



BELMONT SHORE BUSINESS ASSOCIATION ANNUAL DISTRICT REPORT

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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.

2011 – 2012 GOALS

- Promote Belmont Shore businesses to all area residents and more widely to Southern California.
- Market Belmont Shore as a destination for dining, shopping, personal & professional services, and community events.
- Work with vested residential and business community to promote and maintain prosperity of the area.
- Collaborate with Long Beach Convention and Visitors Bureau (LBCVB) to market Belmont Shore to the tourist and convention markets.
- Work with Council of Business Association (COBA) to improve ways to market & develop all Long Beach business districts.
- 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.



YEAR IN REVIEW – TO DATE
APRIL 1, 2010 – APRIL 1, 2011

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 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 is picked up twice a day, seven days a week. Streets are steam cleaned every 3 weeks. Sweeping of the alleys are maintained and are steam cleaned every quarter. This effort has supplemented the work performed by the Conservation Corps and West Coast Power Wash, which has a contract with the Belmont Shore Parking and Improvement Commission.

COMMUNITY OUTREACH

The Executive Director communicates Belmont Shore progress, changes, and BSBA promotions to local residents of the Belmont Shore Resident's Association (BSRA) each month; the 3rd District Joint Council monthly meetings; the Council of Business Association (COBA) monthly meetings and also speaks at other community meetings where invited. Works with local Belmont Shore activist to promote events that bring people to 2nd Street.

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. In addition, new events have been added, particularly those aimed at benefitting retail merchants. New events such as the Belmont Shore/Naples Scavenger Hunt in March 2010 and the Belmont Shore Community Golf Tournament in June 2010 were successful. The Health, Beauty & Fitness fair will not be continued in the future.

The following events have taken place during the Progress Report period:

- **Stroll & Savor Series: May 19 & 20, June 23 & 25, July 21 & 22, August 18 & 19, 2010**
Over thirty-five 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 over a thousand people out each night to stroll 2nd St. and savor the many different cuisines Belmont Shore has to offer. Live entertainment was provided.
- **Stroll & Shop: May 22, 2010**
This new retail event featured 34 merchants that provided special discounts, offers, and activities.

- **Health, Beauty & Fitness Fair: July 11, 2010**
This event was sponsored by St. Mary Medical Center, which provided funding and also medical staff for complimentary health screenings. In addition 15 health, beauty and fitness related businesses participated with booths at the event.
- **Summer Sale: July 23, 24, 25, 2010**
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.
- **21st Annual Car Show: September 12, 2010**
One of the largest classic car shows on the West Coast, the Belmont Shore Car Show drew thousands of spectators to see the nearly 600 beautifully maintained and restored cars dating to 1975 and earlier. East 2nd St. was closed for the event and was filled with the cars and people.
- **Art Walk: October 23, 2010**
A new event created for GLOBAL (Greater Long Beach Arts Lab) of the Arts Council For Long Beach's 'Art Month' celebration. Participating businesses exhibited artwork by local Long Beach students. Added the Justin Rudd Chalk Art Contest, where artist created chalk art pieces on paper and other artists created or/or displayed art pieces on location during the day. An arts & crafts area was provided for families and entertainment was provided by local musicians. Worked closely with local PTA parents, Justin Rudd, Community Activist & Arts Council of Long Beach.
- **Trick-Or-Treat On 2nd St.: October 31, 2010**
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.
- **28th Annual Christmas Parade: December 4, 2010**
The Belmont Shore Parade's theme was "Twinkle with the Stars." The Grand Marshal was Snoopy from Knott's Berry Farm. The association worked with the City of LB 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 (7:00PM). It's being discussed if we should start parade at 6p next year. Merchants responded well to the change of time.
- **Starlight Shopping: December 3, 10 & 17, 2010**
A new retail promotion geared toward bringing holiday shoppers to Belmont Shore during the weekends in December before Christmas. The event highlights extended holiday store hours and the outstanding retail options available on 2nd Street. Dickens carolers performed classic Christmas carols throughout the district. Inside stores, retailers offered special promotions, giveaways and refreshments.
- **Free Parking for Holiday Shopping: Dec 4, 11, 18, 2010**
A new promotion to bring shoppers to Belmont Shore to do their holiday shopping. No charge for parking meters on the city streets and in the city parking lots on the three Saturdays in December. We had positive feedback from merchants & shoppers. Approved by the Belmont Shore Parking & Business Improvement Area Advisory Commission. Meters were covered with bags and a sign reading Happy Holidays Belmont Shore Shoppers!
- **7th Annual Chocolate Festival: February 5, 2011**
This event was the biggest festival to date bringing over 2,000 chocolate lovers to Belmont Shore. Twenty merchants participated in the event by offering tempting chocolate treats. As done for Stroll & Savor, attendees purchased ticket books and used the tickets to purchase the items. In addition to chocolate offerings, the event included a Homemade Chocolate Dessert Contest and a Chocolate Pie Eating Contest.
- **Belmont Shore/Naples Scavenger Hunt: April 1 – 30, 2011**
In 2nd year; partnership with 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. The event benefits businesses by bringing potential new customers to their location and providing media exposure. 27 businesses participated.

MARKETING

The BSBA engages in a full-program of marketing activities that are designed to promote The Shore and its businesses to local residents as well as residents from outside the Belmont Shore area.

Belmont Shore is marketed as a dining, shopping and entertainment destination in local and regional visitor guides and publications. A full-page ad in the LBCVB *'11 Long Beach Official Guide in March (with co-op opportunities for BSBA members)*; *Discovery Map of Long Beach* features an enlarged map of Belmont Shore and a list of businesses; Destination Magazine (LB attractions & in room hotel/motel) monthly ads about Belmont Shore.

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*, the *LBCVB guide* and LB Press Telegram on occasion. Also, is a touch screen concierge info center at the LB Hilton Hotel. Belmont Shore Other co-op opportunities are relayed to members through email or board meetings.

Explore Belmont Shore brochure: Certified Folder Display Inc. distributes the brochure for Belmont Shore, which includes a complete listing of all businesses by category and a map of the area, to nearly 700 racks located in hotels, motels, and visitor destinations from Santa Monica to San Clemente. The brochure is also available at the Long Beach Convention Center and Belmont Shore businesses. The BSBA staff delivers brochures to local hotels in Long Beach and Orange County.

ON-LINE Marketing: The BSBA promotes the business district and events through social media. Our Belmont Shore FACEBOOK page is visited and updated frequently. Events have their own Facebook page. *Belmontshore-naples.patch.com* has an Explore Belmont Tag that clicks directly to the ***belmontshore.org*** website.

MEMBER COMMUNICATION

BSBA Member alert: E-blasts with information on business news, neighborhood updates, business resources, meeting reminders, and much more.

What's Happening in the Shore: the weekly e-blast to all our shore fans on our email list. Includes: special promotions, coupons, sales etc. All BSBA members may participate.

Website: The BSBA website *belmontshore.org* is in the process of a new look to make it more current. Giving visitors a look at what The Shore has to offer. More information will include activities in and around Belmont Shore and updated pertinent information for its members.

The Executive Director has also been working to visit members in an effort to communicate BSBA efforts and to field any issues or suggestions the members may have. A packet with BSBA information was hand-delivered in March 2011 to all members on the street. Emailed to others or passed out at BSBA meetings.

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

The association is always looking to include Associate & Affiliate Members in all communication by email. The BSBA is always looking for others to join. 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.

POLICING

A representative from the Long Beach Police Department East Division has attended our monthly board meetings. The officer 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.



**2011
BELMONT SHORE BUSINESS ASSOCIATION
BOARD OF DIRECTORS**

OFFICERS

PRESIDENT----- GENE ROTONDO, Legends Sports Bar & Grill
1st VP OF FINANCE----- DAVE SHLEMMER, Shlemmer Investments
2nd VP OF PROMOTIONS----- MIKE SHELDRAKE, Polly's Gourmet Coffee
SECRETARY----- MARSHA JEFFER, Mail Boxes Etc.
TREASURER----- DAVID MORGAN, DW Morgan, CPA

DIRECTORS

ERIN O'HAGAN, Olives Gourmet Grocer
PHIL BROOKS, We Olive
LISA RAMELOW, La Strada
ALAN BRAWER, Verizon Wireless
JOY STARR, Rubber Tree
TULA TRIGONIS, Salon Soma
(TBA)

EXECUTIVE DIRECTOR

DEDE ROSSI

MONTHLY BOARD MEETINGS

Last Tuesday of the Month, 12:00pm
Legends Sports Bar & Restaurant, 5236 E. 2nd St.



**BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA
October 1, 2011 - September 30, 2012**

No changes are requested in the boundaries of the Belmont Shore PBIA for the coming contract period. These boundaries have been unchanged since the formation of the area by City Council action on June 7, 1983 adopting Ordinance No. C-7035.

Boundaries of Belmont Shore Parking and Business Improvement District

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 11194, 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; thence easterly along the centerline of the east-west alley northerly of said Tract No. 23854; thence northwesterly along the southwesterly line of Second Street; thence easterly along the centerline of Livingston Drive to the point of beginning.

Please review the Belmont Shore PBIA assessment formula on the next page:



**BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT
ASSESSMENT FORMULA
2011 - 2012**

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: \$136,000.00		



**CALENDAR OF EVENTS
2011 – 2012**

A description of the activities and improvements to be accomplished from October 1, 2011 to September 30, 2012, and the estimated cost of these improvements and activities are summarized below, beginning with the 2010 – 2011 calendar of events

**BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT
CALENDAR OF EVENTS
October 1, 2011 – September 30, 2012**

ART WALK	Saturday, October 22, 2011	11am – 6pm
TRICK OR TREAT ON 2ND ST.	Sunday, October 31, 2011	4pm – 6pm
29TH ANNUAL CHRISTMAS PARADE	Saturday, December 2, 2011	6pm – 9pm
STARLIGHT SHOPPING	DEC Date TBA	TBA
CHOCOLATE FESTIVAL	Saturday, February 4, 2012	1pm – 4pm
SCAVENGER HUNT	April 1 – 30, 2012	
STROLL & SAVOR	Wed. & Thur., May 16 & 17, 2012	5:30pm – 9pm
STROLL & SHOP	Saturday, May 19, 2012	11am – 8pm
STROLL & SAVOR	Wed. & Thur., June 20 & 21, 2012	5:30pm – 9pm
3rd ANNUAL GOLF TOURNAMENT	Monday, June 25, 2012	11am
STROLL & SAVOR	Wed. & Thur., July 18 & 19, 2012	5:30pm – 9pm
SUMMER SALE	Fri. – Sun., July 20 – 22, 2012	10am – 6pm
STROLL & SAVOR	Wed. & Thur., Aug. 15 & 16, 2012	5:30pm – 9pm
23rd ANNUAL CAR SHOW	Sunday, September 9, 2012	9am – 3pm



DESCRIPTION OF EVENTS

OCTOBER 2011

ART WALK – Saturday, October 22

An event created for GLOBAL (Greater Long Beach Arts Lab) of the Arts Council For Long Beach's 'Art Month' celebration. Participating businesses exhibited artwork by local Long Beach students, coordinated with local PTAs. Joining already established event, the Justin Rudd Chalk Art Contest where artist created chalk are pieces on paper, and other artists create or/or displayed art pieces on location during the day. Entertainment and arts & crafts for families are included.

TRICK OR TREAT ON 2ND STREET – Sunday, 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 and no advertising necessary.

DECEMBER 2011

STARLIGHT SHOPPING – December TBA

This retail promotion focuses on bringing holiday shoppers to Belmont Shore. The event highlights extended holiday store hours and the outstanding retail options available on 2nd Street. Dickens carolers stroll from business to business, singing classic Christmas carols in Dickens period costumes. Inside stores, retailers offer special promotions, entertainment, giveaways and refreshments. Event dates, times could change this year.

FREE HOLIDAY PARKING - DECEMBER

Work with the Belmont Shore Parking Commission to be able to have free parking days to boost sales on key holiday shopping dates. Dates to be determined.

28TH ANNUAL CHRISTMAS PARADE – Saturday, December 4

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 is pleased to continue its partnership with International City Racing, Inc. who will help coordinate the Parade for the fourth year in a row.

JANUARY 2012

WINTER SALE – Friday – Sunday, January 21 - 23

A district-wide sale promotion featuring sidewalk sale merchandise and in-store discounts.

FEBRUARY 2012

CHOCOLATE FESTIVAL – Saturday, February 4

Chocoholics rejoice during this event as Second St. is filled with chocolate! Over twenty 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 2012

SCAVENGER HUNT – April 1 -30

A promotion in partnership with Naples Island businesses, 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.

MAY 2012

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

This popular event showcases the many unique eating establishments of Belmont Shore. Participants purchase tickets and visit over 35 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.

STROLL & SHOP – Saturday, May 19

A unique shopping experience featuring in-store events. Refreshments, live music, guest artists, giveaways, and special discounts are some of the offerings provided by participating retailers.

JUNE 2012

STROLL & SAVOR – Wednesday & Thursday, June 20 & 21

See description above.

3ND ANNUAL COMMUNITY GOLF TOURNAMENT – Monday, June 25

Bringing golf enthusiasts of Belmont Shore together for a day of golf in support of the promotion of Belmont Shore businesses. The tournament takes place at Recreation Park Golf Course and is a scramble type format open to 36 foursomes. Businesses have the opportunity to be a sponsor of the event, donate items or gift certificates to the golfer goody bags, donate items to the silent auction and raffle, and promote their business on the course.

JULY 2012

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

See description above.

SUMMER SALE – Friday – Sunday, July 20 - 22

See description for Winter Sale.

AUGUST 2012

STROLL & SAVOR – Wednesday & Thursday August 15 & 16

See description above.

SEPTEMBER 2012

CAR SHOW – Sunday, September 9

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.



Belmont Shore Business Association
2011-2012 BUDGET
October 1, 2011 – September 30, 2012

INCOME

4000				INCOME	BUDGET	BIA FUND	PROMOTIONS
	4200			Membership Dues			
		4210		BIA Fund	\$136,000.00	\$136,000.00	
		4220		Associate Members	\$900.00		\$900.00
				4200 Total	\$136,900.00		\$900.00
	4400			Corporate Sponsorship			
		4420		Car Show	\$6,000.00		\$6,000.00
		4485		Chocolate Festival	\$1,000.00		\$1,000.00
		4440		Stroll & Savor	\$2,000.00		\$2,000.00
		4470		Christmas Parade	\$10,000.00		\$10,000.00
		4480		Golf Tournament	\$3,000.00		\$3,000.00
		4495		Art Walk	\$1,000.00		\$1,000.00
				4400 Total	\$23,000.00		\$23,000.00
	4600			Investment Returns			
		4610		Interest on Checking	\$20.00		\$20.00
		4630		Heartland	\$980.00		\$1,200.00
	4800			Promotional Events			
		4820		Car Show	\$15,000.00		\$15,000.00
		4838		Golf Tournament	\$22,000.00		\$22,000.00
		4840		Stroll & Savor			
		4842	May		\$30,000.00		\$30,000.00
		4844	June		\$38,000.00		\$38,000.00
		4845	July		\$40,000.00		\$40,000.00
		4846	August		\$40,000.00		\$40,000.00
		4870		Christmas Parade	\$28,000.00		\$28,000.00
		4885		Chocolate Festival	\$17,000.00		\$17,000.00
				4800 Total	\$231,000.00		\$231,220.00
				REVENUE TOTAL	\$390,900.00	\$136,000.00	\$390,900.00



Belmont Shore Business Association
2011-2012 BUDGET
October 1, 2011 – September 30, 2012

EXPENSES

6000				EXPENSES	BUDGET	BIA FUND	PROMOTIONS
	6200			Administration			
		6210		Outside Service	\$65,000.00	\$49,000.00	\$16,000.00
		6220		Rent	\$15,500.00	\$15,500.00	
		6230		Office			
			6232	Postage	\$500.00	\$500.00	
			6234	Printing	\$5,000.00	\$5,000.00	
			6236	Supplies	\$3,000.00	\$3,000.00	
			6238	Equipment	\$3,000.00	\$3,000.00	
		6240		Insurance	\$6,000.00	\$6,000.00	
		6250		Telephone	\$4,000.00	\$4,000.00	
		6260		Accounting	\$1,000.00	\$1,000.00	
		6270		Meetings & Mixers	\$3,000.00	\$3,000.00	
		6280		Dues & Subscriptions	\$1,000.00	\$1,000.00	
		6290		Reserve	\$2,500.00	\$2,500.00	
				6200 Total	\$109,500.00	\$93,500.00	\$16,000.00
	6600			Ongoing Promotions			
		6610		Seasonal Decorations			
			6612	Christmas	\$7,000.00		\$7,000.00
			6618	Median Tree Lights	\$2,000.00		\$2,000.00
		6660		Marketing	\$32,750.00		\$32,750.00
		6630		Welcome Wagon	\$1,000.00		\$1,000.00
		6640		Volunteers	\$350.00		\$350.00
		6650		Web Page	\$3,000.00		\$3,000.00
				6600 Total	\$46,100.00	\$0.00	\$46,100.00
	6800			Promotional Events			
		6805		Semi-Annual Clearance Sale			
			6807	July	\$1,800.00		\$1,800.00
			6809	January	\$1,800.00		\$1,800.00
		6820		Car Show	\$21,000.00		\$21,000.00
		6811		Scavenger Hunt	\$500.00		\$500.00
		6838		Golf Tournament	\$18,000.00		\$18,000.00
		6840		Stroll & Savor			
			6842	May	\$24,000.00		\$24,000.00
			6844	June	\$32,000.00		\$32,000.00
			6845	July	\$34,000.00		\$34,000.00
			6846	August	\$34,000.00		\$34,000.00
		6870		Christmas Parade	\$44,000.00		\$44,000.00
		6855		Art Walk	\$2,000.00		\$2,000.00
		6865		Starlight Shopping	\$3,000.00		\$3,000.00
		6885		Chocolate Festival	\$17,000.00		\$17,000.00
		6896		Stroll & Shop	\$2,200.00		\$2,200.00
				6800 Total	\$235,300.00		\$235,300.00
				EXPENSE TOTAL	\$390,900.00	\$93,500.00	\$297,400.00