



CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

R-18

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

September 21, 2004

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

SUBJECT: Contract With Downtown Long Beach Associates (DLBA) for Fiscal Year 2005 to Accomplish Promotional Activities using Downtown Business Assessment Funds (Districts 1 and 2)

DISCUSSION

Downtown Long Beach Associates (DLBA) promotes and markets downtown Long Beach on behalf of businesses located in the Downtown Long Beach Parking and Business Improvement Area (DLBPBIA). The City contracts with DLBA to accomplish promotional activities and other services using assessment funds authorized by the State Streets and Highways Code (Section 36000). DLBA's report on the proposed allocation of funds for various activities is provided as "Attachment A." The proposed contract requires the City to transmit assessment funds collected from downtown businesses to the DLBA every other month. The DLBA will provide quarterly reports to the City on expenditures and will submit an annual report summarizing Fiscal Year 2005 (FY 05) activities.

The City Council approves other DLBA revenue, such as property-based improvement district assessments, under separate council letters. In addition to assessment revenue, DLBA may have revenue from sponsorships, grants and dues.

This letter was reviewed by Assistant City Attorney Heather Mahood on September 7, 2004, by Budget Management Officer David Wodynski on September 13, 2004, and by the City Treasurer's Office on September 7, 2004.

TIMING CONSIDERATIONS

The DLBA contract year begins October 1, 2004. City Council action is requested on September 21, 2004 to establish a contract and purchase order before that date.

FISCAL IMPACT

The estimated cost of the FY 05 contract with DLBA is \$500,000 based on anticipated assessments. Sufficient funding to cover the cost of the contract has been included in the FY 05 budget in the Parking and Business Improvement Fund (SR 132) in the

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Department of Community Development (CD). There will be no impact on the General Fund.

IT IS RECOMMENDED THAT THE CITY COUNCIL:

Authorize the City Manager to execute a contract with the Downtown Long Beach Associates for the period of October 1, 2004 through September 30, 2005, in an amount not to exceed \$500,000 to promote and market the Downtown Long Beach commercial area.

Respectfully submitted,



For MELANIE S. FALLON
DIRECTOR OF COMMUNITY DEVELOPMENT

APPROVED:



GERALD R. MILLER
CITY MANAGER

Attachment

MSF:TB
092104 DLBA Annual Apprvl v02.doc