



CITY OF LONG BEACH

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OFFICE OF THE CITY MANAGER

333 West Ocean Boulevard • Long Beach, CA 90802 • (562) 570-6711 FAX (562) 570-7650

September 16, 2014

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt the attached Resolution approving the Annual Assessment Report from October 1, 2014 to September 30, 2015 for the East Anaheim Street Parking and Business Improvement Area, declaring its intention to levy the annual assessment, and setting the date of hearing for October 14, 2014. (Districts 3, 4)

DISCUSSION

The East Anaheim Business Association promotes and markets the East Anaheim Street commercial area, using funds generated through the assessment of area businesses located in the East Anaheim Street Parking and Business Improvement Area (EASPBIA). State law governing Parking and Business Improvement Areas require that an annual assessment report (Annual Report) be submitted to the City Council by the Advisory Commission designated for the Assessment District. On August 12, 2014, the EASPBIA Advisory Board voted to adopt the Fiscal Year 2015 EASPBIA Annual Report (attached).

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

The recommended Resolution of Intention 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 a public hearing for October 14, 2014.

This matter was reviewed by Deputy City Attorney Amy Webber on August 19, 2014, and Budget Management Officer Victoria Bell on August 28, 2014.

TIMING CONSIDERATIONS

City Council action is requested on September 16, 2014 to allow purchase order and contract modifications to be completed so that Fiscal Year 2015 (FY 15) assessment transfers may be made as required by the Agreement for Funding with the EASPBIA. The EASPBIA contract year begins October 1, 2014.

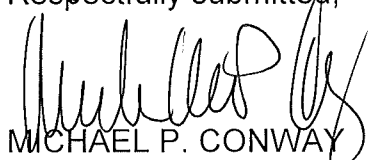
FISCAL IMPACT

It is estimated that the EASPBA will generate \$141,000 in FY 15 through the proposed continuation of the existing assessment. Sufficient funds are included in the FY 15 Budget in the Parking and Business Area Improvement Fund (SR 132) in the Public Works Department (PW), for city pass-through payments to the East Anaheim Business Association. There is no local job impact associated with this action.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



MICHAEL P. CONWAY
DIRECTOR OF ECONOMIC AND PROPERTY DEVELOPMENT

MPC:VSG:jfj
09.16.14 FY 15 EASPBA ROI v2

Attachments: East Anaheim Street Parking and Business Improvement Area FY 2015 Annual Report
Resolution

APPROVED:



PATRICK H. WEST
CITY MANAGER

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

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RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH APPROVING AN ANNUAL REPORT FOR OCTOBER 1, 2014 TO SEPTEMBER 30, 2015 FOR THE EAST ANAHEIM STREET PARKING AND BUSINESS IMPROVEMENT AREA ("EASPBA") 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 East Anaheim Street Parking and Business Improvement Area Advisory Board has caused a Report to be prepared for October 1, 2014 to September 30, 2015 relating to the East Anaheim Street Parking and Business Improvement Area ("EASPBA"); and

WHEREAS, said Report contains, among other things, with respect to October 1, 2014 to September 30, 2015 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 EASPBA for October 1, 2014 to September 30, 2015. 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 same time the business license is due. This is the same collection procedure which occurred in the previous fiscal year; and

1 WHEREAS, to this end, the proposed activities and improvements
2 undertaken by the Area include those generally specified in the establishing Ordinance
3 ORD-10-0012, as adopted by the City Council on May 4, 2010; and

4 WHEREAS, a copy of the Report is on file with the City Clerk and includes
5 a full description of the activities and improvements to be provided from October 1, 2014
6 to September 30, 2015, the boundaries of the area, and the proposed assessments to be
7 levied on the businesses that fiscal year and all other information required by law; and

8 WHEREAS, it is the desire of this City Council to fix a time and place for a
9 public hearing to be held in the City Council Chamber of the City of Long Beach on
10 October 14, 2014 at 5:00 p.m., regarding the Report, the levy and the proposed program
11 for October 1, 2014 to September 30, 2015;

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

14 Section 1. That certain Report entitled "East Anaheim Street Parking and
15 Business Improvement Area - Initial Assessment Report and Proposed Service Plan" for
16 the period October 1, 2014 to September 30, 2015, as filed with the City Clerk is hereby
17 approved.

18 Section 2. On October 14, 2014 at 5:00 p.m., in City Council Chamber,
19 City Hall, 333 West Ocean Boulevard, Long Beach, California 90802, the City Council of
20 the City of Long Beach will conduct a public hearing on the levy of proposed
21 assessments for October 1, 2014 to September 30, 2015 for the EASPBA. All
22 concerned persons are invited to attend and be heard, and oral or written protests may
23 be made, in accordance with the following procedures:

24 A. At the public hearing, the City Council shall hear and consider all
25 protests. A protest may be made orally or in writing by any interested person. Any
26 protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and
27 shall clearly set forth the irregularity or defect to which the objection is made.

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

1 time fixed for the public hearing. The City Council may waive any irregularity in the form
2 or content of any written protest and at the public hearing may correct minor defects in the
3 proceedings. A written protest may be withdrawn in writing at any time before the
4 conclusion of the public hearing.

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

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

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

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

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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 _____, 2014, by the following vote:

Ayes: Councilmembers: _____

Noes: Councilmembers: _____

Absent: Councilmembers: _____

City Clerk

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

EXHIBIT "A"

East Anaheim Street Parking and Business Improvement Area

Initial Assessment Report an Proposed Service Plan

For the period
October 1, 2014 – September 30, 2015

August 2014

The East Anaheim Street Parking and Business Improvement Area is a benefit assessment district formed under the authority of the State of California, Streets and Highways Code Part 6 (commencing with Section 36500) of Division 18; the Parking and Business Improvement Area Law of 1989.

EASBA Assessment Report and Service Plan -- 083111

**East Anaheim Street Parking and Business Improvement Area
Assessment Report and Proposed Service Plan
City of Long Beach, California**

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Appendix 1 – East Anaheim Street Business Improvement Area Map

Appendix 2 – East Anaheim Street Business Improvement Area Business Assessment
Roll

I. DISTRICT OVERVIEW

Conceived by a coalition of business owners located along Anaheim Street east of Junipero, the East Anaheim Street Parking and Business Improvement Area (the "EASPBA" or the "District") is a benefit assessment district proposed to provide a more attractive and vibrant business environment in the East Anaheim Street business area.

The goal of the district will be to promote and market the East Anaheim Street business area through events and advertising. The East Anaheim Street Business Alliance (EASBA), under contract with the City of Long Beach, will manage the District.

A. Location: The East Anaheim Street Parking and Business Improvement Area is bounded by Junipero Avenue to the west, Pacific Coast Highway to the east, 11th Street to the south, 14th Street to the north. See map in Section II.

B. Services: Marketing, safety and security, promotions and cleanliness programs to improve the appearance and attractiveness of the business district.

C. Method of Assessment: Special benefit assessment for marketing and promotion of businesses operating within the area. The estimated 2014-2015 fiscal year revenue from business assessments is \$141,000. Assessments are calculated as follows:

- **Type 1 Businesses:** Retail, recreation and entertainment, and unique businesses shall pay annual assessment fees of:
 - Base Fee: \$300 per year except that secondary licensees in these classes are exempt, and:
 - Employee Fee: \$15 per employee up to \$300 maximum.
- **Type 2 Businesses:** Service, vending, professional, wholesale, contractor, manufacturing and miscellaneous mobile businesses shall pay annual assessment fees of:
 - Base Fee: \$200 per year except that secondary licensees in these classes shall pay a base fee of \$120, and:
 - Employee Fee: \$15 per employee up to \$300 maximum
- **Type 3 Businesses:** Non-residential space rental businesses shall pay annual assessment fees of:
 - Base Fee: \$120 per year
 - Employee Fee: not applicable

Residential property rental, home-based and secondary licensees are exempt from the assessment.

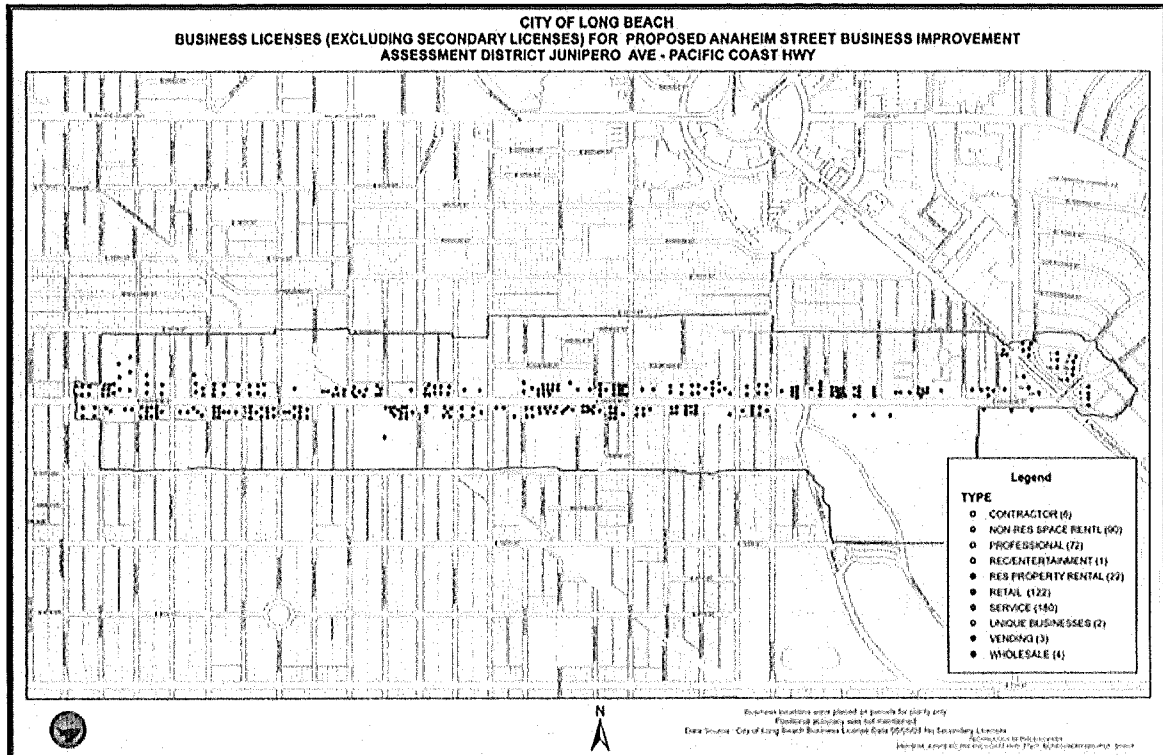
D. Method of Collection District assessments will be invoiced and due with annual City of Long Beach Business License renewal statements. Assessment revenue received will be segregated into a special fund for transfer to the EASBA.

E. Authority: The EASPBA is a benefit assessment district formed under the authority of the State of California, Streets and Highways Code Part 6 (commencing with Section 36500) of Division 18, the Parking and Business Improvement Area Law of

1989 (the "District Law).

II. East Anaheim Street Parking and Business Improvement Area Boundary

A. District Map – Junipero Avenue to the west, Pacific Coast Highway to the east, 11th Street to the south, 14th Street to the north



B. General Description Based on the results of the 2008 Business Survey taken by business owners in the district area, the East Anaheim Street Business Alliance (EASBA) has been working with member businesses on enhancing the identity and promoting the area for the benefit of all businesses. EASBA has also coordinated with the city to conduct street clean-up activities, public safety programs and to deliver marketing and promotional services using funds received from EASPBIA assessments.

III. SERVICE PLAN AND BUDGET

A. District Needs and Purpose - The East Anaheim Street business area offers a unique neighborhood service, dining and shopping area. This area along Anaheim Street is a major east/west corridor and surrounded by quaint neighborhoods.

East Anaheim Street businesses have made strides in promoting the district in recent years. Working together as the East Anaheim Street Business Alliance, they have held regular meetings, gained the participation of the majority of the businesses in the area, involved the local residential neighborhood associations and have identified future

events for the district such as:

- Build upon the unique identity for the area
- Sidewalk sales
- Holiday Open House events
- Street fairs
- Street banners and signs
- Regular street clean-ups
- Marketing and advertising – business alliance brochure and website
- Safety, video cameras monitoring intersections

The assessment district will enable the EASBA to improve their ability to hold special events and increase funding for promotional activities while maintaining local control and accountability. Proposed additional services and programs include:

- Regular sidewalk and street cleaning
- Increased working with law enforcement and security
- East Anaheim Street gateway signs and light pole banners
- Increased marketing and promotion
- Improved overall sanitation services
- Additional street festivals, sidewalk sales and other public events
- Safety, providing video cameras as designated intersections

B. Service Plan - The EASPBIA Service Plan provides for funding for marketing and promoting and maintaining the cleanliness and attractiveness of the shopping area. Services to be provided are:

- Market Media and Materials
- Promotional Events
- Security, Streetscape and Cleanliness

C. Services Budget - Services are based on the following estimated allocation of EASPBIA revenue totaling \$141,000.00 in the 2014 – 2015 year.

**East Anaheim Street Business Alliance
October 1, 2014 - September 30, 2015**

Income

Member Assessments	\$141,000.00
Allowance for uncollectable Due	\$(10,000.00)
Monthly Lunch Reimbursement	\$1,500.00
Total Income	\$132,500.00

Expenses

Administrative

Franchise Tax Board	\$800.00
Accounting	\$1,600.00
Administration	\$6,000.00
Contingency	\$1,000.00
Insurance	
Liability	\$1,821.13
Directors & Officers	\$1,100.00
Property Insurance	\$1,000.00
Total Insurance	\$3,921.13
Supplies & Postage	\$600.00
Total Administrative Expense	\$13,921.13

Program Expense

Business Coordination	\$24,000.00
Promotional Events	\$24,000.00
Newsletter	\$7,000.00
Brochure	\$700.00
Advertising	\$1,000.00
Dues & Memberships	\$300.00
Monthly meeting lunch	\$3,000.00
Permits & Fees	\$560.00
Security Surveillance Cameras	\$2,500.00
Street Banners & maintenance	\$22,000.00
Trash & Weed abatement	\$23,000.00
Power wash - street cleanliness	\$6,200.00
Website Maintenance	\$4,800.00
Total Program Expense	\$119,060.00

Total Expense	\$132,981.13
Net Loss	\$(481.13)

IV. Assessments

- A. Methodology** - Improvements and activities identified in the Service Plan are designed to improve the appearance of pedestrian areas, improve safety and make the area more attractive to customers. All businesses in the district will benefit from these improvements and will be assessed according to the fee schedule below.

Special benefit assessment revenue for 2014-2015 is estimated at \$132,500: Assessments are calculated as follows:

- Type 1 Businesses: Retail, recreation and entertainment, and unique businesses shall pay annual assessment fees of:
 - Base Fee: \$300 per year except that secondary licensees in these classes are exempt
 - Employee Fee: \$15 per employee up to \$300 maximum
- Type 2 Businesses: Service, vending, professional, wholesale, contractor, manufacturing and miscellaneous mobile businesses shall pay annual assessment fees of:
 - Base Fee: \$200 per year except that secondary licensees in these classes are exempt
 - Employee Fee: \$15 per employee up to \$300 maximum.
- Type 3 Businesses: Non-residential space rental businesses shall pay annual assessment fees of:
 - Base Fee: \$120 per year
 - Employee Fee: Not applicable

Residential property rental, home-based and secondary licensees are exempt from the assessment.

- B. CPI Adjustments** - The assessment may be increased each year to reflect the annual change in the Consumer Price Index for All Urban Consumers in Los Angeles-Riverside-Orange County. The annual increase shall not exceed three percent (3%) of the previous year's assessment. The annual Consumer Price Index variance will be calculated in March and applied in July of each year at the discretion of the Advisory Board. The District will have a fiscal year of October 1 through September 30.
- C. Time and Manner for Collecting Assessments** - Business operator assessments will be invoiced and due with annual City of Long Beach Business License renewal statements or other appropriate means as determined by City of Long Beach Financial Management. Assessment revenue received will be segregated into a special fund for transfer to the EASIA.

V. District Governance and Administration

A. The East Anaheim Street Improvement Association

1. The East Anaheim Street Improvement Association shall manage the EASPBIA and shall exercise the powers of the Advisory Board set forth in the District Law including the following:
 - a. The Advisory Board shall cause to be prepared a report for each fiscal year (October 1 through September 30) for which assessments are to be levied and collected to pay the costs of the improvements and activities described in the report. The report may propose changes, including, but not limited to, the boundaries of the parking and business improvement area or any benefit zones within the area, the basis and method of levying the assessments, and any changes in the classification of businesses, if a classification is used
 - b. The report shall be filed with the clerk and shall refer to the parking and business improvement area by name, specify the fiscal year to which the report applies, and, with respect to that fiscal year, shall contain all of the following:
 - 1) Any proposed changes in the boundaries of the parking and business improvement area or in any benefit zones within the area.
 - 2) The improvements and activities to be provided for that fiscal year.
 - 3) An estimate of the cost of providing the improvements and the activities for that fiscal year.
 - 4) The method and basis of levying the assessment in the sufficient detail to allow each business owner to estimate the amount of the assessment to be levied against his or her business for that fiscal year.
 - 5) The amount of any surplus or deficit revenues to be carried over from a previous fiscal year.
 - 6) The amount of any contributions to be made from sources, other than assessments, levied pursuant to this part.
 - c. The City Council may approve the report as filed by the Advisory Board or may modify any particular contained in the report and approve it as modified. The City Council shall not approve a change in the basis and method of levying assessments that would impair an authorized or executed contract to be paid from the revenues derived from the levy of assessments.
2. The East Anaheim Street Business Alliance Board will serve the EASPBIA Advisory Board and shall be appointed by the Mayor and confirmed by the City Council as required by District Law.
3. The EASPBIA Advisory Board shall comply with the Brown Act when discussing or acting on matters within the subject matter of the district (e.g. annual report assessment methodology, boundaries, budget and Service Plan).

B. Disestablishment

According to State law, any district where there is no outstanding indebtedness may be disestablished by resolution of the City Council. This may occur if the City Council finds that funds have been improperly used or if the assessees request disestablishment.

There will be a thirty-day window every year beginning on the one-year anniversary of the establishment of the District, in which business owners may petition to disestablish the District. If the assessees who pay 50% or more of the total assessments levied submit a written petition to disestablish the District, the City Council will do so.

REVIEWED BY:

DATE

APPROVED BY:

DATE