

# CITY OF LONG BEACH

DEPARTMENT OF PUBLIC WORKS

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

September 17, 2013

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 continuing the Belmont Shore Parking and Business Improvement Area program and assessment for the period of October 1, 2013 through September 30, 2014; and authorize the City Manager to execute an agreement with the Belmont Shore Business Association for a one-year term. (District 3)

**DISCUSSION**

The Belmont Shore Business Association (BSBA) uses business license assessment funds to promote and market the commercial area along Second Street on behalf of businesses located in the Belmont Shore Parking and Business Improvement Area (BSPBIA). The BSBA governs the assessment to be collected. 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 attached to the Resolution as Exhibit A. These items were reviewed by the City Council at its meeting of August 13, 2013.

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 boundaries, basis and method of levying the assessment, and no significant change in proposed activities.

At its August 13, 2013 meeting, City Council approved Resolution No. RES-13-0069 granting approval of the Assessment Report, declaring the intention of the City Council to levy the assessment, and set September 17, 2013 as the date of the public hearing. A hearing notice, including a copy of the resolution, was published in local media within seven days of the hearing date, as required.

State law 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. State law further 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 directed 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 BSBA for the use of assessment funds for promotional purposes estimated at \$130,000. The 2014 Assessment Report, transmitting the recommendations of the BSPBIA Advisory Commission, proposes the following assessment rates:

**BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA  
ASSESSMENT FORMULA 2013 – 2014**

<b>CATEGORIES</b>	<b>BASE RATE</b>	<b>EMPLOYEE RATE</b>
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-	-0-

**Total estimated annual assessment: \$130,000.00**

This matter was reviewed by Deputy City Attorney Amy Webber on August 22, 2013 and Budget Management Officer Victoria Bell on August 27, 2013.

**TIMING CONSIDERATIONS**

City Council action is requested on September 17, 2013 to allow purchase order and contract modifications to be completed so that Fiscal Year 2014 (FY 14) assessment transfers may be timely made as required by the Agreement of Funding with the BSBA.

**FISCAL IMPACT**

It is expected that the BSPBIA will generate \$130,000 in FY 14 through continuation of the existing assessment. Sufficient funds are included in the FY 14 Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Public Works (PW). FY 14 assessment revenue will fully offset the allocation in SR 132. Approval of this recommendation will result in a positive local job impact.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



LARA MALOYAN, PE  
ACTING DIRECTOR OF PUBLIC WORKS

MPC:VSG:jf  
BSPBIA Pub Hrng v1

Attachments: Resolution

APPROVED:



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PATRICK H. WEST  
CITY MANAGER

1 RESOLUTION NO.  
2

3 A RESOLUTION OF THE CITY COUNCIL OF THE  
4 CITY OF LONG BEACH CONFIRMING, FOLLOWING  
5 HEARING, THE ANNUAL REPORT OF THE BELMONT  
6 SHORE PARKING AND BUSINESS IMPROVEMENT AREA  
7 ADVISORY COMMISSION, IMPOSING AND CONTINUING  
8 THE LEVY OF ANNUAL ASSESSMENT AS SET FORTH IN  
9 SAID REPORT AND SETTING FORTH OTHER RELATED  
10 MATTERS  
11

12 WHEREAS, pursuant to Section 36533 of the California Streets and  
13 Highways Code, the Belmont Shore Parking and Business Improvement Area Advisory  
14 Commission has caused a Report to be prepared for fiscal year 2013-2014 relating to the  
15 Belmont Shore Parking and Business Improvement Area which is located along the  
16 commercial corridor of Second Street generally between Livingston Drive and Bayshore  
17 Avenue within the City of Long Beach; and

18 WHEREAS, said Report contains, among other things, all matters required  
19 to be included by the above-cited Section 36533; and

20 WHEREAS, on September 17, 2013 at 5:00 p.m., the City Council  
21 conducted a public hearing relating to that Report in accordance with its Resolution of  
22 Intention No. RES-13-0069, adopted August 13, 2013 at which public hearing all  
23 interested persons were afforded a full opportunity to appear and be heard on all matters  
24 relating to the Report as well as past years' proceedings and assessments; and

25 WHEREAS, a majority protest not having been received, it is the City  
26 Council's desire to confirm the Report as originally filed and continue the levy of the  
27 Annual Assessment as described in the Report;

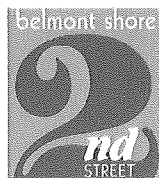
28 NOW THEREFORE, the City Council of the City of Long Beach resolves as





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

Mission Statement	
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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 2<sup>nd</sup> 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 2<sup>nd</sup> 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 2<sup>nd</sup> 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 2<sup>nd</sup> 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 2<sup>nd</sup> St. The Parking Commission is working on the sidewalk and tree-planting project for 2<sup>nd</sup> 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 3<sup>rd</sup> 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: 3<sup>rd</sup> 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: 1<sup>st</sup> Annual: April 11, 2012

This first time event was held on 2<sup>nd</sup> 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 2<sup>nd</sup> 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.

### 23<sup>rd</sup> 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. 2<sup>nd</sup> 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 2<sup>nd</sup> 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 2<sup>nd</sup> street shuffle. A Pep Rally from 6pm to 7pm in front of Chase Bank (5200 E. 2<sup>nd</sup> 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, LBPD, LBFD and parade coordinator Run Long Beach, to conceive a logistics plan that would allow E. 2<sup>nd</sup> 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 2<sup>nd</sup> 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 2<sup>nd</sup> 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. 14<sup>th</sup>. 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: 4<sup>th</sup> 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 2<sup>nd</sup> 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 2<sup>nd</sup> 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 2<sup>nd</sup> 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 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 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**

<b>CATEGORIES</b>	<b>BASE RATE</b>	<b>EMPLOYEE RATE</b>
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
<b>Total estimated annual assessment: \$130,000.00</b>		



**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.

<b>BELMONT SHORE BUSINESS ASSOCIATION CALENDAR OF EVENTS October 1, 2013 – September 30, 2014</b>		
<b>Artwalk &amp; Chalk Contest</b>	Saturday, October 19, 2013	11am – 6pm
<b>Trick or Treat on 2<sup>nd</sup> St</b>	Thursday, October 31, 2013	4pm – 6pm
<b>Wilson vs. Poly Block Party</b>	Wednesday, November 6, 2013	5pm – 9pm
<b>31st Annual Christmas Parade</b>	Saturday, December 7, 2013	6pm – 9pm
<b>Holiday Shopping in The Shore</b>	December 2013	day & evening
<b>Chocolate Festival</b>	Saturday, February 8, 2014	1pm – 4pm
<b>Scavenger Hunt</b>	April 1 – 30, 2014	
<b>Roar in the Shore</b>	Wednesday, April 9, 2014	5p – 8pm
<b>Stroll &amp; Savor</b>	Wed. & Thur., May 14 & 15, 2014	5:30pm – 9pm
<b>Stroll &amp; Savor</b>	Wed. & Thur., June 18 & 19, 2014	5:30pm – 9pm
<b>Stroll &amp; Savor</b>	Wed. & Thur., July 16 & 17, 2014	5:30pm – 9pm
<b>Summer Sidewalk Sale</b>	Fri. – Sun., July 18, 19, 20, 2014	10am – 6pm
<b>Stroll &amp; Savor</b>	Wed. & Thur., Aug. 13, 14, 2014	5:30pm – 9pm
<b>25<sup>th</sup> Annual Car Show</b>	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 2<sup>ND</sup> 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 2<sup>nd</sup> 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 2<sup>nd</sup> street shuffle. A Pep Rally from 6pm to 7pm in front of Chase Bank (5200 E. 2<sup>nd</sup> 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 2<sup>nd</sup> 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 2<sup>nd</sup> 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**

25<sup>th</sup> 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			<b>Membership Dues</b>			
	4210		BIA Fund	\$130,000.00	\$130,000.00	
	4220		Associate Members	\$1,000.00		\$1,000.00
			<b>4200 Total</b>	<b>\$131,000.00</b>		
4400			<b>Corporate Sponsorship</b>			
	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
			<b>4400 Total</b>	<b>\$20,000.00</b>		<b>\$20,000.00</b>
4600			<b>Investment Returns</b>			
	4610		Interest on Checking	\$50.00		\$50.00
	4630		Heartland	\$950.00		\$950.00
			<b>4600 Total</b>	<b>\$1000.00</b>		<b>\$1000.00</b>
4800			<b>Promotional Events</b>			
	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
			<b>4800 Total</b>	<b>\$250,000.00</b>		<b>\$250,000.00</b>
			<b>REVENUE TOTAL</b>	<b>\$402,000.00</b>	<b>\$130,000.00</b>	<b>\$402,000.00</b>



Belmont Shore Business Association  
2013 - 2014 Budget  
Expenses

			EXPENSES	BUDGET	BIA FUND	PROMOTIONS
6200			<b>Administration</b>			
	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	
			<b>6200 Total</b>	<b>\$107,000.00</b>	<b>\$91,000.00</b>	<b>\$16,000.00</b>
6600			<b>Ongoing Promotions</b>			
	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
			<b>6600 Total</b>	<b>\$56,000.00</b>	<b>\$0.00</b>	<b>\$56,000.00</b>
6800			<b>Promotional Events</b>			
	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
			<b>6800 Total</b>	<b>\$239,000.00</b>		<b>\$239,000.00</b>
			<b>EXPENSE TOTAL</b>	<b>\$402,000.00</b>	<b>\$91,000.00</b>	<b>\$311,000.00</b>

