



# CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

October 17, 2006

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Approve the Downtown Long Beach Property and Business Improvement District Annual Report for the period of January 1, 2007 through December 31, 2007, automatically extending the current agreement with the Downtown Long Beach Associates for one year; and increase budget appropriation by \$7,249 in the Civic Center Fund (IS 380) in the Department of Public Works (PW). (Districts 1 and 2)

## DISCUSSION

Downtown Long Beach Associates (DLBA) has three routine sources of revenue that pass through the City to the organization. They are: business operator assessments, property owner assessments and downtown parking meter revenue sharing. This action relates to property owner assessment funds for expenses related to security, maintenance, public relations, special projects, advocacy and economic development in Downtown Long Beach. City Council approves the business operator assessment separately. Annual parking revenue is shared as approved by City Council on June 21, 2005 (Item R35). DLBA's 2007 comprehensive budget, including all sources of revenue, is provided for reference in Attachment A.

The Downtown Long Beach Property and Business Improvement District (DLB-PBID) was established by the City Council on August 4, 1998. On July 22, 2003, City Council again re-established the DLB-PBID. This re-establishment required a majority vote of the property owners in favor of re-establishing the district for a new term of ten years.

The Property and Business Improvement District Law of 1994 (Law) requires that the DLBA Board of Directors file an Annual Report detailing the DLB-PBID assessment methodology and assessment levy filed with Los Angeles County. The subject levy of assessment will cover the DLB-PBID contract period with the DLBA from January 1, 2007 through December 31, 2007. The Annual Report of Levy and Assessment is provided as Attachment B for City Council approval.

## HONORABLE MAYOR AND CITY COUNCIL

October 17, 2006

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The Law also allows the City to contract with service providers to carry out the DLB-PBID program. For the past eight years, the City has contracted with the DLBA to carry out the DLB-PBID Management Plan. The current agreement provides that the contract term be automatically extended on a year-to-year basis, upon City Council approval of the Annual Report and related levy of assessment.

Properties are assessed based upon location within three defined zones in the DLB-PBID area. The assessment rate and level of program service provided varies, depending upon the zone in which the property is located. Assessment rates for 2007 are described in Section 6.3 of Attachment B. Total property assessment revenue of \$1,746,613 is reported in Section 8.

The DLB-PBID assessment area contains properties owned by private commercial property owners, the City of Long Beach, and the Long Beach Redevelopment Agency (RDA). In Fiscal Year 2007, the City assessment is \$370,018, of which \$181,371 is related to Pike property development and will be paid to the City by Developers Diversified Realty (DDR), as required by their lease. Thus, the City's net assessment is estimated at \$188,647, while the RDA assessment is estimated at \$82,765. City and RDA payments total \$452,784 and represent approximately 26 percent of the total estimated levy of \$1,746,813 for program year 2007. Attachment C details City and RDA-owned properties located within the DLB-PBID.

This letter was reviewed by Assistant City Attorney Heather Mahood on September 27, 2006, Budget Management Officer David Wodynski on October 4, 2006, and the City Treasurer's Office on October 3, 2006.

### TIMING CONSIDERATIONS

The current DLB-PBID contract terminates on December 31, 2006. City Council approval of the Annual Report and related levy of assessment is requested on October 17, 2006 to ensure timely extension of the contract for another year.

### FISCAL IMPACT

The City's assessment for Fiscal Year 2007 is \$370,018. Of this amount, \$181,371 is associated with Pike development property and will be paid to the City by DDR. The City will pay on this contract the portion of the assessment attributable to DDR, after receipt of those funds from DDR. The balance of the City's assessment, \$188,647, will be paid from the Civic Center Fund (IS 380) in the Department of Public Works (PW). The Civic Center Fund (IS 380) Fiscal Year 2006 budget was \$362,769. Therefore, a Fiscal Year 2007 appropriation increase of \$7,249 is required in the Civic Center Fund (IS 380). There will be no impact on the General Fund.

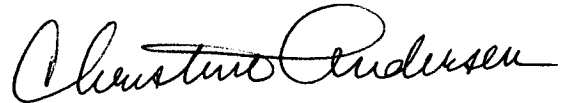
SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PATRICK H. WEST  
DIRECTOR OF COMMUNITY DEVELOPMENT



CHRISTINE ANDERSEN  
DIRECTOR OF PUBLIC WORKS

APPROVED:



GERALD R. MILLER  
CITY MANAGER

PHW:RS:tb

Attachment A – Downtown Long Beach Parking and Business Improvement Area 2007  
Annual Budget and Management Plan.

Attachment B – Downtown Long Beach Property and Business Improvement District Annual  
Report, 2006-2007 prepared by NBS Government Finance Group

Attachment C – City and RDA Property Assessment Detail



August 16, 2006

Mr. Patrick West  
Director of Community Development  
City of Long Beach  
333 W. Ocean Blvd., 3<sup>rd</sup> Floor  
Long Beach, CA 90802

**RE: APPROVED DLBA BUDGET 2006-07**

Dear Pat:

On Wednesday, August 19, 2006, the Downtown Long Beach Associates (DLBA) Board of Directors unanimously approved the proposed Downtown Parking Improvement Area (DPIA) and Property Based Improvement District (PBID) Management Plan and Budget for 2006-07.

Please accept this correspondence and attached information as a request to commence the routing process to the appropriate City staff and placement of this item on a City Council agenda for its ratification.

Thank you for your continued support and participation on the DLBA Board of Directors and please contact me should you or any member of your staff have questions regarding the attachment.

Sincerely,

A handwritten signature in black ink, appearing to read "Kraig Kojian".

Kraig Kojian  
President & CEO

cc: Travis Brooks, Economic Development Bureau, City of Long Beach  
Jane Netherton, DLBA Chair  
Jim Brophy, DLBA Chair-Elect  
Phil Appleby, DLBA Treasurer  
John Morris, DLBA Secretary



**REVENUE  
FY 2006-2007**

**DPIA:** Downtown Parking Improvement Area self-assessment fees collected through business licenses from Downtown businesses within a geographical boundary in Downtown Long Beach. The current annual assessment is approximately \$352.80 per business and \$5.94 per employee and \$215.21 for Service Based Independent Contractors.

**PBID:** Property Based Improvement District self-assessment fees collected through County of Los Angeles property tax from commercial real estate owners within a geographical boundary in Downtown Long Beach. The assessment methodology is based on the parcel and building square footage and linear footage of the property and the level of services rendered to the three benefit areas.

PBID Assessment Methodology	2006-07
<b>Maximum Assessment per Linear Foot of Frontage</b>	
Zone 3: Premium	\$14.22945
Zone 2: Standard	\$8.25545
<b>Maximum Assessment per Square Foot of Lot plus Building</b>	
Zones 3 & 2: Premium and Standard	\$0.03893
Zone 1: Basic	\$0.02400

**CITY/RDA:** Funds solicited from the City of Long Beach, Community Development Department, and Economic Development Bureau. Includes revenue from parking meter revenue-sharing program approved by City Council in FY 2004-05.

**SPONSORSHIP:** Funds collected through sponsorships to help offset costs incurred by the DLBA.

**MISCELLANEOUS:** Revenue collected from various programs including cooperative advertising campaigns and projects, mailing labels, administrative costs and interests on accounts.

**ADMINISTRATION & ADVOCACY**  
**FY 2006-07**

**GENERAL ADMINISTRATION**

**\$658,415**

The DLBA is the non-profit management organization empowered by the Long Beach City Council to manage two Downtown Business Improvement Districts (BIDs). The Downtown Parking Improvement Area (DPIA) is supported through a special assessment established by business owners, while the Property Based Improvement District (PBID) is sustained with the contribution of the commercial property owners within the District.

Personnel

To support the programs and services provided by the BIDs, the DLBA administrative team consists of the following with a brief description of their positions:

- President and Chief Executive Officer is to lead, facilitate and motivate personnel to accomplish all DLBA objectives as outlined in the mission statement and the Management Plan. Subject to the direction of the Board of Directors, the President and CEO supervises and directs the day-to-day business and management of the organization and the Business Improvement Districts.
- Marketing Manager's primary objective is to increase awareness and enhance the image of Downtown Long Beach by promoting existing infrastructure and developing new business and customer markets. Responsible for the supervision of all DLBA special events, including sponsorship. Also provides technical assistance to outside organizations and individuals that produce events within the District.
- Economic Development Manager is responsible for implementing programs to retain and attract business to Downtown Long Beach through retail, development and adaptive re-use, and business recruitment and retention strategies.
- Operations Manager is responsible for managing the Clean and Safe Program and is involved in community outreach programs to addresses the quality of life in the Downtown.
- Marketing Coordinator is responsible to assist the Marketing Manager on all DLBA marketing efforts including special events and sponsorship.
- Executive Assistant coordinates all administrative functions, which maximize the operating efficiency of the organization, and motivates staff to operate efficiently and to achieve organizational objectives.
- Administrative Assistant (part-time) supports all departments in the daily administrative and clerical duties.

All salary, taxes and benefits are shared equally by the DPIA and the PBID, except for the Operations Manager (100% PBID).

Office

Other general administration expenses include office rent, telephones, computers, office equipment lease, office supplies, postage, general insurance, professional services (includes legal and annual audit fees), utilities, depreciation, taxes, accounting services (contract with Long Beach Area Convention and Visitors Bureau), employee recruitment, bank charges, and outside support (temp service employees).

**ADVOCACY** **\$82,951**

The DLBA is the leading voice for the Downtown business community and plays a critical role in establishing and achieving objectives set forth by its stakeholders. The DLBA manages Task Forces (e.g., Pine Avenue, Parking), has established committees (e.g., Office and Retail), and conducts regular meetings to serve the stakeholders better and ensure the quality of life in the central business district. It also acts as a liaison between the business community and many city departments and council offices.

Advocacy expenditures may include street and landscape projects, conducting workshops and orientations, costs for professional dues and subscriptions, participating in industry-related seminars and conferences; and Board contingency.

**DELIQUENCY** **\$66,379**

Budget includes approximately 4% of the projected PBID annual revenue to compensate for delinquent stakeholders.

**SPECIAL PROJECTS (PBID)** **\$99,568**

The PBID Management Plan stipulates that the Special Project funds, generated from assessments within the Standard and Premium service areas, support improvements that enhance the visual appearance of Downtown and may include:

- Seasonal banners and decorations
- Public art
- Street furniture and amenities
- Feasibility analyses and plans for design and physical improvements
- Other activities and improvements that visibly enhance the Downtown environment

The 2004-05 DLBA Board of Directors approved future funding for a series of Gateway signs at Downtown entry points.

# MARKETING WORK PLAN

## FY 2006-2007

### INTRODUCTION

A major component of managing the Business Improvement District is to build and maintain strong advocacy and marketing programs. The DLBA Marketing Department is dedicated to increasing the awareness for and enhancing the image of Downtown Long Beach. This is achieved through year-round promotions and events, publishing a monthly newsletter, implementing and maintaining public relations activities, advertising programs, collateral materials and building consensus from stakeholders at area and quarterly meetings.

### ADVERTISING/PROMOTIONS \$40,000

- **Print Advertising \$20,000**  
Advertising is essential to communicating the message that Downtown Long Beach is "*The Place to Be. And be Yourself.*" In efforts to maintain top-of-mind awareness within the community, it is recommended that the DLBA maintain an advertising budget in support of different advertising opportunities that present themselves throughout the year.
  
- **Direct Mail Cooperative Advertising \$20,000**  
The DLBA will work with a contractor to produce a direct mail piece that will target Long Beach area residents. This program is aimed at promoting the Downtown businesses to residents, visitors and office workers and encouraging them to utilize the central business district as a primary destination for their professional and personal service needs, shopping, dining, and entertainment.

### PUBLICATIONS \$123,000

- **Annual Report \$15,000**  
The DLBA annual report serves to highlight the accomplishments and measurable results from each of the departments with the DLBA organization. Produced on an annual basis, the report contains brief descriptions of the DLBA programs initiated within the past Fiscal Year and also provides financial summaries. Distribution: 2,500
  
- **Newsletter (*Gazette Version*) \$44,000**  
The DLBA produces the monthly *Downtown Scene*, to keep residents, visitors, and stakeholders informed about Downtown events, issues, business and organizational matters. *Downtown Scene* is inserted into the Downtown Gazette on the first Monday of every month. Circulation: 30,000/month



- **Newsletter (Stakeholder Version)** **\$40,000**  
The DLBA produces the monthly *Downtown Scene*, to keep stakeholders informed about Downtown events, issues, business and organizational matters. *Downtown Scene* is a stand alone mail piece and distributed to stakeholders the first week of every month. Circulation: 2,000/month

- **Passport to Savings Program** **\$24,000**  
The "Downtown Passport to Savings" program is aimed at promoting the Downtown businesses to residents, visitors and office workers and encouraging them to utilize the central business district as a primary destination for their professional and personal service needs, shopping, dining, and entertainment.

As part of the program, the DLBA will produce approximately 100,000 "Downtown Passport to Savings" discount cards and rack brochures which will feature a Downtown map and provide listings of discount offers available from participating Downtown businesses. The brochure will then be distributed to residents (via the Downtown Welcome Packages), office workers and visitors such as jurors, conventioners, and Carnival Cruise passengers.

**PUBLIC RELATIONS** **\$28,000**

- **Public Relations** **\$24,000**  
Public relations encompass a variety of marketing tactics aimed at strengthening the Downtown's image, develop goodwill and influence public opinion. By retaining the services of a public relations specialist, the DLBA will aim to consistently generate targeted press releases, media advisories, news conferences, press tours, and personal letters and/or phone calls to editors and reporters regarding Downtown Economic Development, Marketing, and Special Events programming.

- **Press Trip** **\$4,000**

**RESEARCH & DEVELOPMENT** **\$31,000**

- **Marketing Communications Firm** **\$18,000**  
The DLBA will retain the graphic design services of a marketing communications firm on a monthly basis. The \$18,000 fee is 50% of the total cost of the retainer, with the Economic Development department paying the remainder.

- **Marketing Research Study** **\$13,000**  
The DLBA has reached the 3-year mark for its Marketing Action Plan and will need to conduct follow-up research that will evaluate and provide recommendations for future marketing programming. Quarterly follow-up stakeholder surveys will also assist the DLBA demonstrate measurable results.

WEBSITE \$23,000

- **www.DowntownLongBeach.org** **\$23,000**

DLBA's website is a valuable tool for the dissemination of both consumer and business information to interested parties. The website averages approximately 32,000 hits per month, serving 6,000 users. The continual update and progress of the site is integral to its success. This year, the DLBA will add additional components to the ongoing overhaul of the website that was initiated in 2006.

- **Recommended Components**

- E-Commerce
- Stakeholder Login with DLBA information

MISCELLANEOUS MARKETING \$50,000

**TOTAL** **\$295,000**

**SPECIAL EVENTS WORK PLAN**  
**FY 2006-2007**

**INTRODUCTION**

Special Events offers an exciting way to attract and generate increased foot traffic into the central business district. Through creating and supporting opportunities for people to experience the urban energy and appeal of the Downtown area, the DLBA can demonstrate its initiative and commitment towards enhancing the environment. The goal of the Special Events Department is to manage and centralize all aspects involved with the DLBA's special events programs, including sponsorships, planning and execution in addition to providing technical assistance to outside organizations and individuals that produce events in the Downtown.

**SPONSORSHIPS** **\$7,000**

- **Visitor Information Booth** **\$7,000**  
Featured in the Convention & Entertainment Center, the visitor information booth is staffed by Long Beach Area Convention & Visitor Bureau (LBACVB) trained personnel who disseminate information, answer questions, and assist the approximate 1.7 million convention delegates and visitors a year. The \$7,000 fee is for 25% of the cost of the booth, with the LBACVB and the Convention Center paying the remainder.

**EVENT SPONSORSHIPS (MEDIA)** **\$15,000**

- **Media Sponsorships** **\$15,000**  
The DLBA will serve as a media sponsor for various events taking place throughout the Downtown. These sponsorships will not only offer local businesses unique marketing opportunities, but will help in the cross-promotion of Downtown Long Beach. (Examples: Long Beach Marathon, Soundwalk, Tour Des Artistes, Last Saturday). Staff will solicit proposals and make recommendations to Board for final approval.

**EVENT PRODUCTION** **\$164,700**

- **12 Days of the Season** **\$9,000**  
A brightly wrapped box is placed in ten high-rise office buildings located within the Downtown. Each day of the promotion, participants will donate an unwrapped toy and business card for the chance to win either a \$50 or \$100 gift certificate from a sponsoring business. At the conclusion of the promotion, the unwrapped toys will be donated to the participating charity. This event is funded solely through sponsorship donations.
- **"BE Entertained" Live Music Series** **\$88,700**  
Downtown Long Beach will serve as the picturesque backdrop of a series of free live music performances that will be entertaining visitors, residents, and office workers alike. From visual to vocal, the "BE Entertained" music series are streetside, impromptu musical performances which will take place at various times and locations throughout

Downtown including Pine Avenue, CityPlace, Shoreline Village, Lincoln Park, Nautical Shell at the Waterfront, and in the West Gateway office buildings of World Trade Center, ARCO Center, and California Bank and Trust. \$6,000 of this event will be funded through sponsorship revenue.

- **Destination Downtown Tour** **\$1,000**  
A quarterly downtown walking tour of local restaurants, developments, attractions, and retailers with the purpose of educating frontline service staff on the various amenities Downtown Long Beach has to offer. The tour, which combines walking with the brief use of the Long Beach Transit Passport, canvasses the downtown, highlighting: CityPlace, Pine Avenue, the Pike at Rainbow Harbor, Shoreline Village and the East Village Arts District. Anticipated attendance: 50 people
  
- **State of the Downtown** **\$40,000**  
The 3<sup>rd</sup> annual breakfast will be open to all stakeholders as an opportunity to honor downtown partners and Board Members, as well as highlight the DLBA's accomplishments and programs for the year. The breakfast will be held at the Vault 350, in order to showcase a unique local venue. Attendees will be given the option to purchase individual tickets or to buy sponsored tables. \$30,000 of this event will be funded through sponsorship revenue and ticket sales.
  
- **Tecate Thunder Thursday on Pine** **\$26,000**  
Downtown Long Beach is gearing up for the 33<sup>rd</sup> Annual Toyota Grand Prix of Long Beach with an exciting Thursday street party. Held along Pine Avenue, between Broadway and 4<sup>th</sup> Street, this free event will feature CART cars, displays of Pro/Celebrity cars, classic and custom cars, as well as live music, dancing, motocross shows, and a variety of entertainment. The main objective is to provide an opportune way to attract more visitors to the central business district and have them experience first-hand the wide array of restaurants, retail and entertainment options there are to enjoy along the lively corridor. \$10,000 of this event will be funded through sponsorship revenue.

**TOTAL**

**\$186,700**

## **ECONOMIC DEVELOPMENT WORK PLAN FY 2006-07**

### **INTRODUCTION**

The Downtown Long Beach Associates (DLBA) Economic Development Department assists in creating a vibrant, financially sound urban core. This goal is achieved through the creation and retention of jobs, construction of new residential and commercial developments, and the fortification of existing infrastructure in the Downtown. The DLBA strives to achieve these goals through the recruitment/retention and assistance of office tenants, retail tenants, and commercial developers.

### **PRINT ADVERTISING \$14,004**

- **Direct Mail Retail Recruitment Campaign \$5,004**  
The DLBA will continue an ongoing effort to target Los Angeles and Orange County submarkets to prospect for potential Downtown retail tenants utilizing a variety of information sources.
  
- **Direct Mail Recruitment/Retention Campaign \$5,000**  
Utilizing the CoStar database, the DLBA will continue an ongoing effort to target existing Downtown businesses with upcoming lease expirations in order to obtain their level of satisfaction and future location plans. The DLBA will then work to retain these businesses Downtown. The same collateral will also be used for recruitment purposes.
  
- **Long Beach Business Journal Ad Campaign \$4,000**  
The DLBA will run four (4) advertisements in the Real Estate Quarterly edition, highlighting new businesses to the Downtown, as well as the buildings they located in and the real estate professionals that assisted in this recruitment. Long Beach Business Journal readers number over 40,000.

### **PUBLICATIONS \$26,000**

- **Downtown Development Maps \$1,000**  
The DLBA, assisted by the Redevelopment Agency, will update the map highlighting new developments occurring in the Downtown. Approximately 500 maps will be printed.
  
- **Annual Downtown Profile \$25,000**  
The DLBA will again produce one annual profile piece, supporting its tenant recruitment and developer assistance efforts. Profiles will include: Office, Retail, Residential, and market overviews. Distribution: 5,000

**RESEARCH & DEVELOPMENT** **\$43,000**

- **Marketing Communications Firm Monthly Retainer** **\$18,000**  
The DLBA will retain the graphic design services of a marketing communications firm on a monthly basis. The \$18,000 fee is 50% of the total cost of the retainer, with the Marketing department paying the remainder.
  
- **Downtown Economic Analysis/Research** **\$25,000**  
Subject to the results of ongoing analysis, funds will be utilized to extend current contracts for CoStar (approximately \$12,350) and Claritas (approximately \$8,250), as well as updating portions of the Downtown Economic Impact Study completed in 2006. In addition, staff will retain consulting services to update pedestrian counts and/or generate new residential buyer profile data.

**MISCELLANEOUS** **\$178,000**

- **International Council of Shopping Centers (ICSC)** **\$5,000**  
DLBA will attend the ICSC conference in Las Vegas, NV subject to available funding from developer sponsorships and partnering with the City of Long Beach. Participation in the conference would include a presence on the main floor in the Leasing Mall subject to availability in 2007.
  
- **Downtown Office & Retail Council** **\$1,000**  
Members of this Council include Downtown property owners and local commercial real estate brokers, meeting on a quarterly basis. The mission of this council is to educate members of Downtown developments through presentations by developers, City staff, DLBA staff, and other members of the commercial real estate community. The Council also serves as a networking tool for members.
  
- **Office Broker Open House & Tour** **\$1,000**  
Plan and coordinate open house and tour of commercial office buildings for office brokers including public transportation, prize drawings and networking session. This event is funded solely through sponsorship revenue.
  
- **Residential Open House** **\$170,000**  
Downtown Long Beach, "*The Place to Be. And Be Yourself,*" will host the 3<sup>rd</sup> annual Residential Open House event for potential home buyers. The event will showcase residential buildings that are either currently for sale or being readied to go on the market. In addition, shuttles will provide "destination" stops in the East Village Arts District, on Pine Avenue, and at the Pike at Rainbow Harbor. This event is funded solely through sponsorship revenue.

**Retail Broker Open House & Tour** **\$1,000**  
Plan and coordinate open house and tour of vacant retail space for retail brokers and site selection professionals including public transportation, prize drawings and networking session. This event is funded solely through sponsorship revenue.

**TOTAL** **\$261,004**

## **OPERATIONS WORK PLAN**

### **FY 2006-07**

#### **INTRODUCTION**

The Downtown Long Beach Associates (DLBA) Operations Department is dedicated to the security and maintenance of the 85-block assessment district in the Downtown via the Downtown Clean Team and Downtown Guides.

#### **DOWNTOWN CLEAN TEAM**

**\$569,461**

The Clean Team ensures the central business district remains attractive, clean and appealing for the visitor seven days a week. In order to consistently deal with maintenance issues, a multi-dimensional approach was developed consisting of: sidewalk maintenance, alley maintenance, graffiti removal, sidewalk scrubbing and pressure washing, trash collection, landscape maintenance, paper sign and handbill removal, and maintenance problems requiring third party intervention.

- **Sidewalk Maintenance**  
Uniformed, radio-equipped personnel sweep litter, debris and refuse from sidewalks and gutters within the District.
- **Alley Maintenance**  
The Downtown Clean Team and Downtown Guides each have responsibility in this area. The Downtown Guides address owner and tenant compliance with City code issues on cleanliness of sidewalks, alleys and illegal dumping. The Downtown Clean Team works with Long Beach Energy to remove debris from the alley when a responsible party can not be found for illegal dumping or other violations.
- **Graffiti Removal**  
The Downtown Clean Team removes graffiti by using solvents and pressure washing. The District maintains a zero tolerance graffiti policy. All tags will be removed within 24 hours. For those tags that the Downtown Clean Team is unable to remove, a list is sent via fax to the Graffiti Abatement Team with the City of Long Beach, which sends a graffiti removal team out.
- **Sidewalk Pressure Washing**  
Pressure washers service 12 - 15 blocks per day, seven days a week. The District standard is to have all sidewalks cleaned every six weeks, with Premium areas cleaned weekly.
- **Sidewalk Scrubbing**  
Sidewalk scrubbers service multiple blocks per day, seven days a week. The District standard is to have all sidewalks scrubbed every week.

- **Trash Collection**  
The District truck collects the bags of trash left in pre-arranged locations by the Sweepers each morning and afternoon. The bags are deposited in a large trash bin assigned to the DLBA.
- **Landscape Maintenance**  
Public landscape areas, tree wells and planters are maintained and kept free of litter and weeds.
- **Paper Sign and Handbill Removal**  
Paper signs and handbills that have been scotch-taped or glued on public property, utility boxes, poles and telephones are removed by hand or when necessary, by high pressure hose.
- **Maintenance Problems Requiring Third Party Intervention**  
Problems are monitored that create blighted or unsafe conditions in the District, but are outside of the jurisdiction of the DLBA personnel to repair. Requests are made to the responsible party for repair. Types of problems include blocked or damaged sewers or drains, damaged sidewalks, streets, and/or alleys, non-operating street lights, damaged or missing street signs, etc.

## **DOWNTOWN GUIDES**

**\$501,335**

The District mission for the Downtown Guides is to support the police department, property owners and tenants in overall crime prevention efforts and reduction in neighborhood street disorder, while offering customer service orientation to pedestrians. They provide highly visible neighborhood security and are intended to supplement, not supplant individual building security and the Long Beach Police Department (LBPD). They assist with quality of life issues, and participate in outreach programs.

- **Integration with the Long Beach Police Department**  
The Downtown Guides work closely with the LBPD and integrate the District security program with that of the LBPD, whose officers are active in the development and training of the Downtown Guides.
- **Bicycle Patrol**  
The Bike Patrol deters aggressive panhandling and other unsuitable street behavior. Their presence is a deterrent to theft and burglary from motor vehicles; however the service does not completely prevent these crimes. They also deter and report illegal street vending, illegal dumping and street code violations. They handle a myriad of quality of life problems including: drinking in public, urinating in public, indecent exposure, trespassing, scavenging and shopping cart confiscation. They perform goodwill gestures such as escorting employees, helping lost persons and giving directions. Bike Patrols also assist with traffic control in case of accidents, fires or unusual occurrences.



Bike patrols are assigned routes evenly, covering all property equally on any route in the District. They are professional, assertive, friendly, courteous, people oriented individuals in excellent physical condition. The Bike Patrol officers complete 32 hours of customized classroom district training and 16 hours of field training.

- **Foot Patrol**

The Foot Patrol concentrates on the highest pedestrian-use corridors such as Pine Avenue, the Promenade, City Place and The Pike at Rainbow Lagoon. The Foot Patrol has the same mission and receives the same training as the Bike Patrol.

- **Personal Data Assistants (PDAs)**

Downtown Long Beach Associates will continue to contract with Eponic, Inc. to provide on-line user management and report tools as well as support and service of the PDAs for the Downtown Guide Program.

- **Integration with Homeless Service Providers**

The Downtown Guides are accompanied on bike patrol by an Outreach Worker from the Multi-Service Center on pre-arranged days. The Guides have learned from the Outreach Workers and have become more empathetic and understanding of the needs of the homeless person as well as more confident in referring these individuals to local service providers.

## **OUTREACH & ADVOCACY**

- **Community Watch**

In an effort to better utilize the "eyes and ears" on the street DLBA will work with LBPD to organize a community watch program that will integrate the business and residential entities in the downtown.

- **Long Beach Visitors Safety Committee**

The DLBA Operations Manager facilitates the Long Beach Visitors Safety Committee, whose purpose is to enhance communication and cooperation between the various entities within the City of Long Beach that deal with tourism, visitors and safety.

- **Downtown Operations Coordinating Committee**

The DLBA Operations Manager facilitates the Downtown Operations Coordinating Committee whose purpose is to share information, coordinate schedules and work together to address safety and cleanliness in the Downtown.

- **10-Year Plan to End Homelessness**

DLBA plays an active role in the development of the City of Long Beach's 10-Year Plan to End Homelessness with representatives on both the Steering and Working Committees.

APPROVED 2006-07 BUDGET

DESCRIPTION	2005-06		APPROVED FY 2006-07			
	APPROVED 2005-06	YTD ACTUALS as of June 2006	SPONSORSHIP	BUDGET DPIA	BUDGET PBID	TOTAL BUDGET
<b>REVENUES</b>						
DPIA Funds	500,000	369,147.88		570,000	0	570,000
City Funds/Parking	140,000	140,000.00		140,000	0	140,000
PBID Funds	1,756,886	1,573,797.21		0	1,746,813	1,746,813
Event Sponsorships				0	0	0
ICSC			5,000			5,000
Office Broker Open House			1,000			1,000
Retail Broker Open House			1,000			1,000
Holiday Promotion			9,000			9,000
Residential Open House			170,000			170,000
State of the Downtown			30,000			30,000
Tecate Thunder Thursday			10,000			10,000
Music Series			6,000			6,000
Interest Income		18,071.52		20,000		20,000
Misc Income	12,100	5,125.00		12,000	0	12,000
Deferred						
<b>TOTAL REVENUE</b>	<b>2,408,986</b>	<b>2,106,141.81</b>	<b>232,000</b>	<b>742,000</b>	<b>1,746,813</b>	<b>2,720,813</b>
<b>EXPENSES</b>						
<b>ADMINISTRATION/ADVOCACY</b>						
<b>Personnel and Office</b>						
Personnel	414,299	300,925.27		356,510	78,505	435,015
Rent	60,000	43,458.37		43,000	23,000	66,000
Telephone	16,000	11,733.46		8,000	8,000	16,000
Computers	7,500	5,078.33		6,500	3,500	10,000
Office Equip Lease	10,000	7,052.83		5,000	5,000	10,000
Office Supplies	25,000	14,481.14		10,000	10,000	20,000
Postage	15,000	7,624.34		7,500	7,500	15,000
General Insurance	8,000	-129.14		4,000	4,000	8,000
Professional Services	20,000	22,308.76		10,000	10,000	20,000
Utilities	5,000	3,497.23		2,500	2,500	5,000
Depreciation	20,400	14,472.39		10,200	10,200	20,400
Taxes	1,000	686.79		500	500	1,000
Accounting Services	15,000	11,250.00		7,500	7,500	15,000
Employee Recruitment	2,000	1,947.68		1,000	1,000	2,000
Outside Support	20,000	7,987.36		7,500	7,500	15,000
<b>Total Personnel and Office</b>	<b>639,199</b>	<b>452,374.81</b>		<b>479,710</b>	<b>178,705</b>	<b>658,415</b>
<b>Advocacy</b>						
Street & Landscape (Wayfinding Signs)	10,000	0.00		5,000	5,000	10,000
Workshop/Orientations	10,000	3,801.80		3,290	3,750	7,040
Dues & Subscriptions	4,000	2,036.88		2,000	2,000	4,000
Travel, Education & Civic Events	30,000	49,161.02		25,000	21,911	46,911
Board Contingency	10,000	5,293.18		15,000		15,000
<b>Total Advocacy</b>	<b>64,000</b>	<b>60,292.88</b>		<b>50,290</b>	<b>32,661</b>	<b>82,951</b>
<b>TOTAL ADMINISTRATION/ADVOCACY</b>	<b>703,199</b>	<b>512,667.69</b>		<b>530,000</b>	<b>211,366</b>	<b>741,366</b>
<b>Delinquency/Reserve</b>	<b>67,573</b>	<b>0.00</b>		<b>0</b>	<b>66,379</b>	<b>66,379</b>
<b>PBID Special Projects</b>	<b>100,000</b>	<b>24,649.92</b>		<b>0</b>	<b>99,568</b>	<b>99,568</b>

APPROVED 2006-07 BUDGET

DESCRIPTION	2005-06		APPROVED FY 2006-07			
	APPROVED 2005-06	YTD ACTUALS as of June 2006	SPONSORSHIP	BUDGET DPIA	BUDGET PBID	TOTAL BUDGET
<b>MARKETING</b>						
<b>Publications</b>						
Newsletter	30,000	41,687.33		14,000	70,000	84,000
Annual Report	5,000	7,147.22		5,000	10,000	15,000
Passport Brochure	15,000	19,383.82		10,000	14,000	24,000
<b>Total Publications</b>	<b>50,000</b>	<b>68,218.37</b>		<b>29,000</b>	<b>94,000</b>	<b>123,000</b>
<b>Advertising/Promotions</b>						
Print Ads/Advertising	10,000	14,881.68		10,000	10,000	20,000
Direct Mail				10,000	10,000	20,000
Outdoor Advertising	75,000	0.00		0	0	0
Welcome Program	0	0.00		0	0	0
Electronic Media	0	-1,273.00		0	0	0
Conv Center Signage	0	0.00		0	0	0
<b>Total Advertising/Promo</b>	<b>85,000</b>	<b>13,608.68</b>		<b>20,000</b>	<b>20,000</b>	<b>40,000</b>
Public Relations and Press Trip	27,000	17,129.11		14,000	14,000	28,000
Research	10,000	5,800.00		0	31,000	31,000
Website Development	20,000	10,744.20		0	23,000	23,000
Miscellaneous Marketing				50,000	0	0
<b>TOTAL MARKETING</b>	<b>192,000</b>	<b>115,986.16</b>		<b>113,000</b>	<b>182,000</b>	<b>295,000</b>
<b>SPECIAL EVENTS</b>						
<b>Media Sponsorships</b>						
2nd Saturday	7,000	1,247.50			0	0
Soundwalk	3,000	0.00			0	0
Tour Des Artistes	5,000	4,982.50			0	0
LB Marathon	5,000	5,000.00			0	0
Putt Putt on Pine	4,000	0.00			0	0
<b>Total Media Sponsorship</b>	<b>24,000</b>	<b>11,230.00</b>		<b>15,000</b>	<b>0</b>	<b>15,000</b>
State of Downtown	10,000	10,423.71	30,000	0	10,000	40,000
Holiday Promotions	32,500	38,004.30	9,000	0	0	9,000
Holiday Décor						
Thunder Thursday	8,000	4,412.78	10,000	11,000	5,000	26,000
Kid's Day	11,000			0	0	0
Visitor Information Booth	7,000	7,000.00		7,000	0	7,000
Music Series	75,000	35,686.32	6,000	65,000	17,700	88,700
Destination Downtown	1,000	260.73		1,000	0	1,000
<b>TOTAL SPECIAL EVENTS</b>	<b>168,500</b>	<b>95,787.82</b>	<b>55,000</b>	<b>99,000</b>	<b>32,700</b>	<b>186,700</b>

APPROVED 2006-07 BUDGET

DESCRIPTION	2005-06		APPROVED FY 2006-07			
	APPROVED 2005-06	YTD ACTUALS as of June 2006	SPONSORSHIP	BUDGET DPIA	BUDGET PBID	TOTAL BUDGET
<b>ECONOMIC DEVELOPMENT</b>						
Research	30,000	5,800.00		0	43,000	43,000
<b>Business Recruitment/Retention</b>						
Print Advertising	36,700	5,151.88		0	14,004	14,004
Electronic Advertising	10,000	0.00		0	0	0
Publications	24,200	2,298.81		0	28,000	28,000
ED Events	0					0
Booth at ICSC			5,000			5,000
Office Broker Open House			1,000			1,000
Retail Broker Open House			1,000			1,000
Office and Retail Council					1,000	1,000
Residential Open House	0	-7,216.33	170,000			170,000
<b>Total Bus. Recruitment/Retention</b>		<b>7,450.57</b>	<b>177,000</b>		<b>41,004</b>	<b>218,004</b>
<b>TOTAL ECONOMIC DEVELOPMENT</b>	<b>100,900</b>	<b>23,994.87</b>	<b>177,000</b>	<b>0</b>	<b>84,004</b>	<b>261,004</b>
<b>OPERATIONS</b>						
Clean Team Personnel	493,836	314,129.20		0	471,220	471,220
Clean Team Supplies	5,000	661.34		0	4,120	4,120
Equipment Insurance	2,400	2,837.24		0	3,300	3,300
Clean Team Fuel	20,000	19,843.41		0	40,431	40,431
Clean Team Equip Leases	39,650	32,581.57		0	39,510	39,510
Clean Team Equip Maint.	12,000	7,917.93		0	10,880	10,880
Downtown Guides	501,000	370,286.49		0	501,335	501,335
Homeless Outreach	2,928	0.00		0	0	
<b>TOTAL OPERATIONS</b>	<b>1,076,814</b>	<b>748,257.18</b>		<b>0</b>	<b>1,070,796</b>	<b>1,070,796</b>
<b>GRAND TOTAL</b>	<b>2,408,986</b>	<b>1,521,343.64</b>	<b>232,000</b>	<b>742,000</b>	<b>1,746,813</b>	<b>2,720,813</b>
<b>BALANCE</b>	<b>0</b>	<b>-584,797.97</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

**DOWNTOWN LONG BEACH ASSOCIATES  
DOWNTOWN LONG BEACH  
PROPERTY AND BUSINESS IMPROVEMENT DISTRICT  
100 West Broadway, Suite 120  
Long Beach, CA 90802  
Phone - (562) 436-4259  
Fax - (562) 437-7850**

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**MAYOR**

Bob Foster

**CITY COUNCIL**

Bonnie Lowenthal, First District

Suja Lowenthal, Second District

Gary DeLong, Third District

Patrick O'Donnell, Fourth District

Gerrie Schipske, Fifth District

Laura Richardson, Sixth District

Tonia Reyes Uranga, Seventh District

Rae Gabelich, Eight District

Val Lerch, Ninth District

**CITY STAFF**

Gerald R. "Jerry" Miller, City Manager

Michael A. Killebrew, Director of Financial Management

David Nakamoto, City Treasurer

Heather Mahood, Assistant City Attorney

Travis Brooks, Economic Development Specialist

**DISTRICT STAFF**

Kraig Kojian, President & CEO, Downtown Long Beach Associates

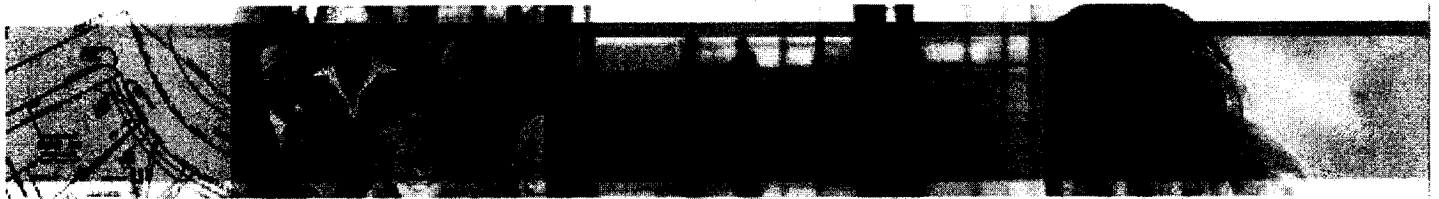
**NBS**

Terry Madsen, Senior Consultant

Trevor Speer, Financial Analyst



Local Government Solutions



**City of Long Beach**  
**Downtown Long Beach Property**  
**and Business Improvement District**  
**2006/07 Annual Report**  
**September 2006**

*Prepared by*  
**N|B|S**

Corporate Office  
32605 Highway 79 South, Suite 100  
Temecula, CA 92592  
(800) 676-7516 phone  
(951) 296-1998 fax

Regional Office  
870 Market Street, Suite 901  
San Francisco, CA 94102  
(800) 434-8349 phone  
(415) 391-8439 fax

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## **1. DISTRICT BACKGROUND**

On July 22, 2003, the City Council of the City of Long Beach ("City Council") established the Downtown Long Beach Property and Business Improvement District ("District"), pursuant to the provisions of the *Property and Business Improvement District Law of 1994* ("the Law") *Division 18 of the Streets and Highways Code, commencing with Section 36600*. The City Council determined that the businesses lying within the District boundaries receive special benefit from the improvements and services provided by the District. The City Council further ordered the levy and collection of assessments to pay for the improvements and services provided by the District.

The City Council appointed the Downtown Long Beach Associates (the "DLBA") to make recommendations to the City Council on: the expenditure of revenues derived from the levy of assessments; the classification of properties; and the method and basis of levying the assessments. The District budgets and policies are recommended to the City Council by the DLBA Board, composed of property and business owners located within the District.

This Annual Report is prepared pursuant to Section 36650 (a) of the Law and includes any proposed changes to the District boundaries, benefit zone boundaries, the basis and method of levying the assessments, and any changes to the classification of property.

The District will have a 10-year life beginning January 1, 2004. After five years, the DLBA will undertake a review of the plan and PBID programs.

Annual assessments are based upon an allocation of program costs and a calculation of linear frontage and lot plus building square footage. The District is separated into three benefit zones or service areas. Each benefit zone will receive different levels of service, benefit and assessment. Expenses for Image/Communications will be increased over the first three years from \$150,000 to \$300,000 and annual cost of living allowances of three percent are projected for Downtown Guide and Clean Teams during the first three years. Following year three, annual assessments may increase by annual changes in the Tri-County Consumer Price Index (CPI) for all urban consumers and/or other changes in program costs, not to exceed 5% (five percent) per year. Maximum assessment amounts are shown in Section 6.3 of this Report.



## ***2. PROPOSED CHANGES TO THE DISTRICT***

There are no proposed changes to the District boundaries, benefit zones, the basis and method of levying the assessments, or the classifications of property.

### **3. DESCRIPTION OF THE DISTRICT BOUNDARIES**

#### **3.1. General Description of the District Boundaries**

The location of the District is approximately 75 blocks, an area bounded roughly by Seaside Way and Shoreline Drive on the south, Alamitos Avenue on the east, the Long Beach Freeway on the west and Broadway, 6<sup>th</sup> Street, 8<sup>th</sup> Street and 4<sup>th</sup> Street on the north. Within this area three benefit zones have been established that will receive different levels of service, benefit and assessment. Section 7 of this Report provides a diagram identifying the District and zone boundaries.

#### **3.2. Detailed Description of the District Boundaries**

Beginning at the southeast corner of 7th St. and Alamitos Ave. go south along the east property line of property facing on the east side of Alamitos Ave. to the intersection of Seaside Way and Alamitos/Shoreline Drive. Go west along Seaside Way following the south property line of property facing on the north side of Seaside Way to the intersection of Seaside and Pine Ave. Continue south along the east property line of property facing on the west side of Pine Ave. to the intersection of Pine Ave. and Shoreline Drive. Continue west along Shoreline Drive following the south property line of property facing on the south side of Shoreline Drive to the intersection of Shoreline Drive and Magnolia Ave. Continue south and east along Shoreline Drive following the south property line of property facing on the north side of Shoreline drive to the intersection of Shoreline Drive and Access Road. Continue north along Access Road following the west property line of property facing on the east side of Access Road to the intersection Access Road and Seaside Way. Continue west along Seaside Way following the south property line of property facing on the north side of Seaside Way to the intersection of Seaside Way and Magnolia Ave. Continue west and north along the south property line of property facing on the north side of Shoreline Drive to the intersection of Shoreline Drive and Ocean Ave. At the intersection turn east along the north property line of property facing on the south side of Ocean Blvd. to the intersection of Ocean Blvd. and Golden Ave., turn north along the west property line of property facing on the east side of Golden Ave. At the intersection of the north property line of property facing on the north side of Broadway turn east along the north property line of property facing on the north side of Broadway. At the west property line of property facing west on Pacific turn north following the west property line of property facing west on Pacific to 5<sup>th</sup> St. At 5<sup>th</sup> St. turn east across Pacific Ave. to the west property line of property facing on the east side of Pacific Ave. Continue north along Pacific Ave. following the west property line of property facing on the east side of Pacific Ave. to the intersection of Pacific Ave. and 6<sup>th</sup> St. At 6<sup>th</sup> St. turn east along the south property line of property facing on the north side of 6<sup>th</sup> St. to the west property line of property facing on the west side of Pine Ave. Turn north along the west property line of property facing on the west side of Pine Ave. to 8<sup>th</sup> St. Turn east on 8<sup>th</sup> St. following the north property line of property facing on the south side of 8<sup>th</sup> St. to the intersection of the west property line of property facing on the east side of Long Beach Blvd. Turn south on Long Beach Blvd. following the west property line of property facing on the east side of Long Beach Blvd. to the intersection of the north property line of property facing on the south side of 6<sup>th</sup> Ave. Turn east along the north property line of property facing on the south side of 6<sup>th</sup> Ave. to the intersection of Elm Ave. Turn south along the east property line of property facing on the west side of Elm Ave. to the intersection of Elm Ave. and 4<sup>th</sup> St. Turn east following the north property line of property facing on the north side of 4<sup>th</sup> St. to the intersection of the west property line of property facing on the west side of Alamitos Ave. Turn north following the west property line of property facing the west side of Alamitos to 7<sup>th</sup> St. Turn east following the north property line of property facing on the south side of 7<sup>th</sup> St. to the intersection of the east property line of property on the southeast corner of 7<sup>th</sup> St. and Alamitos Ave.

## **4. DESCRIPTION OF IMPROVEMENTS AND ACTIVITIES**

### **4.1. Management Plan Summary**

---

Developed by the commercial property owners in Downtown Long Beach, the Business Improvement District Plan improves and conveys special benefits to properties located within the District boundaries. The District provides enhanced safety, maintenance, image enhancement and advocacy programs, above and beyond those currently provided by the City.

### **4.2. Clean Team**

---

Uniformed "Clean Teams" will provide enhanced maintenance services including sidewalk sweeping and litter removal, power washing and scrubbing of sidewalks, graffiti removal, and clean-up of unusual maintenance problems ranging from illegal dumping to stray shopping carts.

### **4.3. Downtown Guides**

---

Uniformed "Downtown Guides" will provide Downtown ambassadorial services by assisting visitors and employees, supporting crime prevention efforts to reduce the incidence of nuisance crimes, and productively addressing the challenges associated with street populations. Deployment of guides will include foot patrols, bicycle patrols, escort and visitor services.

### **4.4. Image Enhancement**

---

Image enhancement activities will aim to improve the overall business image of Downtown with the goal of attracting and retaining businesses, jobs and investment. Initiatives must be designated to provide collective benefits to businesses and property owners. While annual work programs and budgets will be developed in collaboration with targeted stakeholders and approved by the DLBA Board, programs will be selected from a variety of options that may include the following:

**Destination Marketing** programs that aim to position Downtown Long Beach as a consumer destination. Marketing programs must demonstrate collective benefits to business and property owners. Options include:

- Advertising, including branding and cooperative campaigns and increased placement and frequency in print media.
- Increased distribution and enhanced quality of publications, including the Downtown map and directory and activity guides.
- Improved and increased special event production.
- Public relations efforts to promote a positive image and overall experience.

**Investor Marketing/Economic Development** services to aid in efforts to attract new office tenants and retail businesses to Downtown and elevate Downtown's business profile in the regional market. Options include:

- Design and production of investor marketing packages to assist real estate brokers, developers and property owners in business recruitment efforts.
- Maintenance of a District database with local market and real estate information.
- Trouble-shooting and permitting liaison services to assist property and business owners to invest and operate in the District.

- Enhanced research and development of the [www.downtownlongbeach.org](http://www.downtownlongbeach.org) website.
- Incentives and marketing activities targeted to regional real estate brokers.
- Increased business retention efforts to encourage existing businesses to grow.

**Communications** services to better inform business and property owners. Options include:

- Continued publication of a periodic newsletter.
- District ratepayer surveys to measure overall satisfaction with programs.
- Media relations activities to project a positive business image in local, regional and national media.

#### ***4.5. Special Projects***

---

Special project funds support improvements that will improve the visual appearance of Downtown. These may include seasonal banners and decorations, public art, street furniture and amenities, feasibility analyses and plans for design and physical improvements, and other activities and improvements that visibly enhance the Downtown environment.

#### ***4.6. Advocacy, Administration and Reserve***

---

Through the DLBA, the PBID supports a professional staff that delivers programs and advocates on behalf of the Downtown community. The PBID allows Downtown stakeholders to project a unified voice and elevate their influence in policies and issues that affect the central business district.

Funds are allocated to office and support services such as bookkeeping, office rent, insurance, office equipment and professional development and training for the staff and DLBA Board. A four percent operating reserve is also budgeted as a contingency for any payment delinquencies and/or unforeseen budget adjustments.

#### **4.7. District Services by Zone**

The following table provides a listing of district services provided to each benefit zone. The frequencies of each service may vary by benefit zone.

Activity	Benefit Zone		
	1: Basic Service Area	2: Standard Service Area	3: Premium Service Area
<b>Clean Team</b>	<b>No</b>	<b>Yes</b>	<b>Yes</b>
Sidewalk Sweeping	No	Yes	Yes
Sidewalk Washing	No	Yes	Yes
Sidewalk Scrubber	No	Yes	Yes
Graffiti Removal	No	Yes	Yes
<b>Downtown Guides</b>	<b>No</b>	<b>Yes</b>	<b>Yes</b>
Foot Patrols	No	No	Yes
Bicycle Patrols	No	Yes	Yes
Escort & Visitor Services	No	Yes	Yes
<b>Image Enhancement</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Economic Development Services	Yes	Yes	Yes
Destination Marketing Program	Yes	Yes	Yes
<b>Advocacy</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>Special Projects</b>	<b>No</b>	<b>Yes</b>	<b>Yes</b>

## **5. DISTRICT BUDGET**

### ***5.1. District Budget***

---

The following page provides the proposed District budget for Fiscal Year 2006/07. In accordance with the District's PBID Management Plan, budgeted costs in the amount of \$1,746,812.70 will be recovered. Reserve funds (4% of the anticipated revenue) will supplement any difference between the anticipated revenue and actual revenue collected throughout the course of the fiscal year.

See Section 8 for a detailed listing of assessments for Fiscal Year 2006/07.

## **5.2. Surplus or Deficit Carryover**

---

The District will undergo an independent audit upon the conclusion of Fiscal Year 2005/06 on September 30, 2006. The audit should be completed by December 2006. Surplus or deficit carryover information will be available upon completion of the audit.

## 6. METHOD AND BASIS OF ASSESSMENTS

### 6.1. Method of Apportionment

---

The District assessment methodology is based on the following variables: linear frontage; lot plus building square footage; premium service area front footage.

- **Linear Frontage:** All Clean Team costs and one-half of the Downtown Guide costs are allocated through linear frontage, acknowledging the benefit of these services to make Downtown sidewalks cleaner and safer.
- **Lot plus Building Square Footage:** The sum of lot and building square footage is a primary assessment variable for a portion of the Downtown Guide costs and the full costs of image enhancement, special projects, advocacy and administration. The inclusion of lot square footage in the calculation acknowledges the greater benefits of these services to the ground level of the property. Building square footage is defined as "rentable building square footage".
- **Premium Service Area Frontage Assessment:** The linear frontage assessment is higher in the premium service area than the standard service area, acknowledging the greater frequency in Clean Team and Downtown Guide services.

The District will levy the Maximum Assessment rates for each Zone during the first three years of the District. Following the third year, annual assessments may increase by as much as 5% per year to keep pace with the change in the consumer price index and other program costs.

### 6.2. First Year Assessments

---

The following table provides the assessment rates per benefit zone for fiscal year 2003/04, which is the first year of assessment for the re-established District.

Activity	Assessment Variables:	
	Per Linear Foot of Frontage	Per Square Foot of Lot plus building
(Zone 1) Basic Service Areas	\$0.00	\$0.0159
(Zone 2) Standard Service Areas	7.555	0.0298
(Zone 3) Premium Service Areas	13.022	0.0298



### 6.3. 2006/07 Assessment Rates & Maximum Rates Allowable

The table below identifies the 2006/07 assessment rates as well as the maximum rates allowable in any year of the PBID. Future year assessment rates may change, up or down, if linear frontage or building and lot square footage information changes and/or PBID budgets change pursuant to the annual budget adjustment. However, at no time during the ten year term of the PBID will assessments exceed the following amounts. Assessment rates for Fiscal Year 2006/07 were increased by three percent (3%) over prior year rates. This increase falls within the predetermined allowable increase of up to five percent (5%).

	FY 2003/04 Actual & Allowable	FY 2004/05 Actual & Allowable	FY 2005/06 Actual & Allowable	FY 2006/07 Allowable	FY 2006/07 Actual	FY 2007/08 Allowable	FY 2008/09 Allowable	FY 2009/10 Allowable	FY 2010/11 Allowable	FY 2011/12 Allowable	FY 2012/13 Allowable
<b>Zone 1: Basic Service</b>											
\$/Per linear ft. of frontage	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$/Per building plus lot sq. ft.	0.0159	0.0196	0.0233	0.0244	0.0240	0.0257	0.0270	0.0283	0.0297	0.0312	0.0328
<b>Zone 2: Standard Service</b>											
\$/Per linear ft. of frontage	7.555	7.781	8.015	8.416	8.2555	8.836	9.278	9.742	10.229	10.741	11.278
\$/Per building plus lot sq. ft.	0.0298	0.0338	0.0378	0.0397	0.0389	0.0417	0.0437	0.0459	0.0482	0.0506	0.0532
<b>Zone 3: Premium Service</b>											
\$/Per linear ft. of frontage	13.022	13.413	13.815	14.506	14.2295	15.231	15.993	16.792	17.632	18.514	19.439
\$/Per building plus lot sq. ft.	0.0298	0.0338	0.0378	0.0397	0.0389	0.0417	0.0437	0.0459	0.0482	0.0506	0.0532

#### ***6.4. Property Use Considerations***

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The methodology provides the following treatments for property used exclusively for residential, parking structure, non-profit and government uses:

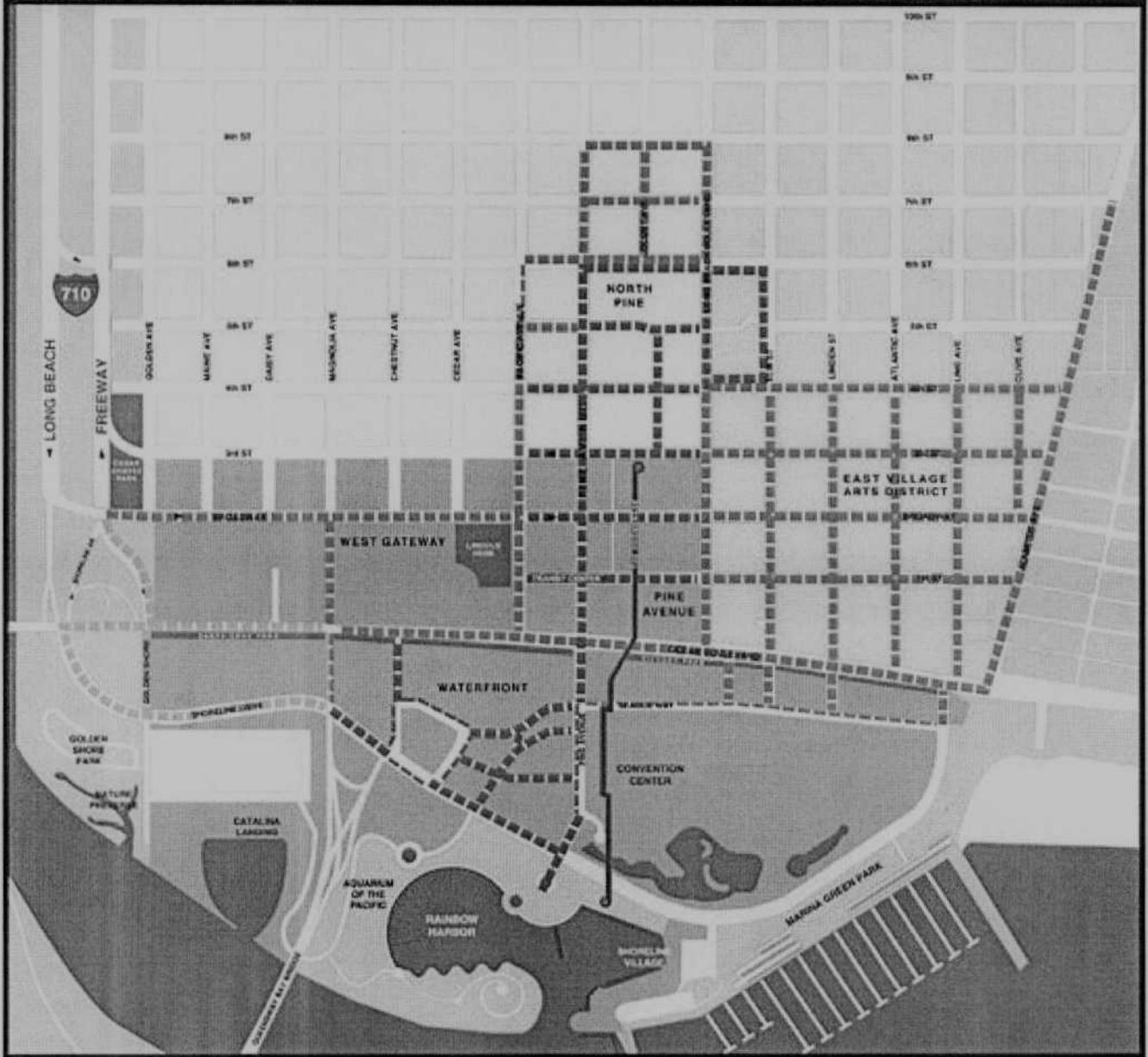
- **Treatment of Residential Property:** Properties used exclusively for rental residential use are considered commercial income-producing property and will be subject to PBID assessments. Properties used exclusively for owner-occupied residential use will not benefit from PBID services and are not subject to PBID assessments.
- **Treatment of Mixed Residential/Commercial Property:** Mixed-use properties that contain both rental residential and commercial uses will be subject to PBID assessments. Mixed-use properties that contain both owner-occupied residential uses and commercial uses will be assessed only on the property that is occupied by a commercial use.
- **Parking:** Parking structures will be subject to one of the following assessment treatments:
  - 1) Frontage, lot and building square footage for parking that is integrated within a building (and the building has other uses in addition to parking) will be excluded from assessment calculations.
  - 2) Frontage, lot and building square footage for stand-alone structured public parking and surface parking will be assessed for all PBID services.
- **Assessment Policy on 501c3 Organizations:** Because tax-exempt properties will not benefit from the PBID, they may be excluded from assessments. An owner of real property located within the PBID may reduce the amount of the assessment to be levied if all of the following conditions are met:
  - 1) The property owner is a non-profit corporation that has obtained federal tax exemption under Internal Revenue Code section 501c3 or California Franchise tax-exemption under the Revenue and Taxation Code Section 23701d.
  - 2) The class or category of real property is eligible for exemption, in whole or in part, from real property taxation.
  - 3) The property owner makes the request in writing to the Downtown Long Beach Associates prior to the submission of the PBID assessment rolls to the County Assessor (on or before July 1 of each year), accompanied by documentation of the tax-exempt status of the property owner and the class or category of real property.

If these conditions are met, the amount of the PBID assessment to be levied shall be reduced in the same proportion to the real property tax exemption granted to the property by the County of Los Angeles.
- **Long Beach Unified School District:** Properties owned by the Long Beach Unified School District will be excluded from assessment calculations.
- **Government Assessments:** The Downtown Long Beach PBID Management Plan assumes that the City of Long Beach, Long Beach Redevelopment Agency, County of Los Angeles and other government entities will pay assessments for the special benefits conferred to the government property within the boundaries of the PBID.

## **7. DISTRICT AND ZONE BOUNDARY DIAGRAM**

The following page identifies the boundary and benefit zones of the District.

# DOWNTOWN LONG BEACH



**BUSINESS BASED  
IMPROVEMENT DISTRICT ZONES**

- NORTH PINE
- EAST VILLAGE ARTS DISTRICT
- PINE AVENUE
- WEST GATEWAY
- WATERFRONT

**PROPOSED PROPERTY BASED  
IMPROVEMENT DISTRICT BENEFIT ZONES**

- PREMIUM
- STANDARD
- BASIC



100 West Broadway, Suite 120, Long Beach, CA 90802  
 Phone: 562-436-4259; Fax: 562-437-7850; www.DowntownLongBeach.org



## 8. FISCAL YEAR 2006/07 ASSESSMENT ROLL

The table below provides a breakdown of the Fiscal Year 2006/07 levy for the District separated by Zone.

<b>Tax Zone</b>	<b>FY 2006/07 Levy</b>
Zone 1: Basic Service	\$77,962.62
Zone 2: Standard Service	844,408.20
Zone 3: Premium Service	824,441.88
<b>Total:</b>	<b>\$1,746,812.70</b>

The table below provides a breakdown between the Fiscal Year 2006/07 levy amounts placed on the County of Los Angeles Property Tax Roll and those billed directly to parcel owners:

<b>Method of Levy</b>	<b>FY 2006/07 Levy</b>
County of Los Angeles Property Tax Roll	Unknown at time of writing
Direct Bill	Unknown at time of writing
<b>Total:</b>	<b>\$1,746,812.70</b>

The assessment roll for Fiscal Year 2006/07, separated by Zone, for the District is listed on the following pages.

**CITY OF LONG BEACH**  
**DOWNTOWN LONG BEACH PROPERTY AND BUSINESS IMPROVEMENT DISTRICT**  
**FISCAL YEAR 2006/07 PRELIMINARY ASSESSMENT ROLL - ZONE 1-BASIC PARCELS LEVIED (1)**  
**AUGUST 9, 2006**

APN	Zone	Basic or Standard Street Front Footage	2006/07 Standard Front Levy	Premium Street Front Footage	2006/07 Premium Front Levy	Total Front Levy	Lot Sq. Footage	2006/07 Lot Levy	Bldg. Sq. Footage	2006/07 Bldg. Sq. Footage Levy	2006/07 Total Levy	Owner
7278-002-009	1-Basic	0	\$0.00	0	\$0.00	\$0.00	110,066	\$2,641.58	32,247	773.92	\$3,415.50	MOLINA MEDICAL CENTERS
7278-002-010	1-Basic	0	0.00	0	0.00	0.00	70,132	1,683.16	103,684	2,488.41	4,171.58	DEROSE PORTER KAREN L
7278-003-028	1-Basic	0	0.00	0	0.00	0.00	97,570	2,341.68	210,907	5,061.76	7,403.44	LEGACY PARTNERS I LONG BEACH OCEANGATE L
7278-003-033	1-Basic	0	0.00	0	0.00	0.00	43,686	1,048.46	81,432	1,954.36	3,002.82	LEGACY PARTNERS I LONG BEACH OCEANGATE L
7278-003-034	1-Basic	0	0.00	0	0.00	0.00	62,726	1,505.42	157,683	3,784.39	5,289.80	400 OCEANGATE LTD
7278-003-035	1-Basic	0	0.00	0	0.00	0.00	162,043	3,889.03	459,636	11,031.26	14,920.28	200 OCEANGATE LLC
7278-003-036	1-Basic	0	0.00	0	0.00	0.00	35,630	855.12	0	0.00	855.12	200 OCEANGATE LLC
7278-003-037	1-Basic	0	0.00	0	0.00	0.00	19,602	470.44	19,602	470.44	940.88	400 OCEANGATE LTD
7278-003-932	1-Basic	0	0.00	0	0.00	0.00	38,320	919.68	0	0.00	919.68	LONG BEACH CITY
7278-015-042	1-Basic	0	0.00	0	0.00	0.00	178,596	4,286.30	558,010	13,392.24	17,678.54	GREIT ONE WORLD TRADE CENTER LP
7278-015-043	1-Basic	0	0.00	0	0.00	0.00	83,635	2,007.24	346,509	8,316.21	10,323.44	HEI LONG BEACH LLC
7278-015-950	1-Basic	0	0.00	0	0.00	0.00	50,965	1,223.16	288,000	6,912.00	8,135.16	U S GOVT
7281-022-901	1-Basic	0	0.00	0	0.00	0.00	28,137	675.28	9,629	231.09	906.38	LONG BEACH CITY
<b>Totals: 13 Parcels</b>		<b>0</b>	<b>\$0.00</b>	<b>0</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>981,108</b>	<b>\$23,546.55</b>	<b>2,267,339</b>	<b>\$54,416.08</b>	<b>\$77,962.62</b>	

(1) This information is subject to change upon receipt of any rejected parcels from the County Auditor Controller.  
Any parcel changes will be addressed and an updated parcel listing will be sent to the Downtown Long Beach Associates and the City of Long Beach.

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CITY OF LONG BEACH  
DOWNTOWN LONG BEACH PROPERTY AND BUSINESS IMPROVEMENT DISTRICT  
FISCAL YEAR 2006/07 PRELIMINARY ASSESSMENT ROLL - ZONE 2-STANDARD PARCELS LEVIED (1)  
AUGUST 9, 2006

APN	Zone	Basic or Standard Street Front Footage	2006/07 Standard Front Levy	Premium Street Front Footage	2006/07 Premium Front Levy	Total Front Levy	Lot Sq. Footage	2006/07 Lot Levy	Bldg. Sq. Footage	2006/07 Bldg. Sq. Footage Levy	2006/07 Total Levy	Owner
7281-021-009	2-Standard	53	437.54	0	0.00	437.54	8,372	325.67	8,900	346.21	1,109.42	LA VISTA APTS
7281-021-015	2-Standard	25	206.38	0	0.00	206.38	2,121	82.50	1,444	56.17	345.04	TRAN TIM
7281-021-016	2-Standard	50	412.77	0	0.00	412.77	7,497	291.63	3,904	151.86	856.26	ROSS DAVID AND ESTHER
7281-021-017	2-Standard	50	412.77	0	0.00	412.77	7,497	291.63	5,544	215.66	920.06	GOMEZ RICHARD
7281-021-018	2-Standard	250	2,063.87	0	0.00	2,063.87	14,998	583.42	9,205	358.07	3,005.36	CHU HING L
7281-021-019	2-Standard	340	2,806.87	0	0.00	2,806.87	63,197	2,458.36	22,450	873.30	6,138.52	SAFEWAY STORES 23 INC
7281-021-021	2-Standard	300	2,476.65	0	0.00	2,476.65	22,500	875.25	18,442	717.39	4,069.28	GINSBURG ALLEN H
7281-021-032	2-Standard	210	1,733.65	0	0.00	1,733.65	17,347	674.79	3,851	149.80	2,558.24	NAIFY MARSHA J
7281-021-033	2-Standard	15	123.83	0	0.00	123.83	2,250	87.52	2,370	92.19	303.54	CHU HING L
7281-021-034	2-Standard	25	206.38	0	0.00	206.38	4,750	184.77	3,950	153.65	544.80	CHU HING L
7281-021-900	2-Standard	0	0.00	0	0.00	0.00	400	15.56	0	0.00	15.56	LONG BEACH CITY
7281-022-001	2-Standard	189	1,560.28	0	0.00	1,560.28	6,569	255.53	6,104	237.44	2,053.24	FARMERS AND MERCHANTS TR ET AL MOORE FAM
7281-022-003	2-Standard	25	206.38	0	0.00	206.38	3,750	145.87	3,706	144.16	496.40	DALAER INC
7281-022-005	2-Standard	52	429.28	0	0.00	429.28	4,650	180.88	2,964	115.29	725.46	ANDERSON ROGER AND JANICE
7281-022-006	2-Standard	75	619.16	0	0.00	619.16	11,247	437.50	10,476	407.51	1,464.18	ANDERSON ROGER AND JANICE
7281-022-007	2-Standard	50	412.77	0	0.00	412.77	2,496	97.09	2,740	106.58	616.44	ARGERIS JOHN AND BESSIE
7281-022-008	2-Standard	150	1,238.32	0	0.00	1,238.32	4,996	194.34	7,346	285.75	1,718.42	BARBER MICHAEL
7281-022-009	2-Standard	50	412.77	0	0.00	412.77	7,497	291.63	5,378	209.20	913.60	SMILE PROPERTIES I LLC
7281-022-010	2-Standard	50	412.77	0	0.00	412.77	7,497	291.63	9,444	367.37	1,071.76	BENWELL DOUGLAS B
7281-022-012	2-Standard	50	412.77	0	0.00	412.77	5,288	205.70	3,778	146.96	765.42	LIMPUS DENNIS L
7281-022-013	2-Standard	50	412.77	0	0.00	412.77	5,929	230.63	5,642	219.47	862.88	PAPPAS GREGORY J
7281-023-001	2-Standard	50	412.77	0	0.00	412.77	7,497	291.63	11,200	435.68	1,140.08	BEASLEY INVESTMENTS L P
7281-023-002	2-Standard	50	412.77	0	0.00	412.77	7,497	291.63	11,200	435.68	1,140.08	BEASLEY INVESTMENTS L P
7281-023-003	2-Standard	50	412.77	0	0.00	412.77	7,500	291.75	10,160	395.22	1,099.74	ANDREW HOLDINGS INC
7281-023-004	2-Standard	50	412.77	0	0.00	412.77	7,497	291.63	15,399	599.02	1,303.42	PATEL CHANDRAKANT H AND HANSABEN C
7281-023-005	2-Standard	350	2,889.42	0	0.00	2,889.42	30,000	1,167.00	22,658	881.39	4,937.80	PIATELLI MARIO
7281-023-006	2-Standard	50	412.77	0	0.00	412.77	7,497	291.63	3,712	144.39	848.80	BIGGERS BRIAN D
7281-023-007	2-Standard	50	412.77	0	0.00	412.77	7,497	291.63	6,608	257.05	961.44	PATEL CHANDRAKANT H AND HANSABEN C
7281-023-008	2-Standard	50	412.77	0	0.00	412.77	3,750	145.87	6,815	265.10	823.74	FULLMAN DONALD JR AND APRIL
7281-023-009	2-Standard	50	412.77	0	0.00	412.77	7,497	291.63	6,608	257.05	961.44	PATEL CHANDRAKANT H AND HANSABEN C
7281-023-010	2-Standard	50	412.77	0	0.00	412.77	7,497	291.63	0	0.00	704.40	LAWRENCE BOB W AND DIANE Y
7281-023-011	2-Standard	50	412.77	0	0.00	412.77	7,497	291.63	7,500	291.75	996.14	LAWRENCE BOB W AND DIANE Y
7281-023-012	2-Standard	217	1,791.44	0	0.00	1,791.44	8,538	332.12	50,382	1,959.85	4,083.42	ARTABAN APTS
7281-023-013	2-Standard	100	825.55	0	0.00	825.55	18,199	707.94	3,852	149.84	1,683.32	AKOPIANTZ LEVON A CO-TR
7281-023-014	2-Standard	50	412.77	0	0.00	412.77	9,784	380.59	0	0.00	793.36	KARAHALIOS GEORGE M
7281-023-015	2-Standard	50	412.77	0	0.00	412.77	9,500	369.55	17,268	671.72	1,454.04	SHORELINE GATEWAY LLC
7281-023-016	2-Standard	65	536.60	0	0.00	536.60	3,250	126.42	3,000	116.70	779.72	LAWRENCE BOB W AND DIANE Y
7281-023-017	2-Standard	50	412.77	0	0.00	412.77	2,496	97.09	10,476	407.51	917.38	LAWRENCE BOB W AND DIANE Y
7281-023-018	2-Standard	150	1,238.32	0	0.00	1,238.32	4,783	186.05	11,022	428.75	1,853.12	LEVIN HENRY J AND MARGARET A
7281-024-013	2-Standard	693	5,721.06	0	0.00	5,721.06	70,554	2,744.55	124,721	4,851.64	13,317.24	555 EAST OCEAN LLC
7281-024-026	2-Standard	1066	8,800.36	0	0.00	8,800.36	82,500	3,209.25	228,513	8,889.15	20,898.76	JWM FAMILY ENTERPRISES
7281-025-001	2-Standard	175	1,444.71	0	0.00	1,444.71	3,746	145.71	7,358	286.22	1,876.64	VAN ALLEN RICHARD
7281-025-002	2-Standard	50	412.77	0	0.00	412.77	7,497	291.63	11,148	433.65	1,138.06	WOOD ROBERT L
7281-025-003	2-Standard	50	412.77	0	0.00	412.77	3,750	145.87	3,750	145.87	704.52	BAERG HAEI AND KATHY
7281-025-004	2-Standard	125	1,031.93	0	0.00	1,031.93	3,750	145.87	6,856	266.69	1,444.50	PARADIGM REDEVELOPMENT
7281-025-005	2-Standard	50	412.77	0	0.00	412.77	5,000	194.50	7,978	310.34	917.60	ESTEN JERRY B AND ELAINE
7281-025-006	2-Standard	25	206.38	0	0.00	206.38	2,496	97.09	2,425	94.33	397.80	CONIGLIO TERRY J
7281-025-007	2-Standard	38	313.70	0	0.00	313.70	5,624	218.77	5,626	218.85	751.32	WOOD ROBERT L
7281-025-008	2-Standard	38	313.70	0	0.00	313.70	5,624	218.77	11,916	463.53	996.00	LONG BEACH HOLLY HOUSE LLC
7281-025-041	2-Standard	30	247.66	0	0.00	247.66	954	37.11	954	37.11	321.88	BAKER MARK
7281-025-042	2-Standard	30	247.66	0	0.00	247.66	954	37.11	954	37.11	321.88	GINN GREGORY R
7281-025-261	2-Standard	415	3,426.03	0	0.00	3,426.03	40,650	1,581.28	129,810	5,049.60	10,056.92	WILLIAM E BROZA INVESTMENTS LLC AND
7281-026-030	2-Standard	620	5,118.41	0	0.00	5,118.41	48,744	1,896.14	383,287	14,909.86	21,924.40	TRIZEC TRS REALTY INC
7281-026-031	2-Standard	961	7,933.53	0	0.00	7,933.53	106,069	4,126.08	372,367	14,485.07	26,544.68	LONG BEACH HOTEL ASSOCIATES L L C
7281-027-001	2-Standard	70	577.88	0	0.00	577.88	980	38.12	980	38.12	654.12	HART ROBERT W AND RUBY E
7281-027-002	2-Standard	22	181.62	0	0.00	181.62	1,024	39.83	1,024	39.83	261.28	TYLER BRIAN W AND SHARON H
7281-027-003	2-Standard	22	181.62	0	0.00	181.62	470	18.28	470	18.28	218.18	UZIEL LES
7281-027-005	2-Standard	21	173.36	0	0.00	173.36	422	16.41	422	16.41	206.18	DUNFEE MICHAEL J
7281-027-007	2-Standard	22	181.62	0	0.00	181.62	454	17.66	454	17.66	216.94	GIBBONS ALICE M
Totals: 449 Parcels		50,045	\$413,144.47	0	\$0.00	\$413,144.47	5,335,891	\$207,564.68	5,750,683	\$223,700.05	\$844,408.20	

(1) This information is subject to change upon receipt of any rejected parcels from the County Auditor Controller.  
Any parcel changes will be addressed and an updated parcel listing will be sent to the Downtown Long Beach Associates and the City of Long Beach.

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**CITY OF LONG BEACH**  
**DOWNTOWN LONG BEACH PROPERTY AND BUSINESS IMPROVEMENT DISTRICT**  
**FISCAL YEAR 2006/07 PRELIMINARY ASSESSMENT ROLL - ZONE 3-PREMIUM PARCELS LEVIED (1)**  
AUGUST 9, 2006

APN	Zone	Basic or Standard Street Front Footage	2006/07 Standard Front Levy	Premium Street Front Footage	2006/07 Premium Front Levy	Total Front Levy	Lot Sq. Footage	2006/07 Lot Levy	Bldg. Sq. Footage	2006/07 Bldg. Sq. Footage Levy	2006/07 Total Levy	Owner
7280-029-024	3-Premium	300	2,476.65	285	4,055.40	6,532.05	42,160	1,640.02	100,145	3,895.64	12,067.70	BEHRINGER HARVARD DOWNTOWN PLAZA
7280-029-029	3-Premium	466	3,847.06	422	6,004.84	9,851.90	78,844	3,067.03	279,022	10,853.95	23,772.88	SUNSTONE OCEAN LLC
7280-029-033	3-Premium	0	0.00	25	355.73	355.73	2,438	94.83	0	0.00	450.56	SUNSTONE OCEAN LLC
7280-029-913	3-Premium	0	0.00	190	2,703.60	2,703.60	4,800	186.72	0	0.00	2,890.32	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-029-914	3-Premium	0	0.00	10	142.29	142.29	2,670	103.86	0	0.00	246.14	REDEVELOPMENT AGENCY OF LONG BEACH CITY
7280-031-022	3-Premium	868	7,165.77	255	3,628.52	10,794.29	79,279	3,083.95	440,050	17,117.94	30,996.18	TRIZECHAHN COLONY SQUARE GP LLC
7281-001-011	3-Premium	0	0.00	141	2,006.35	2,006.35	199,504	7,760.70	58,085	2,259.50	12,026.56	COVENTRY LONG BEACH PLAZA LLC
7281-001-013	3-Premium	0	0.00	411	5,848.32	5,848.32	42,119	1,638.42	14,740	573.38	8,060.12	COVENTRY LONG BEACH PLAZA LLC
7281-001-014	3-Premium	0	0.00	625	8,893.43	8,893.43	26,800	1,042.52	12,559	488.54	10,424.48	COVENTRY LONG BEACH PLAZA
<b>Totals: 139 Parcels</b>		<b>6,154</b>	<b>\$50,804.23</b>	<b>27,515</b>	<b>\$391,524.12</b>	<b>\$442,328.35</b>	<b>4,647,065</b>	<b>\$180,770.40</b>	<b>5,175,937</b>	<b>\$201,343.63</b>	<b>\$824,441.88</b>	

(1) This information is subject to change upon receipt of any rejected parcels from the County Auditor Controller.  
Any parcel changes will be addressed and an updated parcel listing will be sent to the Downtown Long Beach Associates and the City of Long Beach.  
\* Assessments for APNs 7280-021-037 through -039, -045 through -051, -053 through -056 placed on 7280-021-052 per original DLB PBID Renewal District database.

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**City of Long Beach Properties**  
**Downtown Long Beach Property-Based Business Improvement District**  
 2006/07 Direct-Bill Listing  
 September 20, 2006

Account ID	Owner	Levy
7278-003-932	LONG BEACH CITY	\$919.68
7278-004-905	LONG BEACH CITY	5,093.96
7278-005-913	LONG BEACH CITY	3,250.32
7278-007-922	LONG BEACH CITY	9,316.70
7278-007-924	LONG BEACH CITY	9,635.80
7278-008-909	LONG BEACH CITY	8,872.70
7278-009-923	LONG BEACH CITY	7,762.66
7278-010-914(1)	LONG BEACH CITY	74,696.12
7278-010-925(1)	LONG BEACH CITY	106,675.24
7280-005-918	LONG BEACH CITY	26,821.42
7280-005-919	LONG BEACH CITY	26,873.86
7280-005-920	LONG BEACH CITY	4,553.20
7280-005-921	LONG BEACH CITY	12,221.90
7280-022-914	LONG BEACH CITY	3,065.50
7280-025-902	LONG BEACH CITY	57,701.92
7281-017-900	LONG BEACH CITY	5,817.72
7281-017-901	LONG BEACH CITY	704.52
7281-018-912	LONG BEACH CITY	4,760.94
7281-019-902	LONG BEACH CITY	352.24
7281-021-900	LONG BEACH CITY	15.56
7281-022-901	LONG BEACH CITY	906.38
<b>Totals: 21 Parcels</b>		<b>\$370,018.34</b>

(1) Historically, DDR has been billed for installments on APNs 7278-010-914 & 7278-010-925. Levy amount for Fiscal Year 2006/07 equals \$181,371.36. Therefore the net levy payable by City of Long Beach equals \$188,646.98.

**Redevelopment Agency Properties**  
**Downtown Long Beach Property-Based Business Improvement District**  
 2006/07 Direct-Bill Listing  
 September 20, 2006

Account ID	Owner	Levy
7278-008-926	REDEVELOPMENT AGENCY OF LONG BEACH CITY	\$6,962.78
7278-017-934	REDEVELOPMENT AGENCY OF LONG BEACH CITY	3,511.08
7278-017-935	REDEVELOPMENT AGENCY OF LONG BEACH CITY	5,209.02
7278-019-915	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,396.14
7278-019-921	REDEVELOPMENT AGENCY OF LONG BEACH CITY	572.26
7278-019-929	REDEVELOPMENT AGENCY OF LONG BEACH CITY	996.26
7280-015-900	REDEVELOPMENT AGENCY OF LONG BEACH CITY	704.52
7280-016-900	REDEVELOPMENT AGENCY OF LONG BEACH CITY	2,069.12
7280-016-901	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,513.24
7280-016-902	REDEVELOPMENT AGENCY OF LONG BEACH CITY	704.52
7280-016-903	REDEVELOPMENT AGENCY OF LONG BEACH CITY	704.52
7280-016-904	REDEVELOPMENT AGENCY OF LONG BEACH CITY	3,828.26
7280-016-905	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,294.96
7280-019-900	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,003.22
7280-019-901	REDEVELOPMENT AGENCY OF LONG BEACH CITY	3,244.76
7280-019-902	REDEVELOPMENT AGENCY OF LONG BEACH CITY	997.96
7280-019-903	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,294.96
7280-019-904	REDEVELOPMENT AGENCY OF LONG BEACH CITY	2,296.72
7280-019-905	REDEVELOPMENT AGENCY OF LONG BEACH CITY	889.58
7280-020-900	REDEVELOPMENT AGENCY OF LONG BEACH CITY	2,553.02
7280-020-902	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,790.58
7280-020-903	REDEVELOPMENT AGENCY OF LONG BEACH CITY	601.92
7280-020-906	REDEVELOPMENT AGENCY OF LONG BEACH CITY	470.64
7280-024-906	REDEVELOPMENT AGENCY OF LONG BEACH CITY	4,751.20
7280-024-907	REDEVELOPMENT AGENCY OF LONG BEACH CITY	490.34
7280-024-908	REDEVELOPMENT AGENCY OF LONG BEACH CITY	352.24
7280-024-909	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,696.00
7280-024-910	REDEVELOPMENT AGENCY OF LONG BEACH CITY	996.26
7280-024-911	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,908.90
7280-024-915	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,087.40
7280-028-900	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,600.18
7280-028-901	REDEVELOPMENT AGENCY OF LONG BEACH CITY	2,509.56
7280-028-902	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,003.60
7280-028-903	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,798.04
7280-028-904	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,003.22
7280-028-905	REDEVELOPMENT AGENCY OF LONG BEACH CITY	435.92
7280-028-906	REDEVELOPMENT AGENCY OF LONG BEACH CITY	2,842.32
7280-028-907	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,003.22
7280-028-909	REDEVELOPMENT AGENCY OF LONG BEACH CITY	698.78
7280-028-910	REDEVELOPMENT AGENCY OF LONG BEACH CITY	3,181.58
7280-028-911	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,385.26
7280-028-913	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,592.36
7280-028-916	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,213.08
7280-029-913	REDEVELOPMENT AGENCY OF LONG BEACH CITY	2,890.32
7280-029-914	REDEVELOPMENT AGENCY OF LONG BEACH CITY	246.14
7281-017-902	REDEVELOPMENT AGENCY OF LONG BEACH CITY	3,469.48
<b>Totals: 46 Parcels</b>		<b>\$82,765.44</b>

**ATTACHMENT B**

**City of Long Beach Properties**

**Downtown Long Beach Property-Based Business Improvement District**

2006/07 Direct-Bill Listing

September 20, 2006

Account ID	Owner	Levy
7278-003-932	LONG BEACH CITY	\$919.68
7278-004-905	LONG BEACH CITY	5,093.96
7278-005-913	LONG BEACH CITY	3,250.32
7278-007-922	LONG BEACH CITY	9,316.70
7278-007-924	LONG BEACH CITY	9,635.80
7278-008-909	LONG BEACH CITY	8,872.70
7278-009-923	LONG BEACH CITY	7,762.66
7278-010-914(1)	LONG BEACH CITY	74,696.12
7278-010-925(1)	LONG BEACH CITY	106,675.24
7280-005-918	LONG BEACH CITY	26,821.42
7280-005-919	LONG BEACH CITY	26,873.86
7280-005-920	LONG BEACH CITY	4,553.20
7280-005-921	LONG BEACH CITY	12,221.90
7280-022-914	LONG BEACH CITY	3,065.50
7280-025-902	LONG BEACH CITY	57,701.92
7281-017-900	LONG BEACH CITY	5,817.72
7281-017-901	LONG BEACH CITY	704.52
7281-018-912	LONG BEACH CITY	4,760.94
7281-019-902	LONG BEACH CITY	352.24
7281-021-900	LONG BEACH CITY	15.56
7281-022-901	LONG BEACH CITY	906.38
<b>Totals: 21 Parcels</b>		<b>\$370,018.34</b>

(1) Historically, DDR has been billed for installments on APNs 7278-010-914 & 7278-010-925. Levy amount for Fiscal Year 2006/07 equals \$181,371.36. Therefore the net levy payable by City of Long Beach equals \$188,646.98.

**Redevelopment Agency Properties**

**Downtown Long Beach Property-Based Business Improvement District**

2006/07 Direct-Bill Listing

September 20, 2006

Account ID	Owner	Levy
7278-008-926	REDEVELOPMENT AGENCY OF LONG BEACH CITY	\$6,962.78
7278-017-934	REDEVELOPMENT AGENCY OF LONG BEACH CITY	3,511.08
7278-017-935	REDEVELOPMENT AGENCY OF LONG BEACH CITY	5,209.02
7278-019-915	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,396.14
7278-019-921	REDEVELOPMENT AGENCY OF LONG BEACH CITY	572.26
7278-019-929	REDEVELOPMENT AGENCY OF LONG BEACH CITY	996.26
7280-015-900	REDEVELOPMENT AGENCY OF LONG BEACH CITY	704.52
7280-016-900	REDEVELOPMENT AGENCY OF LONG BEACH CITY	2,069.12
7280-016-901	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,513.24
7280-016-902	REDEVELOPMENT AGENCY OF LONG BEACH CITY	704.52
7280-016-903	REDEVELOPMENT AGENCY OF LONG BEACH CITY	704.52
7280-016-904	REDEVELOPMENT AGENCY OF LONG BEACH CITY	3,828.26
7280-016-905	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,294.96
7280-019-900	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,003.22
7280-019-901	REDEVELOPMENT AGENCY OF LONG BEACH CITY	3,244.76
7280-019-902	REDEVELOPMENT AGENCY OF LONG BEACH CITY	997.96
7280-019-903	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,294.96
7280-019-904	REDEVELOPMENT AGENCY OF LONG BEACH CITY	2,296.72
7280-019-905	REDEVELOPMENT AGENCY OF LONG BEACH CITY	889.58
7280-020-900	REDEVELOPMENT AGENCY OF LONG BEACH CITY	2,553.02
7280-020-902	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,790.58
7280-020-903	REDEVELOPMENT AGENCY OF LONG BEACH CITY	601.92
7280-020-906	REDEVELOPMENT AGENCY OF LONG BEACH CITY	470.64
7280-024-906	REDEVELOPMENT AGENCY OF LONG BEACH CITY	4,751.20
7280-024-907	REDEVELOPMENT AGENCY OF LONG BEACH CITY	490.34
7280-024-908	REDEVELOPMENT AGENCY OF LONG BEACH CITY	352.24
7280-024-909	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,696.00
7280-024-910	REDEVELOPMENT AGENCY OF LONG BEACH CITY	996.26
7280-024-911	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,908.90
7280-024-915	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,087.40
7280-028-900	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,600.18
7280-028-901	REDEVELOPMENT AGENCY OF LONG BEACH CITY	2,509.56
7280-028-902	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,003.60
7280-028-903	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,798.04
7280-028-904	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,003.22
7280-028-905	REDEVELOPMENT AGENCY OF LONG BEACH CITY	435.92
7280-028-906	REDEVELOPMENT AGENCY OF LONG BEACH CITY	2,842.32
7280-028-907	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,003.22
7280-028-909	REDEVELOPMENT AGENCY OF LONG BEACH CITY	698.78
7280-028-910	REDEVELOPMENT AGENCY OF LONG BEACH CITY	3,181.58
7280-028-911	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,385.26
7280-028-913	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,592.36
7280-028-916	REDEVELOPMENT AGENCY OF LONG BEACH CITY	1,213.08
7280-029-913	REDEVELOPMENT AGENCY OF LONG BEACH CITY	2,890.32
7280-029-914	REDEVELOPMENT AGENCY OF LONG BEACH CITY	246.14
7281-017-902	REDEVELOPMENT AGENCY OF LONG BEACH CITY	3,469.48
<b>Totals: 46 Parcels</b>		<b>\$82,765.44</b>