



# Building A Better Long Beach

August 3, 2009

REDEVELOPMENT AGENCY BOARD MEMBERS  
City of Long Beach  
California

## RECOMMENDATION:

Approve and authorize the Executive Director to execute a contract with Bixby Knolls Business Improvement Association for \$30,090 in Fiscal Year 2009 and \$138,600 in Fiscal Year 2010, for a total contract amount of \$168,690. (North – District 8).

## DISCUSSION

The Redevelopment Agency (Agency) and the Bixby Knolls Business Improvement Association (BKBIA) are working together to develop and market opportunities within Bixby Knolls. One of the key objectives of the Long Beach Redevelopment Agency (Agency) is the improvement of business corridors. BKBIA represents the business assessment district within Bixby Knolls that includes sections of both the Atlantic Avenue and Long Beach Boulevard corridors, both of which are in the North Long Beach Redevelopment Project Area. In an effort to collaborate on the enhancement and revitalization of the area, the BKBIA has identified a number of activities that will serve to expose Bixby Knolls to the rest of the City and to promote opportunities within the district. These efforts will include a newsletter, seasonal street banners, special events/sponsorships, Bixby Knolls freeway identification signs, landscaping, beautification activities, and special projects.

Agency and BKBIA staff have negotiated a scope of work for the additional staff support, special events/sponsorship and capital improvements in Fiscal Year 2009 (FY 09), and for a complete scope of work for the upcoming Fiscal Year 2010 (FY10). This contract will formalize the activities within which the Agency would provide financial support to the BKBIA for undertaking the following strategic initiatives: marketing, special events/sponsorship, capital improvements, and special projects. Funding is proposed in the following categories:

	FY09	FY10
Staff	\$5,590	\$32,760
Marketing	0	2,640
Special Events	12,500	30,000
Capital Improvements	12,000	73,200
	<u>\$30,090</u>	<u>\$138,600</u>

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To facilitate the projects, Agency staff proposes to enter into a contract with the BKBIA for a scope of work in an amount not to exceed \$30,090 in FY 09 and \$138,600 in FY 10 for a total contract amount of \$168,690. This scope of work was approved by the North Long Beach Project Area Committee at its July 23, 2009 meeting. All work will be managed by the BKBIA and funded out of the North Project Area budget.

SUGGESTED ACTION:

Adopt recommendation.

Respectfully submitted,



CRAIG BECK  
EXECUTIVE DIRECTOR

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