hereby declares its intention to:

1. Confirm levy of and direct collecting within assessments for the Belmont Shore Parking and Business Improvement Area for October 1, 2013 to September 30, 2014. Said assessments are proposed to be levied at the rates set forth in Exhibit "A."

2. Provide that each business shall pay the assessment with its business license tax; and

WHEREAS, to this end, the proposed activities and improvements

1 undertaken by the Area include those generally specified in the establishing Ordinance
2 No. C-5963, Section 5, as adopted by the City Council on June 7, 1983; and

3 WHEREAS, a copy of the Report is on file with the City Clerk and includes
4 a full description of the activities and improvements to be provided from October 1, 2013
5 to September 30, 2014, the boundaries of the area, and the proposed assessments to be
6 levied on the businesses that fiscal year and all other information required by law; and

7 WHEREAS, it is the desire of this City Council to fix the time and place for a
8 public hearing to be held in the City Council Chamber of the City of Long Beach on
9 September 17, 2013, at 5:00 p.m., regarding the Report, the levy and the proposed
10 program for the 2013-2014 fiscal year;

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

13 Section 1. That certain Report entitled "Belmont Shore Business
14 Association Annual District Report" for the period of October 1, 2013 to September 30,
15 2014, as filed with the City Clerk is hereby approved.

16 Section 2. On September 17, 2013 at 5:00 p.m., in the City Council
17 Chamber of the City of Long Beach located in the Long Beach City Hall, First Floor, 333
18 West Ocean Boulevard, Long Beach, CA 90802, the City Council of the City of Long
19 Beach will conduct a public hearing on the levy of proposed assessments for October 1,
20 2013 to September 30, 2014 for the Belmont Shore Parking and Business Improvement
21 Area with no change in the basis and method assessment. All concerned persons are
22 invited to attend and be heard, and oral or written protests may be made, in accordance
23 with the following procedures:

24 A. At the public hearing, the City Council shall hear and consider
25 all protests. A protest may be made orally or in writing by any interested
26 person. Any protest pertaining to the regularity or sufficiency of the
27 proceedings shall be in writing and shall clearly set forth the irregularity or
28 defect to which the objection is made.

1 B. Every written protest shall be filed with the City Clerk at or
2 before the time fixed for the public hearing. The City Council may waive
3 any irregularity in the form or content of any written protest and at the public
4 hearing may correct minor defects in the proceedings. A written protest
5 may be withdrawn in writing at any time before the conclusion of the public
6 hearing.

7 C. Each written protest shall contain a description of the
8 business in which the person subscribing the protest is interested sufficient
9 to identify the business and, if a person subscribing is not shown on the
10 official records of the City as the owner of the business, the protest shall
11 contain or be accompanied by written evidence that the person subscribing
12 is the owner of the business. A written protest which does not comply with
13 this section shall not be counted in determining a majority protest.

14 Section 3. The City Clerk shall give notice of the public hearing called for
15 in Section 2 by causing this Resolution of Intention to be published once in a newspaper
16 of general circulation in the City not less than seven days before the public hearing.

17 Section 4. This resolution shall take effect immediately upon its adoption
18 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

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I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of _____, 2013 by the following vote:

Ayes: Councilmembers: _____

Noes: Councilmembers: _____

Absent: Councilmembers: _____

City Clerk

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664



**BELMONT SHORE BUSINESS ASSOCIATION
ANNUAL DISTRICT REPORT
2013-2014**

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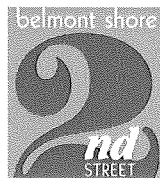
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About the Belmont Shore Business Association (BSBA)

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.

2013 – 2014 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, repairing the trash and ash cans.
- 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.



YEAR IN REVIEW – TO DATE
APRIL 1, 2012 – APRIL 1, 2013

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. Ten 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 3 weeks and alleys maintained and steam cleaned every quarter by QMI who has a contract with the Belmont Shore Parking and Improvement Commission. A parking lot on Park near 2nd was upgraded with a new pay system, and was re-configured and re-landscaped. The parking commission also maintains all Belmont Shore public parking lots located on the south side of 2nd St.. The BSBA and the Parking Commission joined finances to replace all of the twinkle lights in the median on 2nd St. The Parking Commission is working on the sidewalk and tree-planting project for 2nd st. and a new median landscaping project is being discussed to improve the business community.

COMMUNITY OUTREACH

The Executive Director and/or board members & Parking Commission attend monthly community meetings of the 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 office by communicating any concerns businesses or residents may have that effect 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 association continues to analyze its events and determine which ones are beneficial to the district and if any should be discontinued or added. Two new events were added this past year; Roar in The Shore & Wilson HS vs. Poly HS The Tradition Lives on Pep Rally. The following events have taken place during the Progress Report period:

Belmont Shore/Naples Scavenger Hunt: 3rd year April 1 - 30, 2012

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 \$500 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: 1st Annual: April 11, 2012

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 were on display, racecar drivers signed autographs and we featured a live band. Did not have a lot of time to put on but the BSBA liked the concept so will do it again next year.

Stroll & Savor Series: May 16 & 17, June 20 & 21, July 18 & 19, August 15 & 16, 2012

Over forty 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

Spring Sidewalk Sale: May 18, 19, 20, 2012

A retail three-day sidewalk sale was sponsored by the BSBA. The BSBA advertised in print & social media. Posters were displayed and banners were put on the street. This was a marketing effort to get customers to come to Belmont Shore to shop. We didn't seem to have a lot of participation of businesses, so the BSBA promotions & marketing meetings will review and decide if they will attempt to do this again.

Summer Sidewalk Sale: July 20, 21, 22, 2012

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. It seemed to be a better sidewalk sale than in spring. The BSBA promotions & marketing meetings discussed and decided to just have a summer sidewalk sale and not add a spring sale.

23rd Annual Car Show: September 9, 2012

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 20, 2012

Belmont Shore wanted to celebrate and participate and 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. Ballooning & face painting added activities for families. A great day and hoping we can grow this event.

Trick-Or-Treat On 2nd St.: October 31, 2012

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. We do not advertise and we get a lot of kids.

Wilson HS vs. Poly HS The Tradition Lives on Pep Rally: October 24, 2012

The BSBA wanted to support Wilson & Poly High Schools who have had a tradition in Long Beach when it comes to their sports teams, especially football. The Wednesday before Homecoming Pep Rally. Each school sold wristbands where they kept all the profits. Businesses benefited by offering treats or discounts in their restaurant or retail stores to anyone wearing a wristband. Over 45 businesses participated.

We encouraged people to wear your cardinal and gold or green & gold and head down to Belmont Shore and do the 2nd street shuffle. A Pep Rally from 6pm to 7pm in front of Chase Bank (5200 E. 2nd St.) featured school marching bands, cheer squads, mascots, football coaches and players! The BSBA liked the excitement and the many people who came to Belmont Shore. We are excited to do it again next year.

30th Annual Christmas Parade: December 1, 2012

The Belmont Shore Parade's theme was "Go for the Gold." The association worked with the City of LB, LBPB, 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 Marshals were Misty May & Matt Treanor in honor of their athletic success!

Holiday Shopping in The Shore Dec. 7, 8, 9, 2012 & Holiday Open House 12/12/12

Holiday Shopping in the Shore and the Holiday Open House was created to bring shoppers to Belmont Shore. A retail committee was formed from BSBA members to make plans for these events. The 3-days highlighted extended holiday store hours, Dickens carolers performed classic Christmas carols while strolling 2nd St., entertainment in front of Chase Bank & Santa was present to take photos with kids. We also promoted 12 days of shopping starting with the date 12/12/12 by having a Holiday Open House in the evening hours. Santa & Carolers were provided by the BSBA and merchants had refreshments in their stores. It was a slow night and not a lot of interest by the merchants. The 3-day holiday event was more successful.

The Belmont Shore Parking & Business Improvement Area Advisory board approved FREE two-hour parking on Saturday & Sunday Dec 8 & 9, 15 & 16 & 22 & 23 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 9, 2013

This event date was changed back to the 2nd weekend of February. In 2012 we tried to do it in March but it did not work well. The BSBA promotion & marketing meeting members like the idea of having it before Valentine's Day, Feb. 14th. Approximately 30 BSBA restaurants & merchants participated which was up from previous years. As done for Stroll & Savor, attendees purchased ticket books and used the tickets to purchase the 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 & glitter tats for kids. The event was a success and the BSBA did not lose money.

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. The event is growing each year and has a positive impact on the BSBA.

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

Worked with the LBGP and BSBA members to hold this event the Wednesday of Grand Prix week. We want to be part of the Grand Prix week of activities. Racecars were on display, Racecar drivers signed autographs and we featured a live band. We added ballooning, face painting and did a lot of advertising in local papers and on social media. Banners & posters placed along 2nd St. It is a great event for Belmont Shore to be part of the LBGP that bring in a lot of visitors to Long Beach.

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. Our Belmont Shore Facebook profile has 5,000 friends so another page was established to get people to LIKE us. A twitter account was also added: *shorelongbeach* to bring awareness to Belmont Shore. On-line publications such as the LBPost, CVB, Naples-Belmont Shore Patch and Limelight continue to promote Belmont Shore. We use Instagram and have also offered a twitter class to our BSBA members.

The Belmont Shore Directory brochure was re-produced and printed in April 2011 with our new branding. 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. In the summer of 2013 we will re-do and re-print the brochure to update business information. We will keep distribution on a regular schedule.

Branding of 2nd St. A new logo was created, new colors, APP for smartphone, new website and also a new Belmont Shore brochure. The new website includes a full directory of all members, member information, what to do around The Shore etc. The directory also appears with events on the smartphone APP. Advertising with our brand will also feature on all advertising and also on the side of our 2nd St. Big Belly trashcans (10). The BSBA will also install street pole banners displaying our brand in 2013.

MEMBER COMMUNICATION

Most of the BSBA office to member communication is done by email and at the monthly Promotion/Marketing meetings and the BSBA General meetings. Updates and information to BSBA members only include meeting reminders, meeting agendas, promotion and advertising deals, Belmont Shore events and any other information relevant to Belmont Shore businesses. A Belmont Shore informational packet was also hand-delivered in 2012 to make sure all businesses were informed and kept up-to-date on what their BSBA membership entails.

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.



**2012-13
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

Frank Colonna, Colonna & Co. Realty
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, 2013 - September 30, 2014**

No changes are requested in the boundaries of the Belmont Shore PBI 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 11 194, 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
PBI ASSESSMENT FORMULA
2013 - 2014**

CATEGORIES	BASE RATE	EMPLOYEE RATE
Financial Institution & Insurance	\$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
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: \$130,000.00		



**CALENDAR OF EVENTS
2013 – 2014**

A description of the activities and improvements to be accomplished from October 1, 2013 to September 30, 2014 and the estimated cost of these improvements and activities are summarized below, beginning with the 2012 – 2013 calendar of events.

BELMONT SHORE BUSINESS ASSOCIATION CALENDAR OF EVENTS October 1, 2013 – September 30, 2014		
Artwalk & Chalk Contest	Saturday, October 19, 2013	11am – 6pm
Trick or Treat on 2nd St	Thursday, October 31, 2013	4pm – 6pm
Wilson vs. Poly Block Party	Wednesday, November 6, 2013	5pm – 9pm
31st Annual Christmas Parade	Saturday, December 7, 2013	6pm – 9pm
Holiday Shopping in The Shore	December 2013	day & evening
Chocolate Festival	Saturday, February 8, 2014	1pm – 4pm
Scavenger Hunt	April 1 – 30, 2014	
Roar in the Shore	Wednesday, April 9, 2014	5p – 8pm
Stroll & Savor	Wed. & Thur., May 14 & 15, 2014	5:30pm – 9pm
Stroll & Savor	Wed. & Thur., June 18 & 19, 2014	5:30pm – 9pm
Stroll & Savor	Wed. & Thur., July 16 & 17, 2014	5:30pm – 9pm
Summer Sidewalk Sale	Fri. – Sun., July 18, 19, 20, 2014	10am – 6pm
Stroll & Savor	Wed. & Thur., Aug. 13, 14, 2014	5:30pm – 9pm
25th Annual Car Show	Sunday, September 7, 2014	9am – 3pm



DESCRIPTION OF EVENTS

OCTOBER 2013

ART WALK & CHALK CONTEST – Saturday, October 19

An art event celebrating the “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.

TRICK OR TREAT ON 2ND STREET – Thursday, 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 2013

Wilson HS vs. Poly HS The Tradition Lives on Pep Rally: Nov. 6

The Wednesday before their Homecoming we have a Pep Rally. Each school will sell wristbands where they kept all the profits. Businesses on 2nd St. will offer treats or discounts in their restaurant or retail stores to anyone wearing a wristband. Encouraged to wear cardinal and gold or green & gold and head down to Belmont Shore and do the 2nd street shuffle. A Pep Rally from 6pm to 7pm in front of Chase Bank (5200 E. 2nd St.) featuring school marching bands, cheer squads, mascots, football coaches and players!

DECEMBER 2013

31st ANNUAL CHRISTMAS PARADE – Saturday, December 7

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 TBA

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 2014

CHOCOLATE FESTIVAL – Saturday, February 8

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 2014

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, 2014

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 2014

STROLL & SAVOR – Wednesday & Thursday, May 14 & 15

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 2014

STROLL & SAVOR – Wednesday & Thursday, June 18 & 19

See description above

JULY 2014

STROLL & SAVOR – Wednesday & Thursday, July 16 & 17

See description above

SUMMER SIDEWALK SALE – Friday – Sunday, July 18, 19, 20

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

AUGUST 2014

STROLL & SAVOR – Wednesday & Thursday August 13 & 14

See description above

SEPTEMBER 2014

CAR SHOW – Sunday, September 7

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.



Belmont Shore Business Association
2013 - 2014 Budget
Income

			INCOME	BUDGET	BIA FUND	PROMOTIONS
4200			Membership Dues			
	4210		BIA Fund	\$130,000.00	\$130,000.00	
	4220		Associate Members	\$1,000.00		\$1,000.00
			4200 Total	\$131,000.00		
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	\$50.00		\$50.00
	4630		Heartland	\$950.00		\$950.00
			4600 Total	\$1000.00		\$1000.00
4800			Promotional Events			
	4820		Car Show	\$15,000.00		\$15,000.00
	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
	4870		Christmas Parade	\$33,000.00		\$33,000.00
	4885		Chocolate Festival	\$12,000.00		\$12,000.00
			4800 Total	\$250,000.00		\$250,000.00
			REVENUE TOTAL	\$402,000.00	\$130,000.00	\$402,000.00



Belmont Shore Business Association
2013 - 2014 Budget
Expenses

			EXPENSES	BUDGET	BIA FUND	PROMOTIONS
6200			Administration			
	6210		Outside Service	\$65,000.00	\$49,000.00	\$16,000.00
	6220		Rent	\$17,000.00	\$17,000.00	
	6230		Office	\$1000.00	\$1000.00	
		6232	Postage	\$300.00	\$300.00	
		6234	Printing	\$2,500.00	\$2,500.00	
		6236	Supplies	\$2,000.00	\$2,000.00	
		6238	Equipment	\$2,500.00	\$2,500.00	
	6240		Insurance	\$6,000.00	\$6,000.00	
	6250		Telephone	\$3,500.00	\$3,500.00	
	6260		Accounting	\$1,000.00	\$1,000.00	
	6270		Meetings & Mixers	\$5,000.00	\$5,000.00	
	6280		Dues & Subscriptions	\$1,200.00	\$1,200.00	
			6200 Total	\$107,000.00	\$91,000.00	\$16,000.00
6600			Ongoing Promotions			
	6610		Seasonal Decorations			
		6612	Christmas	\$5,000.00		\$5,000.00
		6618	Median Tree Lights	\$2,000.00		\$2,000.00
	6660		Marketing	\$47,000.00		\$47,000.00
	6630		Welcome Wagon	\$1,000.00		\$1,000.00
	6640		Volunteers	0		0
	6650		Web Page	\$1,000.00		\$1,000.00
			6600 Total	\$56,000.00	\$0.00	\$56,000.00
6800			Promotional Events			
	6805		Sidewalk Sale			
		6807	July	\$1,000.00		\$1,000.00
		6896	Roar in the Shore	\$3,000.00		\$3,000.00
	6820		Car Show	\$20,000.00		\$20,000.00
	6840		Stroll & Savor			
		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
	6870		Christmas Parade	\$42,000.00		\$42,000.00
	6855		Art Walk	\$2,500.00		\$2,500.00
	6865		Holiday Shopping	\$2,500.00		\$2,500.00
	6885		Chocolate Festival	\$12,000.00		\$12,000.00
			6800 Total	\$239,000.00		\$239,000.00
			EXPENSE TOTAL	\$402,000.00	\$91,000.00	\$311,000.00