

October 12, 2021

C-3

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt a Resolution approving the Annual Report for October 1, 2021 to September 30, 2022, for the Fourth Street Parking and Business Improvement Area, declaring its intention to levy the annual business assessment, and setting the date of hearing for November 9, 2021. (District 2)

DISCUSSION

The Fourth Street Parking and Business Improvement Area (FSPBIA) was established by the City Council in 2007, allowing for the levy of an annual business license assessment to be paid by businesses located in the FSPBIA. The City of Long Beach (City) contracts with the Fourth Street Business Improvement Association (FSBIA) to manage the FSPBIA and the FSBIA Board of Directors serves as the Advisory Board to the City Council on matters related to the FSPBIA. The FSBIA promotes and markets the FSPBIA using funds generated through the FSPBIA business license assessment.

State law governing Parking and Business Improvement Areas requires that an annual report be submitted to the City Council by the Advisory Board designated for this Assessment District. On September 1, 2021, the FSBIA Board of Directors voted to recommend to the City Council approval of the 2021-2022 FSPBIA Annual Report (Annual Report) (Exhibit A to the Resolution).

The Annual Report describes boundaries, proposed activities, and budgetary information, as well as the method and basis for the continuation of the assessment. The Annual Report proposes no change to the FSPBIA boundaries or the method of levying the assessment and no significant change to proposed activities.

The Annual Report, transmitting the recommendations of the FSBIA, proposes the following assessment rates.

Method of Assessment

Business License Category	Annual Rate
Financial/Banking and Insurance	\$200
Service: Real Estate Offices	\$200
Retail: Restaurant w/Alcohol and RTE	\$200
Retail: Other	\$200
Consulting	\$200

Business License Category	Annual Rate
Construction Contractor	\$200
Professional	\$200
Service: Other	\$200
Misc.: Recreation/Entertainment, Vendors, Manufacturing, Wholesale	\$100
Commercial Space Rental	\$100
Nonprofit Business Operations	\$100
Residential Property Rental	n/a
All Secondary Licensees	n/a

Each year, the City calculates the Consumer Price Index (CPI), an adjustment for consumer goods and services, and applies the CPI to various City fees on July 1 of each year. Parking and Business Improvement Area Advisory Boards may request a CPI adjustment for business license assessments. The FSBI has decided not to request a July 2022 CPI adjustment.

The recommended Resolution grants approval of the Annual Report, declares the intention of the City Council to levy the assessment for proposed activities, and sets the date of the public hearing for November 9, 2021.

This matter was reviewed by Deputy City Attorney Amy R. Webber on September 8, 2021 and by Budget Management Officer Rhutu Amin Gharib on September 20, 2021.

TIMING CONSIDERATIONS

City Council action is requested on October 12, 2021, to set the date of the public hearing for November 9, 2021. The new contract year begins on October 1, 2021.

FISCAL IMPACT

It is estimated that the FSPBIA will generate \$15,000 in FY 22 through the proposed continuation of the assessment. Assessment funds are collected by the City on behalf of the FSPBIA through additional fees attached to FSPBIA business licenses and passed directly through to the FSBI for implementation of annual programs. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JOHN KEISLER
DIRECTOR OF ECONOMIC DEVELOPMENT

APPROVED:



THOMAS B. MODICA
CITY MANAGER

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
411 West Ocean Boulevard, 9th Floor
Long Beach, CA 90802

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RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH APPROVING AN ANNUAL ASSESSMENT REPORT FOR OCTOBER 1, 2021 TO SEPTEMBER 30, 2022 FOR THE FOURTH STREET PARKING AND BUSINESS IMPROVEMENT AREA AND DECLARING ITS INTENTION TO LEVY THE ANNUAL ASSESSMENT FOR THAT FISCAL YEAR

WHEREAS, pursuant to Section 36533 of the California Streets and Highways Code, the Fourth Street Business Improvement Association Board of Directors has caused a Report to be prepared for October 1, 2021 to September 30, 2022 relating to the Fourth Street Parking and Business Improvement Area ("FSPBIA") which is located generally in that section of the City of Long Beach bounded by Cherry Avenue and Carroll Park North with frontage along Fourth Street and as more specifically described in the Report; and

WHEREAS, said Report contains, among other things, with respect to October 1, 2021 to September 30, 2022 all matters required to be included by the above cited Section 36533; and

WHEREAS, having approved such Report, the City Council hereby declares its intention to:

- A. Confirm levy of and direct collecting within the Area, assessments for the FSPBIA for October 1, 2021 to September 30, 2022. Said assessments are proposed to be levied on such classifications and at such rates as are set forth in Exhibit "A" attached hereto and incorporated herein. These assessments are not proposed to be levied on owners of commercial or residential property;
- B. Provide that each business shall pay the assessment annually, at the

1 same time the business license is due. This is the same collection procedure which
2 occurred in the previous fiscal year; and

3 WHEREAS, to this end, the proposed activities and improvements
4 undertaken by the Area include those generally specified in the establishing Ordinance
5 No. ORD-07-0043, Section 5, as adopted by the City Council on September 18, 2007;
6 and

7 WHEREAS, a copy of the Report is on file with the City Clerk and includes
8 a full description of the activities and improvements to be provided from October 1, 2021
9 to September 30, 2022, the boundaries of the area, and the proposed assessments to be
10 levied on the businesses that fiscal year and all other information required by law; and

11 WHEREAS, it is the desire of this City Council to fix a time and place for a
12 public hearing to be held regarding the Report, the levy and the proposed program for
13 October 1, 2021 to September 30, 2022;

14 NOW THEREFORE, the City Council of the City of Long Beach resolves as
15 follows:

16 Section 1. That certain Report entitled "2021-2022 Annual Report Fourth
17 Street Parking and Business Improvement Area" attached hereto as Exhibit "A" and
18 incorporated herein, for the period October 1, 2021 to September 30, 2022, as filed with
19 the City Clerk is hereby approved.

20 Section 2. On November 9, 2021 at 5:00 p.m., in the Civic Chamber, City
21 Hall, 411 West Ocean Boulevard, Long Beach, California 90802, the City Council of the
22 City of Long Beach will conduct a public hearing on the levy of proposed assessments for
23 October 1, 2021 to September 30, 2022 for the FSPBIA. All concerned persons are
24 invited to attend and be heard, and oral or written protests may be made, in accordance
25 with the following procedures:

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

1 proceedings shall be in writing and shall clearly set forth the irregularity or
2 defect to which the objection is made.

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

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

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

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

21 Section 4. This resolution shall take effect immediately upon its adoption
22 by the City Council, and the City Clerk shall certify to the vote adopting this resolution.

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OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
411 West Ocean Boulevard, 9th Floor
Lana Beach, CA 90802

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I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of _____, 2021, by the following vote:

Ayes: Councilmembers: _____

Noes: Councilmembers: _____

Absent: Councilmembers: _____

Recusal(s): Councilmembers: _____

City Clerk

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
411 West Ocean Boulevard, 9th Floor
Lana Beach, CA 90802

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EXHIBIT "A"



**2021-2022 Annual Report
Fourth Street Parking and
Business Improvement Area**

SUBMITTED BY FOURTH STREET BUSINESS IMPROVEMENT
ASSOCIATION
AUGUST 31, 2021

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DISTRICT OVERVIEW

District Background

Colloquially nicknamed “Retro Row,” the area along Fourth Street between Cherry and Temple Avenues is known locally, regionally as well as internationally for its eclectic style and storefronts, independent spirit, retro-inspired mix of shops and services and variety of attractions which can fulfill an entire day and/or evening for any age group. Retro-Row proudly offers shopping including vintage, kitsch, new boutique, designer high-end furniture and fixtures, books, plants, art and music as well as a broad variety of restaurants, coffee shops, vegan ice cream and juice bars, salons and barber shops, an independent art house movie theatre, bars and live music!

Conceived by a coalition of Fourth Street business owners, the Fourth Street Parking and Business Improvement Area (FSPBIA) is a benefit assessment district formed on September 11, 2007 by Ordinance 07-0043 to attract customers to the Fourth Street shopping area.

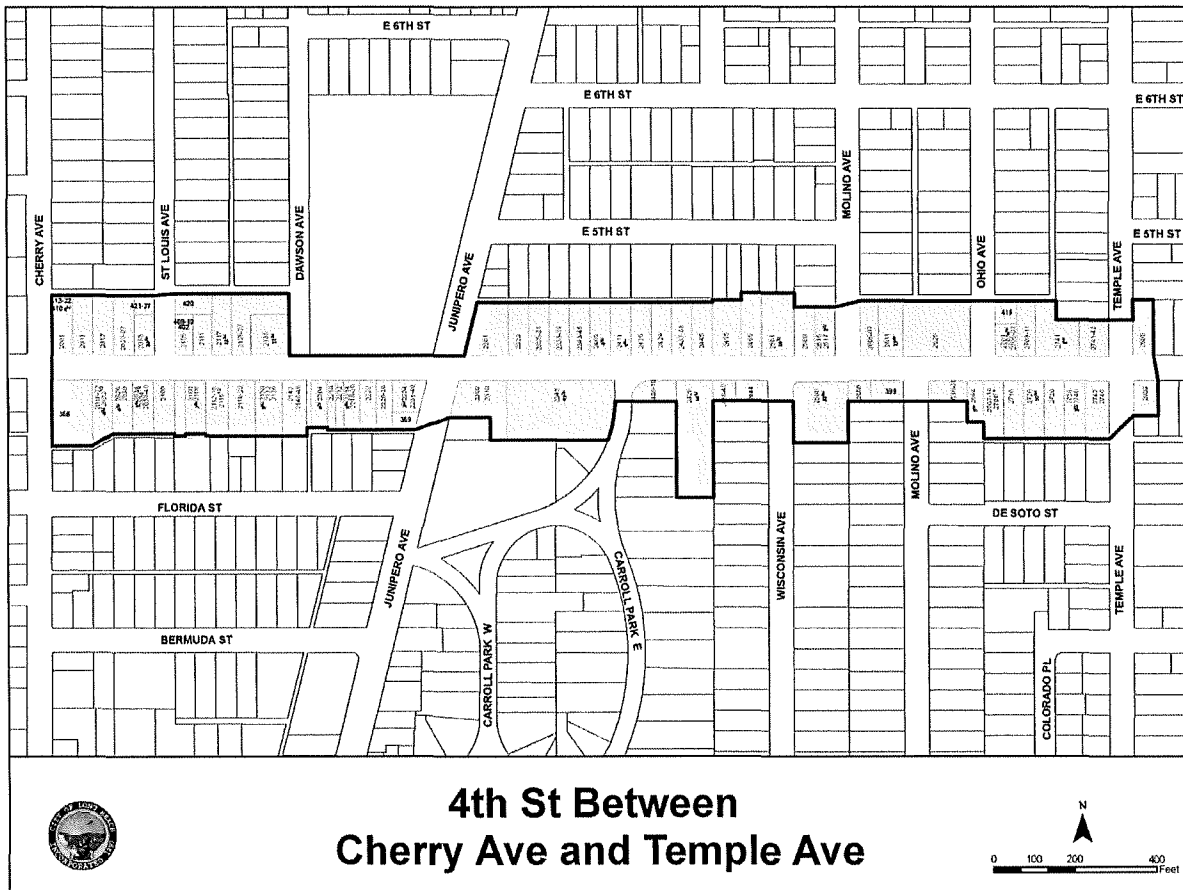
The purpose of FSPBIA is to actively promote and market the Fourth Street shopping district as a destination through events, neighborhood clean-ups, community outreach, and advertising. The Fourth Street Business Improvement Association (FSBIA) manages FSPBIA under contract with the City of Long Beach.

Fourteen years after the inception of the Business Improvement District, the FSPBIA continues to evolve, expanding its already unique mix of shopping, dining, and entertainment experiences. Since the eastward expansion of FSPBIA to Temple Ave in 2015, FSPBIA continues to actively solicit the participation of new affiliate member businesses with an eye toward possible westward expansion in the coming years. The Association continues to actively encourage participation of existing members through monthly meetings, events meetings, regular and transparent communications, and improved access to BID resources. Building on the ongoing successes of hiring our first BID Administrator, City Council approved parking meters and continuous community outreach, the BID continuously reviews its persona to the physical consumers that visit the area as well as our perception on social media. Using Retro Row’s established reputation for diverse and unique offerings, additional emphasis is being placed on street-wide events and attractions in order to broaden its appeal to a changing consumer demographic, and to creatively manage the ever-increasing effects of online shopping habits on traditional retail sectors.

Since the outbreak of COVID-19, the BID has concentrated its efforts on the ever changing protocols and management of information surrounding it. A large portion of our budget continues to be used on admin services to keep our stakeholders informed and up to date with the most current status of protocols. This has been especially beneficial as COVID-19 has forced many of our businesses to operate under a limited scope.

Fourth Street Parking and Business Improvement Area Boundary

Fourth Street between Cherry Avenue and Temple Avenue East.



Proposed Changes

The Fourth Street Business Improvement Association Board of Directors proposes no changes to the district boundary for 2021-2022.

District Advisory Board

Officers

President	Dan Rossiter, Old Gold
Vice President	Drake Woodson, Relics
Treasurer	Kathleen Shaaf, Meow
Secretary	Emily Rollins, Vine

Directors

Melissa Carpenter, The Hangout
Brenda Rivera, Lolos
Emily Rollins, Vine
May Salem, Native Sol
Ty Ward, Earthing

Monthly Board Meetings

First Tuesday of the month at Vine, 2142 E. 4th Street, Long Beach, CA 90814 at 9:30am.

Monthly General Meetings

Second Thursday of the month at Our Saviour's Lutheran Church, 370 Junipero Avenue, Long Beach, CA 90814 at 9:30 am.

District Personnel

Sierra Crabtree, BID Administrator. Sierra is responsible for attending all meetings and taking minutes, creating and sending out all meeting agendas and reminders and any other administrative support that the BID needs.

METHOD OF ASSESSMENT

Assessments are calculated as follows:

Business License Category	Annual Rate
Financial/Banking & Insurance	\$200
Service: Real Estate Offices	\$200
Retail: Restaurant w/Alcohol & RTE	\$200
Retail: Other	\$200
Consulting	\$200
Construction Contractor	\$200
Professional	\$200
Service: Other	\$200

Miscellaneous: Rec/Ent, Vend, Manf, Uniq, Whisl,	\$100
Commercial Space Rental	\$100
Non-profit Business Operations	\$100
Residential Property Rental	n/a
All Secondary Licensees	n/a

Proposed Changes

The Fourth Street Business Improvement Association Board of Directors proposes no changes to the method and basis of levying the assessment.

Consumer Price Index Adjustment

The Fourth Street Business Improvement Association Board of Directors is not requesting a Consumer Price Index adjustment for the 2021-2022 contract year.

BUDGET

Projected Budget

INCOME

Annual Assessment Revenue	\$15,000.00
Associate Member Dues	\$1,200.00
4 th and Cherry Parking Lot	\$95,000.00
4 th Street Parking Meters	\$10,000.00
TOTAL INCOME	\$121,200.00

EXPENSES

Marketing

Social Media Management	\$32,400.00
Print Advertising and Promotion	\$3,000.00
<i>Sub Total</i>	<i>\$35,400.00</i>

Events

4th Fridays	\$13,648.00
No Parking on the Dance Floor	\$3,000.00
Entertainment	\$6,800.00
Vendor Coordinators	\$8,400.00
Event Security	\$1,200.00
Annual Permit	\$902.00

Collateral Print & Design \$4,882.44

Sub Total \$38,832.44

Maintenance & Beautification

Landscape & Garden Maintenance Upkeep \$3,160.00

Misc / Maintenance \$1,900.00

Waste Management \$1,450.00

Sub Total \$6,510.00

Management Expenses

Rent for Parking Lot \$24,000.00

Insurance / Tax Prep / Bookkeeping \$10,425.00

4th Street BID Administrator Salary \$16,700.00

Website \$3,000.00

Garage Rent \$1,050.00

Parking Lot Patrol \$42,000.00

Sub Total \$97,175.00

TOTAL EXPENSES \$177,917.44

Surplus or Deficit Carryover

RESERVES \$4,588.00

FOURTH STREET BUSINESS IMPROVEMENT ASSOCIATION PROGRAM

2021 – 2022 Program

Marketing

The Fourth Street Business Improvement Association has retained the services of Islett Media Services to manage all social media content, updates, and postings for the 4th Street Instagram, Facebook, TikTok and Twitter platforms to promote Retro Row and its affiliated merchants in conjunction with existing marketing and advertising efforts.

Events

Due to the pandemic, all events after March 15, 2020 were cancelled. The Fourth Street Business Improvement Association optimistically and safely resumed events on July 23, 2021. A significant investment will be made in 4th Street events with a major focus on our monthly Fourth Friday's event. Fourth Friday's activates the business district with a free trolley, live music, artists and vendors to promote the district and increase foot traffic.

Maintenance & Beautification

Continued dedicated funding retaining the monthly services of a landscaping company to maintain the parking lot at the corner of 4th and Cherry, and the Garden Walk alongside Burbank Elementary School. Additionally, we will be purchasing trash receptacles as well as hiring a waste management contractor to empty them on a regular basis. During the pandemic, the BID has focused on continuous clean ups, maintenance, encampment clean ups and monitoring abandoned store fronts. The overall goal is to maintain cleanliness along the business corridor.

Management

The Fourth Street BIA is managed by a volunteer board made up of business owners within the district. Aside from ongoing insurance and accounting service expenses, the Association relies on a dedicated administrative position to take and post monthly meeting notes, maintain and update email contact lists, research and submit grants and sponsorships, and perform ongoing miscellaneous administrative support. This portion of our budget is also utilized for the lease expense of the 4th and Cherry parking lot, tax and insurance preparation, and the rental of a utility storage space on 4th St. We also contract an outside company to patrol the parking lot on 4th and Cherry which will ensure that our income for the parking lot remains consistent.

The FSPBIA Service Plan Budget provides for funding for marketing, promoting and maintaining the cleanliness and attractiveness of the 4th Street district. Although a relatively small district with a relatively small number of participants, the Association continues to aggressively and creatively manage a modest budget to facilitate and promote events, as well as to maintain the overall cleanliness and "curb appeal" of the Retro Row corridor.

Effective January 2016, the FSPBIA became the official lessee of the parking lot at the corner of 4th and Cherry, which was previously managed directly by the City of Long Beach. The installation of a new parking meter system, in combination with adjusted parking rates, have resulted in additional monthly revenue for the BID.

FOURTH STREET BUSINESS IMPROVEMENT ASSOCIATION GOALS 2021-2022

Clean and Safe

- **Additional Security Lighting, Bulb Replacement**

- Pursue sponsorship (City Light & Power, SCE) to replace dead light bulbs and bring additional security lighting where needed.

- **Custodial Staff**

- Add one paid custodial staff position to regularly monitor overall street cleanliness and address issues as needed.

Placemaking

- **Light Pole Banners**

- Pursue sponsorship from Council Office to add banners on 4th from Temple to Cherry

- **Farmer's Market and Food Insecurity Resources**

- Bring a weekly community farmer's market to the parking lot at 4th / Cherry and offer food to members of the community experiencing food insecurity.

- **Sidewalk Expansion (long term)**

- Revisit formerly approved plans for a sidewalk expansion on the south side of 4th between Cherry and Junipero.

Marketing

- Update 4th Street Branding Guidelines
- Pursue National and Global Press
- Increase social media followers by 3%
- Pursue key partnerships with local media

Revenue

- Increase business license rates
- Charge artists and vendors table rates for 4th Fridays and other events