CITY OF LONG BEACH
DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD · LONG BEACH, CALIFORNIA 90802

September 7, 2010

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt the attached Resolution approving the Annual Assessment Report for October 1, 2010 to September 30, 2011, for the Belmont Shore Parking and Business Improvement Area, declaring its intention to levy the annual assessment, and setting the date of hearing for October 5, 2010. (District 3)

DISCUSSION

The Belmont Shore Business Association (BSBA) promotes and markets the commercial area along Second Street using funds generated through the assessment of businesses located in the Belmont Shore Parking and Business Improvement Area (BSPBIA). State law governing Parking and Business Improvement Areas require the submission of an annual assessment report by the Advisory Commission designated for this Assessment District. On May 20, 2010, the BSPBIA Advisory Commission voted to recommend to City Council approval of the BSPBIA Annual Report (attached).

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

The recommended Resolution of Intention grants approval of the Assessment Report, declares the intention of the City Council to levy the assessment for proposed activities, and sets the date of the public hearing for October 5, 2010.

This letter was reviewed by Deputy City Attorney Heather Mahood on August 18, 2010, City Treasurer David Nakamoto and Budget Management Officer Victoria Bell on August 18, 2010.

TIMING CONSIDERATIONS

City Council action is requested on September 7, 2010 to allow purchase order and contract modifications to be completed so that Fiscal Year 2011 (FY 11) assessment transfers may be made as required by the Agreement for Funding with the BSBA.
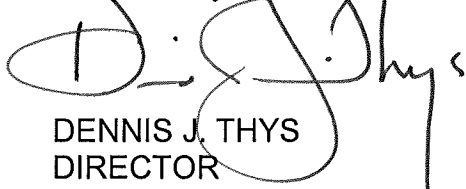
FISCAL IMPACT

It is expected that the BSPBIA will generate $136,000 in Fiscal Year 2011 (FY 11) through the proposed continuation of the existing assessment. Sufficient Funds are included in the FY 11 Proposed Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD). FY 11 assessment revenue will fully offset the allocation in SR 132. There is no impact to the General Fund and no local job impact associated with this action.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

DENNIS J. THYS
DIRECTOR
DEPARTMENT OF COMMUNITY DEVELOPMENT

DJT/VRG:jsf
09.07.10 Belmont Shore Parking v2

Attachments: Belmont Shore Parking and Business Improvement Area FY 2011 Annual Report
Resolution of Intention Approving 2011 Annual Report and Levy

APPROVED:

PATRICK H. WEST
CITY MANAGER

BELMONT SHORE BUSINESS ASSOCIATION
ANNUAL DISTRICT REPORT

BSBA MISSON STATEMENT

The purpose of the Belmont Shore Business Association is to form a common bond among business owners located in and around the Belmont Shore area whose goals are to promote, protect, and maintain prosperity for the Belmont Shore Community. This association is for its members and the immediate community, providing a united front to express opinions, protect tranquility and promote a better understanding among merchants, institutions, professionals, as well as residents.

2010 – 2011 GOALS

- Promote Belmont Shore businesses to all area residents and more widely to Southern California.

- Market Belmont Shore as a destination for dining, shopping, personal & professional services, and community events.

- Work with vested residential and business community to promote and maintain prosperity of the area.

- Collaborate with Long Beach Convention and Visitors Bureau to market Belmont Shore to the tourist and convention markets.

- Continue to provide safe and fun events for the Belmont Shore community.

- Seek corporate and private funding to supplement the BSBA budget and provide for more widely publicized events.

YEAR IN REVIEW – TO DATE
APRIL 1, 2009 – APRIL 1, 2010

The Belmont Shore Business Association is grateful to help facilitate and manage the many promotions and marketing opportunities currently being coordinated in Belmont Shore. The key components of our program are:

BEAUTIFICATION

Representatives from the BSBA Board and Executive Office have attended the monthly meetings of the Belmont Shore Parking and Improvement Commission. The priority of the association has been to keep Belmont Shore litter and graffiti free as well to maintain medians that are esthetically appealing through landscaping. To uphold this goal, the BSBA has communicated to the businesses their responsibility to remove trash from the front of their establishments including the removal of full trash bags from sidewalk receptacles. This effort has supplemented the work performed by the Conservation Corps, which has a contract with the Belmont Shore Parking and Improvement Commission for litter and graffiti abatement.

COMMUNITY OUTREACH

The Executive Director or her assistant have attended monthly community meetings of the Third District Joint Council. The BSBA continues to make an effort to communicate Belmont Shore's progress, changes, and BSBA promotions to local residents.

EVENTS

The BSBA hosts several events every year. The events gain exposure for Belmont Shore through press coverage and by drawing thousands to the area. Many businesses benefit directly from the events. All members can benefit from the additional visitors who may not purchase from them on that day, but may make a point to return as they have come to know all that Belmont Shore has to offer.

The association continues to analyze its events and determine which ones are beneficial to the district and if any should be discontinued. In addition, new events have been added, particularly those aimed at benefitting retail merchants. The Chili Cook-off was removed from the schedule of events. New events added during this period were Stroll & Shop, 'Art Walk' and 'Starlight Shopping'.

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

- **Health, Beauty & Fitness Fair: May 3**
  This event was sponsored by St. Mary Medical Center, which provided funding and also medical staff for complimentary health screenings. In addition 47 health, beauty and fitness related businesses participated with booths at the event.
- **Stroll & Savor: May 20 & 21, June 24 & 25, July 22 & 23, August 19 & 20**
  Over thirty restaurants participated in this event series, which can be thought of as a "taste of Belmont Shore". Attendees purchased ticket books from the association and used tickets to purchase the food offered by participating restaurants. The event brought over a thousand people out each night to stroll 2nd St. and savor the many different cuisines Belmont Shore has to offer.

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- **Stroll & Shop: July 11**
  This new retail event featured 34 merchants that provided special discounts, offers, and activities.
- **Summer Sale: August 21 – 23**
  During the three-day sale, Belmont Shore retail merchants cleared older and out-of-season merchandise. Many also offered special promotions. Shoppers loved it for their chance to get a great deal. The BSBA facilitated and promoted the event for the businesses.
- **20th Annual Car Show: September 13**
  One of the largest classic car shows on the West Coast, the Belmont Shore Car Show drew thousands of spectators to see the nearly 600 beautifully maintained and restored cars dating to 1975 and earlier. East 2nd St. was closed for the event and was filled with the cars and people.
- **Art Walk: October 25**
  A new event created for GLOBAL (Greater Long Beach Arts Lab) of the Arts Council For Long Beach's 'Art Month' celebration. Participating businesses exhibited artwork by local Long Beach residents and students. In addition, artists created art pieces on location during the day.
- **Trick-Or-Treat On 2nd St.: October 31**
  A safe and fun destination for trick-or-treating drew hundreds of parents and children to Belmont Shore on Halloween evening. Most storefront businesses participated by handing out candy to the costumed children.
- **27th Annual Christmas Parade: December 5**
  This was one of the largest parades Belmont Shore has hosted both in the number of entries and spectators. The theme of the parade was 'A Magical, Musical Christmas'. The grand marshal was Paul Garman, Executive Director for Musical Theater West. The association worked with the City and parade coordinator, International City Racing, to conceive of a logistics plan that would allow E. 2nd St. to remain open to traffic until 5:00PM (four hours later than previous year). The start time of the parade was changed to an hour later (7:00PM) as part of this plan. Merchants responded well to the change and reported that it benefitted their business that day.
- **Starlight Shopping: December 3, 10 & 17**
  A new retail promotion geared toward bringing holiday shoppers to Belmont Shore. The event highlights extended holiday store hours and the outstanding retail options available on 2nd Street. Dickens carolers performed classic Christmas carols throughout the district. Inside stores, retailers offer special promotions, giveaways and refreshments.
- **6th Annual Chocolate Festival: February 6**
  This event has grown in popularity bringing over 1,000 chocolate lovers to Belmont Shore. Twenty-four merchants participated in the event by offering tempting chocolate treats. As done for Stroll & Savor, attendees purchased ticket books and used the tickets to purchase the items. In addition to chocolate offerings, the event included a Homemade Chocolate Dessert Contest and a Chocolate Pie Eating Contest.

MARKETING

Belmont Shore was marketed as a dining, shopping and entertainment destination in local and regional visitor guides and publications. Locally, ads were placed in *The Official Guide to Long Beach* and *Long Beach Planners Guide*. *Discovery Map of Long Beach* featured an enlarged map of Belmont Shore and a list of businesses. *Welcome To SoCal Magazine*, a quarterly publication distributed in Orange County hotels, John Wayne Airport and other visitor locations featured an editorial and two-page ad spread in the summer and fall issues. Destination ads have also ran in *SC Scene Magazine*, a new publication focused on the South Bay and Long Beach.

BSBA has coordinated cooperative advertising opportunities for its members. These ads serve as a cohesive promotion for Belmont Shore and also provide members with a discounted rate for their ads. Such publications offering this partnership are the *Live LB Magazine*, *Grunion Gazette*, and *Sun Newspaper*.

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

On the online front, the BSBA has tapped into promoting the business district and events through social media. In 2009 a Facebook profile was established, which currently has nearly 1,300 friends and is growing daily.

MEMBER COMMUNICATION

The Monthly Newsletter was delivered to all BSBA Members. This included the meeting minutes from the promotions and board meetings, a letter from the Executive Director with updates on Shore related news and promotions, a schedule of events and BSBA meetings, and any flyers or letters relevant to Belmont Shore businesses.

The Executive Director has also been working to visit members in an effort to communicate BSBA's efforts and to field any issues or suggestions the members may have.

All members have been invited and encouraged to attend the monthly promotions and board meetings where they may network, learn more about all aspects of the association's efforts, and offer their insight.

MEMBERSHIP

The association has brought on seven new Associate & Affiliate Members during this period. There has also been a change in members as businesses have left and new businesses have come in. The Executive Director has visited new businesses to welcome them and inform them of the benefits of membership.

POLICING

A representative from the Long Beach Police Department East Division has attended our monthly board meetings. The officer has provided members with safety issues and tips for Belmont Shore businesses. Members have also communicated their concerns to the officers. The BSBA office has served as a liaison between police and businesses communicating suspicious activity, nuisances and safety concerns.

2010
BELMONT SHORE BUSINESS ASSOCIATION
BOARD OF DIRECTORS

OFFICERS

PRESIDENT..............................GENE ROTONDO, Legends Sports Bar & Grill

1st VP OF FINANCE..................DAVE SHLEMMER, Shlemmer Investments

2nd VP OF PROMOTIONS.............MIKE SHELDRAKE, Polly's Gourmet Coffee

SECRETARY.............................MARSHA JEFFER, Mail Boxes Etc.

TREASURER............................DAVID MORGAN, DW Morgan, CPA

DIRECTORS

ERIN O'HAGAN, Olives Gourmet Grocer

JIMMY LOIZIDES, George's Greek Cafe

LISA RAMELOW, La Strada

GARY ROTH, Belmont Station

JOY STARR, Rubber Tree

TULA TRIGONIS, Salon Soma

JOE VOUTIRITSA, Farmer's & Merchants Bank

EXECUTIVE DIRECTOR

BROOKE KENNARD (Until May 31, 2010) / DEDE ROSSI (As of June 1, 2010)

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

BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA
October 1, 2010 – September 30, 2011

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

Boundaries of Belmont Shore Parking and Business Improvement District

All that certain real property located in the City of Long Beach, County of Los Angeles, State of California, as shown on that certain map and more particularly bounded as follows:

Beginning at the intersection of the centerline of Livingston Drive and the centerline of Roycroft Avenue; thence southerly to the most northerly corner of Parcel 1 as per Parcel May 11194, thence southerly, northeasterly and southwesterly along the boundary lines of said Parcel map; thence southeasterly along the centerline of the northwesterly-southeasterly alley northeasterly of Second Street; thence northeasterly along the centerline of Claremont Avenue; thence southeasterly along the centerline of the Toledo; thence easterly southwesterly and westerly along the boundaries of the Second Street bridge right-of-way across Alamitos Bay; thence along the southwesterly line of Second Street; thence southwesterly along the centerline of the northeasterly-southwesterly alley west of Bayshore Avenue; thence northwesterly along the centerline of the northwesterly-southeasterly alley southwesterly of Second Street; thence northwesterly along the northeasterly line of Tract No. 23854; thence easterly along the centerline of the east-west alley northerly of said Tract No. 23854; thence northwesterly along the southwesterly line of Second Street; thence easterly along the centerline of Livingston Drive to the point of beginning.

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

BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT
ASSESSMENT FORMULA
2010 – 2011

CATEGORIES	BASE RATE	EMPLOYEE RATE
Financial Institution & Insurance	$1,646.22	$16.50
Service Real Estate Office	$638.70	$22.00
Retail – Restaurant w/alcohol & RTE	$640.19	$9.63
Retail – Other	$548.73	$8.25
Consulting	$425.80	$22.00
Construction Contractor	$425.80	$22.00
Professional	$425.80	$22.00
Service – Other	$319.35	$16.50
Misc. Rec/Ent, Vending, Manufacturing, Unique & Wholesale	$319.35	$16.50
39% Reduced Rate for Service-related Independent Contractors	$194.80	$16.50

Total estimated annual assessment: $136,000.00

CALENDAR OF EVENTS
2010 – 2011

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

BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT
CALENDAR OF EVENTS
October 1, 2010 – September 30, 2011

ART WALK	Saturday, October 23, 2010	11am – 6pm
TRICK OR TREAT ON 2ND ST.	Sunday, October 31, 2010	4pm – 6pm
28TH ANNUAL CHRISTMAS PARADE	Saturday, December 4, 2010	7pm – 9pm
STARLIGHT SHOPPING	Friday, December 3, 10 & 17, 2010	6pm – 9pm
WINTER SALE	Fri. – Sun., January 21 – 23, 2011	10am – 6pm
CHOCOLATE FESTIVAL	Saturday, February 5, 2011	1pm – 4pm
SCAVENGER HUNT	March 1 – 31, 2011	
STROLL & SAVOR	Wed. & Thur., May 18 & 19, 2011	5:30pm – 9pm
STROLL & SHOP	Saturday, May 21, 2011	11am – 8pm
STROLL & SAVOR	Wed. & Thur., June 23 & 24, 2011	5:30pm – 9pm
2ND ANNUAL GOLF TOURNAMENT	Monday, June 27, 2011 *(tentative)*	11am
HEALTH, BEAUTY & FITNESS FAIR	Sunday, July 10, 2011	11am – 4pm
STROLL & SAVOR	Wed. & Thur., July 20 & 21, 2011	5:30pm – 9pm
SUMMER SALE	Fri. – Sun., July 22 – 24, 2011	10am – 6pm
STROLL & SAVOR	Wed. & Thur., Aug. 17 & 18, 2011	5:30pm – 9pm
22ND ANNUAL CAR SHOW	Sunday, September 11, 2011	10am – 3pm

DESCRIPTION OF EVENTS

OCTOBER 2010

ART WALK – Saturday, October 23
An event celebrating the art of Long Beach, 'Art Walk' is part of GLOBAL (Greater Long Beach Arts Lab) of the Arts Council For Long Beach's 'Art Month' celebration. Participating businesses exhibit artwork by local Long Beach residents and students. In addition, artists will be on hand created art through out the day.

TRICK OR TREAT ON 2ND STREET – Sunday, October 31
Many of the Belmont Shore restaurants and stores participate in this promotion by handing out treats to costumed children. This is a hugely popular activity, drawing hundreds of families to Second St. for the evening. Most businesses run out of candy!

DECEMBER 2010

STARLIGHT SHOPPING – Friday, December 3, 10 & 17
This retail promotion focuses on bringing holiday shoppers to Belmont Shore. The event highlights extended holiday store hours and the outstanding retail options available on 2nd Street. Dickens carolers stroll from business to business, singing classic Christmas carols in Dickens period costumes. Inside stores, retailers offer special promotions, giveaways and refreshments.

28TH ANNUAL CHRISTMAS PARADE – Saturday, December 4
One of the largest events in Belmont Shore, the Christmas Parade has been a holiday tradition since 1982! The annual audience is estimated at 60,000! Fourteen local high school marching bands entertain the crowd and local businesses, organizations, and city and state dignitaries ride in cars and floats.

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

JANUARY 2011

WINTER SALE – Friday – Sunday, January 21 - 23
A district-wide sale promotion featuring sidewalk sale merchandise and in-store discounts.

FEBRUARY 2011

CHOCOLATE FESTIVAL – Saturday, February 5
Chocoholics rejoice during this event as Second St. is filled with chocolate! Over twenty merchants participate in the event by offering tempting chocolate treats. Many residents enter the Homemade Chocolate Dessert Contest, which is judged by local community leaders, business owners, and press. And children and kids-at-heart can enter the Chocolate Pie Eating Contest. All winners receive trophies.

MARCH 2011

SCAVENGER HUNT – March 1 – 31
A new promotion in partnership with Naples Island businesses, the Scavenger Hunt is a fun way for people to get to know businesses and have the chance to win up to $500 cash or gift certificates from participating businesses. Players solve clues and visit businesses to earn a sticker for their game sheet. The event benefits businesses by bringing potential new customers to their location and providing media exposure.

MAY 2011

STROLL & SAVOR – Wednesday & Thursday, May 18 & 19
This popular event showcases the many unique eating establishments of Belmont Shore. Participants purchase tickets and visit over 30 local restaurants sampling food throughout the evening. Retail merchants may participate by offering special promotions during the event. Live music is performed in multiple locations and lends to the festive atmosphere.

STROLL & SHOP – Saturday, May 21
A unique shopping experience featuring in-store events. Refreshments, live music, guest artists, giveaways, and special discounts are some of the offerings provided by participating retailers.

JUNE 2011

STROLL & SAVOR – Wednesday & Thursday, June 22 & 23
See description above.

2ND ANNUAL COMMUNITY GOLF TOURNAMENT – Monday, June 27
Bringing golf enthusiasts of Belmont Shore together for a day of golf in support of the promotion of Belmont Shore businesses. The tournament takes place at Recreation Park Golf Course and is a scramble type format open to 36 foursomes. Businesses have the opportunity to be a sponsor of the event, donate items or gift certificates to the golfer goody bags, donate items to the silent auction and raffle, and promote their business on the course.

JULY 2011

HEALTH, BEAUTY & FITNESS FAIR – Sunday, July 10
This event highlights local businesses from the health, beauty and fitness related fields. Businesses may promote themselves from booth spaces centrally located around the 5200 block of E. 2nd Street. We hope to bring St. Mary Medical Center on board again as a sponsor of the fair in addition to providing staff for complimentary health screenings.

STROLL & SAVOR – Wednesday & Thursday, July 20 & 21
See description above.

SUMMER SALE – Friday – Sunday, July 22 - 24
See description for Winter Sale.

DESCRIPTION OF EVENTS (Continued)

AUGUST 2011

STROLL & SAVOR – Wednesday & Thursday August 17 & 18
See description above.

SEPTEMBER 2011

CAR SHOW – Sunday, September 11
This is one of, if not the largest classic car show on the West Coast. Over 600 classic cars dating pre-1975 are displayed and over 60,000 spectators fill the streets. Bay City Rodders Car Club continues to coordinate the event for the BSBA and in doing so, raises funds for local charities.

2010 – 2011 BUDGET: Income

4000				INCOME	BUDGET	BIA FUND	PROMOTIONS
	4200			**Membership Dues**			
		4210		BIA Fund	$136,000.00	$136,000.00	
		4220		Associate Members	$900.00		$900.00
				4200 Total	**$136,900.00**		**$900.00**
	4400			**Corporate Sponsorship**			
		4420		Car Show	$6,000.00		$6,000.00
		4485		Chocolate Festival	$1,000.00		$1,000.00
		4430		Health, Beauty & Fitness Fair	$2,000.00		$2,000.00
		4440		Stroll & Savor	$3,000.00		$3,000.00
		4470		Christmas Parade	$15,000.00		$15,000.00
		4480		Unallocated	$0.00		$0.00
				4400 Total	**$27,000.00**		**$27,000.00**
	4600			**Investment Returns**			
		4610		Interest on Checking	$20.00		$20.00
		4630		Heartland	$1,200.00		$1,200.00
	4800			**Promotional Events**			
		4805		Semi-Annual Clearance Sale	$0.00		$0.00
		4820		Car Show	$13,000.00		$13,000.00
		4830		Health Fair	$2,750.00		$2,750.00
		4838		Golf Tournament	$22,000.00		$22,000.00
		4840		Stroll & Savor			
			4842	May	$26,000.00		$26,000.00
			4844	June	$34,000.00		$34,000.00
			4845	July	$34,000.00		$34,000.00
			4846	August	$36,000.00		$36,000.00
		4870		Christmas Parade	$29,000.00		$29,000.00
		4885		Chocolate Festival	$12,000.00		$12,000.00
		4890		Halloween	$0.00		$0.00
				4800 Total	**$209,970.00**		**$209,970.00**
				REVENUE TOTAL	**$373,870.00**	**$136,000.00**	**$373,870.00**

2010 – 2011 BUDGET: Expenses

6000				EXPENSES	BUDGET	BIA FUND	PROMOTIONS
	6200			**Administration**			
		6210		Outside Service	$65,000.00	$49,000.00	$16,000.00
		6220		Rent	$12,000.00	$12,000.00	
		6230		Office			
			6232	Postage	$500.00	$500.00	
			6234	Printing	$5,000.00	$5,000.00	
			6236	Supplies	$3,000.00	$3,000.00	
			6238	Equipment	$2,000.00	$2,000.00	
		6240		Insurance	$6,000.00	$6,000.00	
		6250		Telephone	$4,000.00	$4,000.00	
		6260		Accounting	$1,000.00	$1,000.00	
		6270		Meetings & Mixers	$3,000.00	$3,000.00	
		6280		Dues & Subscriptions	$1,000.00	$1,000.00	
		6290		Reserve	$2,500.00	$2,500.00	
				6200 Total	**$105,000.00**	**$89,000.00**	**$16,000.00**
	6600			**Ongoing Promotions**			
		6610		Seasonal Decorations			
			6612	Christmas	$7,000.00		$7,000.00
			6618	Median Tree Lights	$2,000.00		$2,000.00
		6620		Marketing	$36,120.00		$36,120.00
		6630		Welcome Wagon	$1,000.00		$1,000.00
		6640		Volunteers	$350.00		$350.00
		6650		Web Page	$1,500.00		$1,500.00
				6600 Total	**$47,970.00**	**$0.00**	**$47,970.00**
	6800			**Promotional Events**			
		6805		Semi-Annual Clearance Sale			
			6807	July	$1,800.00		$1,800.00
			6809	January	$1,800.00		$1,800.00
		6811		Scavenger Hunt	$1,500.00		$1,500.00
		6820		Car Show	$20,000.00		$20,000.00
		6830		Health, Beauty & Fitness Fair	$2,500.00		$2,500.00
		6838		Golf Tournament	$15,000.00		$15,000.00
		6840		Stroll & Savor			
			6842	May	$24,000.00		$24,000.00
			6844	June	$31,000.00		$31,000.00
			6845	July	$31,000.00		$31,000.00
			6846	August	$33,000.00		$33,000.00
		6855		Art Walk	$1,800.00		$1,800.00
		6865		Starlight Shopping	$4,000.00		$4,000.00
		6870		Christmas Parade	$40,000.00		$40,000.00
		6885		Chocolate Festival	$13,000.00		$13,000.00
		6890		Halloween	$500.00		$500.00
		6896		Stroll & Shop	$1,500.00		$1,500.00
				6800 Total	**$220,900.00**	**$0.00**	**$220,900.00**
				EXPENSE TOTAL	**$373,870.00**	**$89,000.00**	**$284,870.00**

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OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

1   RESOLUTION NO.

2

3   A RESOLUTION OF THE CITY COUNCIL OF THE

4   CITY OF LONG BEACH APPROVING AN ANNUAL REPORT

5   FOR OCTOBER 1, 2010 TO SEPTEMBER 30, 2011 FOR

6   THE BELMONT SHORE PARKING AND BUSINESS

7   IMPROVEMENT AREA AND DECLARING ITS INTENTION

8   TO LEVY THE ANNUAL ASSESSMENT FOR THAT FISCAL

9   YEAR

10

11   WHEREAS, pursuant to Section 36533 of the California Streets and

12 Highways Code, the Belmont Shore Parking and Business Improvement Area Advisory

13 Commission has caused a Report to be prepared for October 1, 2010 to September 30,

14 2011 relating to the Belmont Shore Parking and Business Improvement Area which is

15 located along the commercial corridor at Second Street generally between Livingston

16 Drive and Bayshore Avenue within the City of Long Beach; and,

17   WHEREAS, said Report contains, among other things, with respect to

18 October 1, 2010 to September 30, 2011, all matters required to be included by the above

19 cited Section 36533; and,

20   WHEREAS, having approved such Report, the City Council hereby

21 declares its intention to:

22   1.   Confirm levy of and direct collecting within assessments for the

23 Belmont Shore Parking and Business Improvement Area for October 1, 2010 to

24 September 30, 2011. Said assessments are proposed to be levied at the rates set forth

25 in Exhibit "A."

26   2.   Provide that each business shall pay the assessment with its

27 business license tax; and

28   WHEREAS, to this end, the proposed activities and improvements

1 undertaken by the Area include those generally specified in the establishing Ordinance

2 No. C-5963, Section 5, as adopted by the City Council on June 7, 1983; and

3 WHEREAS, a copy of the Report is on file with the City Clerk and includes

4 a full description of the activities and improvements to be provided from October 1, 2010

5 to September 30, 2011, the boundaries of the area, and the proposed assessments to be

6 levied on the businesses that fiscal year and all other information required by law; and

7 WHEREAS, it is the desire of this City Council to fix the time and place for a

8 public hearing to be held in the City Council Chamber of the City of Long Beach on

9 October 5, 2010, at 5:00 p.m., regarding the Report, the levy and the proposed program

10 for the 2010-2011 fiscal year;

11

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

13 follows:

14 Section 1.   That certain Report entitled "Assessment Report for

15 October 1, 2010 to September 30, 2011, Belmont Shore Parking and Business

16 Improvement Area" as filed with the City Clerk is hereby approved.

17 Section 2.   On October 5, 2010 at 5:00 p.m., in the City Council Chamber

18 of the City of Long Beach located in the Long Beach City Hall, First Floor, 333 West

19 Ocean Boulevard, Long Beach, CA 90802, the City Council of the City of Long Beach will

20 conduct a public hearing on the levy of proposed assessments for October 1, 2010 to

21 September 30, 2011 for the Belmont Shore Parking and Business Improvement Area with

22 no change in the basis and method assessment. All concerned persons are invited to

23 attend and be heard, and oral or written protests may be made, in accordance with the

24 following procedures:

25 A.   At the public hearing, the City Council shall hear and consider

26 all protests. A protest may be made orally or in writing by any interested

27 person. Any protest pertaining to the regularity or sufficiency of the

28 proceedings shall be in writing and shall clearly set forth the irregularity or

1   defect to which the objection is made.

2   B.   Every written protest shall be filed with the City Clerk at or

3   before the time fixed for the public hearing. The City Council may waive

4   any irregularity in the form or content of any written protest and at the public

5   hearing may correct minor defects in the proceedings. A written protest

6   may be withdrawn in writing at any time before the conclusion of the public

7   hearing.

8   C.   Each written protest shall contain a description of the

9   business in which the person subscribing the protest is interested sufficient

10   to identify the business and, if a person subscribing is not shown on the

11   official records of the City as the owner of the business, the protest shall

12   contain or be accompanied by written evidence that the person subscribing

13   is the owner of the business. A written protest which does not comply with

14   this section shall not be counted in determining a majority protest.

15   Section 3.   The City Clerk shall give notice of the public hearing called for

16   in Section 2 by causing this Resolution of Intention to be published once in a newspaper

17   of general circulation in the City not less than seven days before the public hearing.

18   Section 4.   This resolution shall take effect immediately upon its adoption

19   by the City Council, and the City Clerk shall certify the vote adopting this resolution.

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1   I hereby certify that the foregoing resolution was adopted by the City

2 Council of the City of Long Beach at its meeting of _____, 2010, by the

3 following vote:

4   Ayes: Councilmembers: _____

5   _____

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8   Noes: Councilmembers: _____

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10   Absent: Councilmembers: _____

11   _____

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13   _____

                                                   City Clerk

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BELMONT SHORE BUSINESS ASSOCIATION
ANNUAL DISTRICT REPORT

EXHIBIT A

BSBA MISSON STATEMENT

The purpose of the Belmont Shore Business Association is to form a common bond among business owners located in and around the Belmont Shore area whose goals are to promote, protect, and maintain prosperity for the Belmont Shore Community. This association is for its members and the immediate community, providing a united front to express opinions, protect tranquility and promote a better understanding among merchants, institutions, professionals, as well as residents.

2010 – 2011 GOALS

- Promote Belmont Shore businesses to all area residents and more widely to Southern California.

- Market Belmont Shore as a destination for dining, shopping, personal & professional services, and community events.

- Work with vested residential and business community to promote and maintain prosperity of the area.

- Collaborate with Long Beach Convention and Visitors Bureau to market Belmont Shore to the tourist and convention markets.

- Continue to provide safe and fun events for the Belmont Shore community.

- Seek corporate and private funding to supplement the BSBA budget and provide for more widely publicized events.

YEAR IN REVIEW – TO DATE
APRIL 1, 2009 – APRIL 1, 2010

The Belmont Shore Business Association is grateful to help facilitate and manage the many promotions and marketing opportunities currently being coordinated in Belmont Shore. The key components of our program are:

BEAUTIFICATION

Representatives from the BSBA Board and Executive Office have attended the monthly meetings of the Belmont Shore Parking and Improvement Commission. The priority of the association has been to keep Belmont Shore litter and graffiti free as well to maintain medians that are esthetically appealing through landscaping. To uphold this goal, the BSBA has communicated to the businesses their responsibility to remove trash from the front of their establishments including the removal of full trash bags from sidewalk receptacles. This effort has supplemented the work performed by the Conservation Corps, which has a contract with the Belmont Shore Parking and Improvement Commission for litter and graffiti abatement.

COMMUNITY OUTREACH

The Executive Director or her assistant have attended monthly community meetings of the Third District Joint Council. The BSBA continues to make an effort to communicate Belmont Shore's progress, changes, and BSBA promotions to local residents.

EVENTS

The BSBA hosts several events every year. The events gain exposure for Belmont Shore through press coverage and by drawing thousands to the area. Many businesses benefit directly from the events. All members can benefit from the additional visitors who may not purchase from them on that day, but may make a point to return as they have come to know all that Belmont Shore has to offer.

The association continues to analyze its events and determine which ones are beneficial to the district and if any should be discontinued. In addition, new events have been added, particularly those aimed at benefitting retail merchants. The Chili Cook-off was removed from the schedule of events. New events added during this period were Stroll & Shop, 'Art Walk' and 'Starlight Shopping'.

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

- **Health, Beauty & Fitness Fair: May 3**
  This event was sponsored by St. Mary Medical Center, which provided funding and also medical staff for complimentary health screenings. In addition 47 health, beauty and fitness related businesses participated with booths at the event.
- **Stroll & Savor: May 20 & 21, June 24 & 25, July 22 & 23, August 19 & 20**
  Over thirty restaurants participated in this event series, which can be thought of as a "taste of Belmont Shore". Attendees purchased ticket books from the association and used tickets to purchase the food offered by participating restaurants. The event brought over a thousand people out each night to stroll 2nd St. and savor the many different cuisines Belmont Shore has to offer.

- **Stroll & Shop: July 11**
  This new retail event featured 34 merchants that provided special discounts, offers, and activities.
- **Summer Sale: August 21 – 23**
  During the three-day sale, Belmont Shore retail merchants cleared older and out-of-season merchandise. Many also offered special promotions. Shoppers loved it for their chance to get a great deal. The BSBA facilitated and promoted the event for the businesses.
- **20th Annual Car Show: September 13**
  One of the largest classic car shows on the West Coast, the Belmont Shore Car Show drew thousands of spectators to see the nearly 600 beautifully maintained and restored cars dating to 1975 and earlier. East 2nd St. was closed for the event and was filled with the cars and people.
- **Art Walk: October 25**
  A new event created for GLOBAL (Greater Long Beach Arts Lab) of the Arts Council For Long Beach's 'Art Month' celebration. Participating businesses exhibited artwork by local Long Beach residents and students. In addition, artists created art pieces on location during the day.
- **Trick-Or-Treat On 2nd St.: October 31**
  A safe and fun destination for trick-or-treating drew hundreds of parents and children to Belmont Shore on Halloween evening. Most storefront businesses participated by handing out candy to the costumed children.
- **27th Annual Christmas Parade: December 5**
  This was one of the largest parades Belmont Shore has hosted both in the number of entries and spectators. The theme of the parade was 'A Magical, Musical Christmas'. The grand marshal was Paul Garman, Executive Director for Musical Theater West. The association worked with the City and parade coordinator, International City Racing, to conceive of a logistics plan that would allow E. 2nd St. to remain open to traffic until 5:00PM (four hours later than previous year). The start time of the parade was changed to an hour later (7:00PM) as part of this plan. Merchants responded well to the change and reported that it benefitted their business that day.
- **Starlight Shopping: December 3, 10 & 17**
  A new retail promotion geared toward bringing holiday shoppers to Belmont Shore. The event highlights extended holiday store hours and the outstanding retail options available on 2nd Street. Dickens carolers performed classic Christmas carols throughout the district. Inside stores, retailers offer special promotions, giveaways and refreshments.
- **6th Annual Chocolate Festival: February 6**
  This event has grown in popularity bringing over 1,000 chocolate lovers to Belmont Shore. Twenty-four merchants participated in the event by offering tempting chocolate treats. As done for Stroll & Savor, attendees purchased ticket books and used the tickets to purchase the items. In addition to chocolate offerings, the event included a Homemade Chocolate Dessert Contest and a Chocolate Pie Eating Contest.

MARKETING

Belmont Shore was marketed as a dining, shopping and entertainment destination in local and regional visitor guides and publications. Locally, ads were placed in *The Official Guide to Long Beach* and *Long Beach Planners Guide. Discovery Map of Long Beach* featured an enlarged map of Belmont Shore and a list of businesses. *Welcome To SoCal Magazine,* a quarterly publication distributed in Orange County hotels, John Wayne Airport and other visitor locations featured an editorial and two-page ad spread in the summer and fall issues. Destination ads have also ran in *SC Scene Magazine,* a new publication focused on the South Bay and Long Beach.

BSBA has coordinated cooperative advertising opportunities for its members. These ads serve as a cohesive promotion for Belmont Shore and also provide members with a discounted rate for their ads. Such publications offering this partnership are the *Live LB Magazine, Grunion Gazette,* and *Sun Newspaper.*

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

On the online front, the BSBA has tapped into promoting the business district and events through social media. In 2009 a Facebook profile was established, which currently has nearly 1,300 friends and is growing daily.

MEMBER COMMUNICATION

The Monthly Newsletter was delivered to all BSBA Members. This included the meeting minutes from the promotions and board meetings, a letter from the Executive Director with updates on Shore related news and promotions, a schedule of events and BSBA meetings, and any flyers or letters relevant to Belmont Shore businesses.

The Executive Director has also been working to visit members in an effort to communicate BSBA's efforts and to field any issues or suggestions the members may have.

All members have been invited and encouraged to attend the monthly promotions and board meetings where they may network, learn more about all aspects of the association's efforts, and offer their insight.

MEMBERSHIP

The association has brought on seven new Associate & Affiliate Members during this period. There has also been a change in members as businesses have left and new businesses have come in. The Executive Director has visited new businesses to welcome them and inform them of the benefits of membership.

POLICING

A representative from the Long Beach Police Department East Division has attended our monthly board meetings. The officer has provided members with safety issues and tips for Belmont Shore businesses. Members have also communicated their concerns to the officers. The BSBA office has served as a liaison between police and businesses communicating suspicious activity, nuisances and safety concerns.

2010
BELMONT SHORE BUSINESS ASSOCIATION
BOARD OF DIRECTORS

OFFICERS

PRESIDENT..............................GENE ROTONDO, Legends Sports Bar & Grill

1st VP OF FINANCE...................DAVE SHLEMMER, Shlemmer Investments

2nd VP OF PROMOTIONS.............MIKE SHELDRAKE, Polly's Gourmet Coffee

SECRETARY...............................MARSHA JEFFER, Mail Boxes Etc.

TREASURER...............................DAVID MORGAN, DW Morgan, CPA

DIRECTORS

ERIN O'HAGAN, Olives Gourmet Grocer

JIMMY LOIZIDES, George's Greek Cafe

LISA RAMELOW, La Strada

GARY ROTH, Belmont Station

JOY STARR, Rubber Tree

TULA TRIGONIS, Salon Soma

JOE VOUTIRITSA, Farmer's & Merchants Bank

EXECUTIVE DIRECTOR

BROOKE KENNARD (Until May 31, 2010) / DEDE ROSSI (As of June 1, 2010)

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

BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA
October 1, 2010 – September 30, 2011

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

Boundaries of Belmont Shore Parking and Business Improvement District

All that certain real property located in the City of Long Beach, County of Los Angeles, State of California, as shown on that certain map and more particularly bounded as follows:

Beginning at the intersection of the centerline of Livingston Drive and the centerline of Roycroft Avenue; thence southerly to the most northerly corner of Parcel 1 as per Parcel May 11194, thence southerly, northeasterly and southwesterly along the boundary lines of said Parcel map; thence southeasterly along the centerline of the northwesterly-southeasterly alley northeasterly of Second Street; thence northeasterly along the centerline of Claremont Avenue; thence southeasterly along the centerline of the Toledo; thence easterly southwesterly and westerly along the boundaries of the Second Street bridge right-of-way across Alamitos Bay; thence along the southwesterly line of Second Street; thence southwesterly along the centerline of the northeasterly-southwesterly alley west of Bayshore Avenue; thence northwesterly along the centerline of the northwesterly-southeasterly alley southwesterly of Second Street; thence northwesterly along the northeasterly line of Tract No. 23854; thence easterly along the centerline of the east-west alley northerly of said Tract No. 23854; thence northwesterly along the southwesterly line of Second Street; thence easterly along the centerline of Livingston Drive to the point of beginning.

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

Belmont Shore

BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT
ASSESSMENT FORMULA
2010 – 2011

CATEGORIES	BASE RATE	EMPLOYEE RATE
Financial Institution & Insurance	$1,646.22	$16.50
Service Real Estate Office	$638.70	$22.00
Retail – Restaurant w/alcohol & RTE	$640.19	$9.63
Retail – Other	$548.73	$8.25
Consulting	$425.80	$22.00
Construction Contractor	$425.80	$22.00
Professional	$425.80	$22.00
Service – Other	$319.35	$16.50
Misc. Rec/Ent, Vending, Manufacturing, Unique & Wholesale	$319.35	$16.50
39% Reduced Rate for Service-related Independent Contractors	$194.80	$16.50

Total estimated annual assessment: $136,000.00

CALENDAR OF EVENTS
2010 – 2011

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

BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT
CALENDAR OF EVENTS
October 1, 2010 – September 30, 2011

ART WALK	Saturday, October 23, 2010	11am – 6pm
TRICK OR TREAT ON 2ND ST.	Sunday, October 31, 2010	4pm – 6pm
28TH ANNUAL CHRISTMAS PARADE	Saturday, December 4, 2010	7pm – 9pm
STARLIGHT SHOPPING	Friday, December 3, 10 & 17, 2010	6pm – 9pm
WINTER SALE	Fri. – Sun., January 21 – 23, 2011	10am – 6pm
CHOCOLATE FESTIVAL	Saturday, February 5, 2011	1pm – 4pm
SCAVENGER HUNT	March 1 – 31, 2011	
STROLL & SAVOR	Wed. & Thur., May 18 & 19, 2011	5:30pm – 9pm
STROLL & SHOP	Saturday, May 21, 2011	11am – 8pm
STROLL & SAVOR	Wed. & Thur., June 23 & 24, 2011	5:30pm – 9pm
2ND ANNUAL GOLF TOURNAMENT	Monday, June 27, 2011 (tentative)	11am
HEALTH, BEAUTY & FITNESS FAIR	Sunday, July 10, 2011	11am – 4pm
STROLL & SAVOR	Wed. & Thur., July 20 & 21, 2011	5:30pm – 9pm
SUMMER SALE	Fri. – Sun., July 22 – 24, 2011	10am – 6pm
STROLL & SAVOR	Wed. & Thur., Aug. 17 & 18, 2011	5:30pm – 9pm
22ND ANNUAL CAR SHOW	Sunday, September 11, 2011	10am – 3pm

DESCRIPTION OF EVENTS

OCTOBER 2010

ART WALK – Saturday, October 23

An event celebrating the art of Long Beach, 'Art Walk' is part of GLOBAL (Greater Long Beach Arts Lab) of the Arts Council For Long Beach's 'Art Month' celebration. Participating businesses exhibit artwork by local Long Beach residents and students. In addition, artists will be on hand created art through out the day.

TRICK OR TREAT ON 2ND STREET – Sunday, October 31

Many of the Belmont Shore restaurants and stores participate in this promotion by handing out treats to costumed children. This is a hugely popular activity, drawing hundreds of families to Second St. for the evening. Most businesses run out of candy!

DECEMBER 2010

STARLIGHT SHOPPING – Friday, December 3, 10 & 17

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

28TH ANNUAL CHRISTMAS PARADE – Saturday, December 4

One of the largest events in Belmont Shore, the Christmas Parade has been a holiday tradition since 1982! The annual audience is estimated at 60,000! Fourteen local high school marching bands entertain the crowd and local businesses, organizations, and city and state dignitaries ride in cars and floats.

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

JANUARY 2011

WINTER SALE – Friday – Sunday, January 21 - 23

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

FEBRUARY 2011

CHOCOLATE FESTIVAL – Saturday, February 5

Chocoholics rejoice during this event as Second St. is filled with chocolate! Over twenty merchants participate in the event by offering tempting chocolate treats. Many residents enter the Homemade Chocolate Dessert Contest, which is judged by local community leaders, business owners, and press. And children and kids-at-heart can enter the Chocolate Pie Eating Contest. All winners receive trophies.

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MARCH 2011

SCAVENGER HUNT – March 1 – 31
A new promotion in partnership with Naples Island businesses, the Scavenger Hunt is a fun way for people to get to know businesses and have the chance to win up to $500 cash or gift certificates from participating businesses. Players solve clues and visit businesses to earn a sticker for their game sheet. The event benefits businesses by bringing potential new customers to their location and providing media exposure.

MAY 2011

STROLL & SAVOR – Wednesday & Thursday, May 18 & 19
This popular event showcases the many unique eating establishments of Belmont Shore. Participants purchase tickets and visit over 30 local restaurants sampling food throughout the evening. Retail merchants may participate by offering special promotions during the event. Live music is performed in multiple locations and lends to the festive atmosphere.

STROLL & SHOP – Saturday, May 21
A unique shopping experience featuring in-store events. Refreshments, live music, guest artists, giveaways, and special discounts are some of the offerings provided by participating retailers.

JUNE 2011

STROLL & SAVOR – Wednesday & Thursday, June 22 & 23
See description above.

2ND ANNUAL COMMUNITY GOLF TOURNAMENT – Monday, June 27
Bringing golf enthusiasts of Belmont Shore together for a day of golf in support of the promotion of Belmont Shore businesses. The tournament takes place at Recreation Park Golf Course and is a scramble type format open to 36 foursomes. Businesses have the opportunity to be a sponsor of the event, donate items or gift certificates to the golfer goody bags, donate items to the silent auction and raffle, and promote their business on the course.

JULY 2011

HEALTH, BEAUTY & FITNESS FAIR – Sunday, July 10
This event highlights local businesses from the health, beauty and fitness related fields. Businesses may promote themselves from booth spaces centrally located around the 5200 block of E. 2nd Street. We hope to bring St. Mary Medical Center on board again as a sponsor of the fair in addition to providing staff for complimentary health screenings.

STROLL & SAVOR – Wednesday & Thursday, July 20 & 21
See description above.

SUMMER SALE – Friday – Sunday, July 22 - 24
See description for Winter Sale.

DESCRIPTION OF EVENTS (Continued)

AUGUST 2011

STROLL & SAVOR – Wednesday & Thursday August 17 & 18
See description above.

SEPTEMBER 2011

CAR SHOW – Sunday, September 11
This is one of, if not the largest classic car show on the West Coast. Over 600 classic cars dating pre-1975 are displayed and over 60,000 spectators fill the streets. Bay City Rodders Car Club continues to coordinate the event for the BSBA and in doing so, raises funds for local charities.

2010 – 2011 BUDGET: Income

4000				INCOME	BUDGET	BIA FUND	PROMOTIONS
	4200			**Membership Dues**			
		4210		BIA Fund	$136,000.00	$136,000.00	
		4220		Associate Members	$900.00		$900.00
				4200 Total	**$136,900.00**		**$900.00**
	4400			**Corporate Sponsorship**			
		4420		Car Show	$6,000.00		$6,000.00
		4485		Chocolate Festival	$1,000.00		$1,000.00
		4430		Health, Beauty & Fitness Fair	$2,000.00		$2,000.00
		4440		Stroll & Savor	$3,000.00		$3,000.00
		4470		Christmas Parade	$15,000.00		$15,000.00
		4480		Unallocated	$0.00		$0.00
				4400 Total	**$27,000.00**		**$27,000.00**
	4600			**Investment Returns**			
		4610		Interest on Checking	$20.00		$20.00
		4630		Heartland	$1,200.00		$1,200.00
	4800			**Promotional Events**			
		4805		Semi-Annual Clearance Sale	$0.00		$0.00
		4820		Car Show	$13,000.00		$13,000.00
		4830		Health Fair	$2,750.00		$2,750.00
		4838		Golf Tournament	$22,000.00		$22,000.00
		4840		Stroll & Savor			
			4842	May	$26,000.00		$26,000.00
			4844	June	$34,000.00		$34,000.00
			4845	July	$34,000.00		$34,000.00
			4846	August	$36,000.00		$36,000.00
		4870		Christmas Parade	$29,000.00		$29,000.00
		4885		Chocolate Festival	$12,000.00		$12,000.00
		4890		Halloween	$0.00		$0.00
				4800 Total	**$209,970.00**		**$209,970.00**
				REVENUE TOTAL	**$373,870.00**	**$136,000.00**	**$373,870.00**

2010 – 2011 BUDGET: Expenses

6000				EXPENSES	BUDGET	BIA FUND	PROMOTIONS
	6200			**Administration**			
		6210		Outside Service	$65,000.00	$49,000.00	$16,000.00
		6220		Rent	$12,000.00	$12,000.00	
		6230		Office			
			6232	Postage	$500.00	$500.00	
			6234	Printing	$5,000.00	$5,000.00	
			6236	Supplies	$3,000.00	$3,000.00	
			6238	Equipment	$2,000.00	$2,000.00	
		6240		Insurance	$6,000.00	$6,000.00	
		6250		Telephone	$4,000.00	$4,000.00	
		6260		Accounting	$1,000.00	$1,000.00	
		6270		Meetings & Mixers	$3,000.00	$3,000.00	
		6280		Dues & Subscriptions	$1,000.00	$1,000.00	
		6290		Reserve	$2,500.00	$2,500.00	
				6200 Total	**$105,000.00**	**$89,000.00**	**$16,000.00**
	6600			**Ongoing Promotions**			
		6610		Seasonal Decorations			
			6612	Christmas	$7,000.00		$7,000.00
			6618	Median Tree Lights	$2,000.00		$2,000.00
		6620		Marketing	$36,120.00		$36,120.00
		6630		Welcome Wagon	$1,000.00		$1,000.00
		6640		Volunteers	$350.00		$350.00
		6650		Web Page	$1,500.00		$1,500.00
				6600 Total	**$47,970.00**	**$0.00**	**$47,970.00**
	6800			**Promotional Events**			
		6805		Semi-Annual Clearance Sale			
			6807	July	$1,800.00		$1,800.00
			6809	January	$1,800.00		$1,800.00
		6811		Scavenger Hunt	$1,500.00		$1,500.00
		6820		Car Show	$20,000.00		$20,000.00
		6830		Health, Beauty & Fitness Fair	$2,500.00		$2,500.00
		6838		Golf Tournament	$15,000.00		$15,000.00
		6840		Stroll & Savor			
			6842	May	$24,000.00		$24,000.00
			6844	June	$31,000.00		$31,000.00
			6845	July	$31,000.00		$31,000.00
			6846	August	$33,000.00		$33,000.00
		6855		Art Walk	$1,800.00		$1,800.00
		6865		Starlight Shopping	$4,000.00		$4,000.00
		6870		Christmas Parade	$40,000.00		$40,000.00
		6885		Chocolate Festival	$13,000.00		$13,000.00
		6890		Halloween	$500.00		$500.00
		6896		Stroll & Shop	$1,500.00		$1,500.00
				6800 Total	**$220,900.00**	**$0.00**	**$220,900.00**
				EXPENSE TOTAL	**$373,870.00**	**$89,000.00**	**$284,870.00**