

## **C-10**

October 6, 2020

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

### **RECOMMENDATION:**

Adopt a Resolution approving the Annual Report for October 1, 2020 to September 30, 2021, for the Belmont Shore Parking and Business Improvement Area, declaring its intention to levy the annual business assessment, and setting the date of hearing for October 20, 2020. (District 3)

### **DISCUSSION**

The Belmont Shore Parking and Business Improvement Area (BSPBIA) was established by the City Council in 1983, allowing for the levy of an annual business license assessment to be paid by businesses located in the BSPBIA. The City of Long Beach (City) contracts with the Belmont Shore Business Association (BSBA) to manage the BSPBIA and the BSBA Board of Directors serves as the Advisory Board to the City Council on matters related to the BSPBIA. The BSBA promotes and markets the commercial area along Second Street using funds generated through the BSPBIA business license assessment.

State law governing Parking and Business Improvement Areas requires that an Annual Report be submitted to the City Council by the Advisory Board designated for this Assessment District. On August 21, 2020, the BSPBIA Advisory Board voted to recommend to the City Council approval of the 2020-2021 BSPBIA Annual Report (Exhibit A to the Resolution).

The Annual Report describes boundaries, proposed activities, and budgetary information, as well as the method and basis for continuation of the assessment. The 2020-2021 BSPBIA Annual Report proposes no change to the BSPBIA boundaries or the method of levying the assessment. Due to the COVID-19 pandemic, the BSPBIA Advisory Board has tentatively canceled all special events until May 2021. Special events are normally a significant portion of the BSBA's annual program.

The 2020-2021 BSPBIA Annual Report, transmitting the recommendations of the Advisory Board, proposes the following assessment rates:

### **Method of Assessment**

The estimated 2020-2021 fiscal year revenue from business assessments is \$120,000. Assessments are calculated by category of business and incorporate a base rate plus a per employee rate. Business categories and rates are as follows:

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

Each year, the City calculates the Consumer Price Index (CPI), an adjustment for consumer goods and services, and applies the CPI to various City fees on July 1st of each year. Parking and Business Improvement Area Advisory Boards may request a CPI adjustment for business license assessments. The BSPBIA Advisory Board has decided not to request a July 2021 CPI adjustment.

The recommended Resolution grants approval of the Annual Report, declares the intention of the City Council to levy the assessment for proposed activities, and sets the date of the public hearing for October 20, 2020.

This matter was reviewed by Deputy City Attorney Amy R. Webber on September 8, 2020 and by Budget Management Officer Rhutu Amin Gharib on September 15, 2020.

**TIMING CONSIDERATIONS**

City Council action is requested on October 6, 2020, to set the date of the public hearing for October 20, 2020. The new contract year begins on October 1, 2020.

**FISCAL IMPACT**

It is estimated that the BSPBIA will generate \$120,000 in FY 21 through the proposed continuation of the assessment. Assessment funds are collected by the City on behalf of the BSBA through additional fees attached to BSPBIA business licenses and passed directly through to the BSBA for implementation of annual programs. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JOHN KEISLER  
DIRECTOR OF ECONOMIC DEVELOPMENT

ATTACHMENT: RESOLUTION

APPROVED:



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THOMAS B. MODICA  
CITY MANAGER

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE  
CITY OF LONG BEACH APPROVING THE ANNUAL  
ASSESSMENT REPORT FOR OCTOBER 1, 2020 TO  
SEPTEMBER 30, 2021 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, 2020 to September 30,  
2021 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 (the "Area"); and

WHEREAS, said Report contains, among other things, with respect to  
October 1, 2020 to September 30, 2021, 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:

A. Confirm levy of and direct collecting within the Area, assessments for  
the Belmont Shore Parking and Business Improvement Area for October 1, 2020 to  
September 30, 2021. Said assessments are proposed to be levied on such  
classifications and at such rates as set forth in Exhibit "A" attached hereto and  
incorporated herein.

B. Provide that each business shall pay the assessment annually, at the  
same time the business license is due. This is the same collection procedure which

1 occurred in the previous fiscal year; and

2 WHEREAS, to this end, the proposed activities and improvements  
3 undertaken by the Area include those generally specified in the establishing Ordinance  
4 No. C-5963, Section 5, as adopted by the City Council on June 7, 1983; and

5 WHEREAS, a copy of the Report is on file with the City Clerk and includes  
6 a full description of the activities and improvements to be provided from October 1, 2020  
7 to September 30, 2021, the boundaries of the area, and the proposed assessments to be  
8 levied on the businesses that fiscal year and all other information required by law; and

9 WHEREAS, it is the desire of this City Council to fix the time and place for a  
10 public hearing to be held in the Civic Chamber of the City of Long Beach regarding the  
11 Report, the levy and the proposed program for the 2020-2021 fiscal year;

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

14 Section 1. That certain Report entitled "2020-2021 Annual Report  
15 Belmont Shore Parking and Business Improvement Area" attached hereto as Exhibit "A"  
16 and incorporated herein, for the period of October 1, 2020 to September 30, 2021, as  
17 filed with the City Clerk is hereby approved.

18 Section 2. On October 20, 2020 at 5:00 p.m., in the Civic Chamber of the  
19 City of Long Beach located at 411 West Ocean Boulevard, Long Beach, California 90802,  
20 the City Council of the City of Long Beach will conduct a public hearing on the levy of  
21 proposed assessments for October 1, 2020 to September 30, 2021 for the Belmont  
22 Shore Parking and Business Improvement Area with no change in the basis and method  
23 assessment. All concerned persons are invited to attend and be heard, and oral or  
24 written protests may be made, in accordance with the following procedures:

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

1 defect to which the objection is made.

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

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

15 D. Testimony is also invited relating to any perceived  
16 irregularities in or protests to previous years' proceedings/assessments.

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

20 Section 4. This resolution shall take effect immediately upon its adoption  
21 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 \_\_\_\_\_, 2020  
by the following vote:

Ayes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Noes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

Absent: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

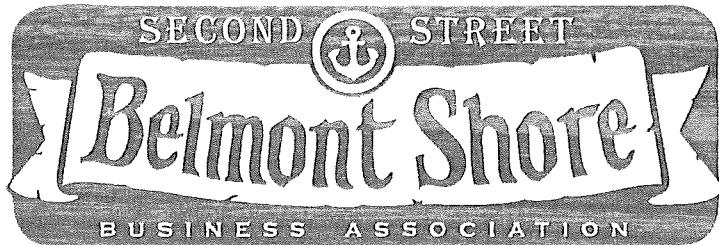
Recusal(s): Councilmembers: \_\_\_\_\_

\_\_\_\_\_

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

# EXHIBIT “A”





# **2020-2021 Annual Report Belmont Shore Parking and Business Improvement Area**

SUBMITTED BY THE BELMONT SHORE BUSINESS ASSOCIATION  
AUGUST 21, 2020

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## DISTRICT OVERVIEW

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### District Background

In 1983, the City Council of the City of Long Beach adopted Ordinance C-5963, which established the Belmont Shore Parking and Business Improvement Area, providing for the levy of an additional business license assessment to be paid by businesses in the Belmont Shore commercial corridor. In 2008, the City Council of the City of Long Beach adopted Ordinance 08-0026 modifying the boundaries of the Belmont Shore Parking and Business Improvement Area. Assessment revenues are generally spent on activities that market the corridor and area businesses and promote a safe, clean, and vibrant environment.

The organization overseeing the management of the Belmont Shore Parking and Business Improvement Area is the Belmont Shore Business Association, a nonprofit organization incorporated on May 21, 1948 under California State law. 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.

The Belmont Shore Business Association Board of Directors proposes no changes to the district boundary for 2020-2021.

### District Advisory Board

The Belmont Shore Business Association Board of Directors serves as the Advisory Board to the City Council of the City of Long Beach on matters related to the Belmont Shore Parking and Business Improvement Area.

The Belmont Shore Business Association has 14 available positions on its Board of Directors. Five of the 14 elected directors serve as officers of the Association. All (14) of the Directors and the officers are known as the Board of Directors. Elections for the 2020-21 Board of Directors is the Summer of 2020. An elected board member term of office is two years. Officers are voted in every year by the Board of Directors in September before the new terms begin.

### Officers

PRESIDENT ..... Mike Sheldrake, Polly's Gourmet Coffee

1st VP OF FINANCE..... Dave Shlemmer, Shlemmer Investments

VP OF PROMOTIONS..... Aaron Tofani, Rance's Pizza

SECRETARY ..... Matt Peterson, Legends

TREASURER..... Tula Trigonis, Salon Soma

### Directors

Bart De Lio, Thatinsurnaceguy.com (Associate Member)

Heather Duncan, Blue Windows

Stacy Evans, Domenico's

Eric Johnson, Legends Sports Bar & Restaurant

Deanny Lungu, Lungo Law Group

Joel McCullough, Mac's on 2<sup>nd</sup>

Lisa Ramelow, La Strada

Brent Scheiber, LB Tap House

### District Personnel

Dede Rossi, Executive Director

## METHOD OF ASSESSMENT

Assessments are calculated by category of business and incorporate a base rate plus a per employee rate. Business categories and rates are as follows:

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

### Proposed Changes

The Belmont Shore Business Association Board of Directors proposes no changes to the method and basis of levying the assessment.

### Consumer Price Index Adjustment

The Belmont Shore Business Association Board of Directors is not requesting a Consumer Price Index adjustment for the 2020-2021 contract year.

## BUDGET

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### 2020 – 2021 Estimated Budget

	INCOME	BUDGET	BIA FUND	PROMOTIONS
<b>4200</b>	<b>Membership Dues</b>			
4210	BIA Fund		120,000.00	
4220	Associate members		500.00	
	<b>4200 TOTAL</b>		<b>120,500.00</b>	
<b>4400</b>	<b>Corporate Sponsorship</b>			
4420	Car Show	15,000.00		15,000.00
4485	Chocolate Festival	0.00		0.00
4440	Stroll & Savor	0.00		0.00
4470	Christmas Parade	0.00		0.00
4495	Art Walk	0.00		0.00
	<b>4400 TOTAL</b>	<b>15,000.00</b>		<b>15,000.00</b>
<b>4600</b>	<b>Investment Returns</b>			
4610	Interest on Checking	25.00		25.00
	Heartland	75.00		75.00
	<b>4600 TOTAL</b>	<b>100.00</b>		<b>100.00</b>
<b>4800</b>	<b>Promotional Events</b>			
4820	Car Show	10,000.00		10,000.00
4840	Stroll & Savor			
4842	May	20,000.00		20,000.00
4844	June	43,000.00		43,000.00
4845	July	43,000.00		43,000.00
4846	August	43,000.00		43,000.00
4870	Christmas Parade	0.00		0.00
4885	Chocolate Festival	0.00		0.00
4895	Roar in the Shore	0.00		0.00

	159,000.00	120,500.00	159,000.00
	174,100.00	120,500.00	174,100.00
<b>Income Total</b>	<b>294,600.00</b>		

	<b>EXPENSES</b>	<b>BUDGET</b>	<b>BIA FUND</b>	<b>PROMOTIONS</b>
<b>6200</b>	<b>ADMINISTRATION</b>			
6201	Independent Contractors	70,000.00	70,000.00	
6220	Rent	25,000.00	25,000.00	
6230	Office	2,000.00	2,000.00	
6232	Postage	100.00	100.00	
6234	Printing	5,000.00	5,000.00	
6236	Supplies	2,000.00	2,000.00	
6238	Equipment	2,000.00	2,000.00	
6240	Insurance	6,500.00	6,500.00	
6250	Telephone	2,600.00	2,600.00	
6260	Accounting	1,125.00	1,125.00	
6270	Meetings/Mixers	1,600.00	1,600.00	
6280	Dues & Subscriptions	500.00	500.00	
	<b>6200 TOTAL</b>	<b>118,425.00</b>	<b>118,425.00</b>	
<b>6600</b>	<b>ONGOING PROMOTIONS</b>			
6660	Marketing	16,575.00		16,575.00
6852	Entertainment	10,000		10,000
6612	Christmas Decoration	6,100		6,100
6630	Welcome Wagon	500		500
6640	Shore Corp	2,000		2,000
	<b>6600 TOTAL</b>	<b>35,175.00</b>		<b>35,175.00</b>
<b>6800</b>	<b>PROMOTIONAL EVENTS</b>			
6896	Roar in the Shore	0.00		0.00
6820	Car Show	6,000.00		6,000.00
<b>6840</b>	<b>Stroll &amp; Savor Series</b>	<b>0.00</b>		<b>0.00</b>
6842	May	16,000.00		16,000.00



6844	June	38,000.00		38,000.00
6845	July	38,000.00		38,000.00
6846	August	38,000.00		38,000.00
6870	Christmas Parade	0.00		0.00
6855	Art Walk	0.00		0.00
6865	Holiday Shopping	5,000.00		5,000.00
6885	Chocolate Festival	0.00		0.00
		<b>141,000.00</b>	118,425.00	<b>141,000.00</b>
	<b>EXPENSE TOTAL</b>	<b>294,600.00</b>		

#### Surplus or Deficit Carryover

The Belmont Shore Business Association does not anticipate any surplus or deficit business improvement district assessment revenues to be carried over from the previous fiscal year.

#### Contributions from Other Sources

The Belmont Shore Business Association has multiple sources of income outside of the Belmont Shore Parking and Business Improvement Area assessments. These sources of income include: corporate sponsorships, promotional events, associate memberships, and investment returns. The estimated income for these sources is listed in the estimated 2020 – 2021 revenue section of this report. In total, contributions from other sources are expected total \$174,600.

### **BELMONT SHORE BUSINESS IMPROVEMENT DISTRICT PROGRAM**

#### 2020 – 2021 Program

##### Member Communication

Most of the BSBA office to BSBA member communication will be done by email, e-news and the monthly BSBA meetings. We have added zoom and phone communication. Information will include updates on grants, loans, and all information pertaining to COVID-19. Meeting dates, special events, advertising deals, business opportunities and promotions,

##### Marketing & Social Media

The BSBA district is marketed as a destination and as a local place to go. Ads will be placed in the Travel host magazine, LBCVB, Grunion Gazette, Business Journal, LB Post, 908, Press Telegram and the Beachcomber. Social media includes Instagram, Facebook, and Twitter. BSBA manages multiple social media handles to highlight businesses, promote special events and other local activities,

Our websites: [www.belmontshore.org](http://www.belmontshore.org) and [www.virturalon2nd](http://www.virturalon2nd) (for people who want to shop from home). Advertising on pole banners, and Big Belly trash receptacles.

### Community Outreach

The BSBA Executive Director or a BSBA Board Member attend the following monthly community meetings: Belmont Shore Residents Association (BSRA), Friends of Belmont Shore (FOBS), other residential meetings and meetings organized by the 3<sup>rd</sup> District Council office.

The Executive Director attends the monthly or weekly zoom meetings of Council of Business Associations (COBA) and the Belmont Shore Parking & Business Improvement Area Advisory Commission (BSPBIAAC).

### Security

The BSBA coordinates with the Police Department's East Division and has them attend monthly BSBA meetings if we need any updates. We have security officers on bikes from Thursday – Monday, during the day. Their hours can change depending on our needs.

### Special Events

The BSBA host several events each year. As of the fiscal-year 2020-2021, the BSBA has canceled all events until May, 2021. In our projected revenue budget, we have included revenue, but only if we are able to plan and host our spring and summer events that include our Stroll and Savor series and our annual Belmont Shore Car Show. If there is a chance the events may be cancelled due to the pandemic, our budget will change.