

RESOLUTION NO. RES-20-0140

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH APPROVING THE ANNUAL ASSESSMENT REPORT FOR OCTOBER 1, 2020 TO SEPTEMBER 30, 2021 FOR THE BIXBY KNOLLS 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 Bixby Knolls Business Improvement Association has caused a Report to be prepared for October 1, 2020 to September 30, 2021 relating to the Bixby Knolls Parking and Business Improvement Area ("PBIA") which is located generally in that section of the City of Long Beach bounded by Wardlow Road, Long Beach Boulevard, Del Amo Boulevard and Orange Avenue and as more specifically described in the Report; and

WHEREAS, said Report contains, among other things, with respect to October 1, 2020 to September 30, 2021 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. Modify assessments and confirm levy of and direct collecting assessments for the Bixby Knolls PBIA for October 1, 2020 to September 30, 2021. 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. C-6646, Section 5, as adopted by the City Council on September 19, 1989; and

6 WHEREAS, a copy of the Report is on file with the City Clerk and includes
7 a full description of the activities and improvements to be provided from October 1, 2020
8 to September 30, 2021, the boundaries of the area, and the proposed assessments to be
9 levied on the businesses that fiscal year and all other information required by law; and

10 WHEREAS, it is the desire of this City Council to fix a time and place for a
11 public hearing to be held in the Civic Chamber of the City of Long Beach on December 8,
12 2020 at 5:00 p.m., regarding the Report, the levy and the proposed program for October
13 1, 2020 to September 30, 2021;

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

16 Section 1. That certain Report entitled "2020-2021 Annual Report Bixby
17 Knolls Parking and Business Improvement Area" as filed with the City Clerk is hereby
18 approved.

19 Section 2. On December 8, 2020 at 5:00 p.m., in the Civic Chamber, City
20 Hall, 411 West Ocean Boulevard, Long Beach, California 90802, the City Council of the
21 City of Long Beach will conduct a public hearing on the levy of proposed assessments for
22 October 1, 2020 to September 30, 2021 for the Bixby Knolls PBIA. All concerned
23 persons are invited to attend and be heard; and oral or written protests may be made, in
24 accordance with the 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 (7) 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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I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of November 17, 2020 by the following vote:

Ayes: Councilmembers: Zendejas, Pearce, Price, Supernaw,
Mungo, Andrews, Uranga, Austin,
Richardson.

Noes: Councilmembers: None.

Absent: Councilmembers: None.

Recusal(s): Councilmembers: None.



City Clerk

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

EXHIBIT “A”



2020-2021 Annual Report Bixby Knolls Parking and Business Improvement Area

SUBMITTED BY BIXBY KNOLLS BUSINESS IMPROVEMENT
ASSOCIATION

OCTOBER 7, 2020

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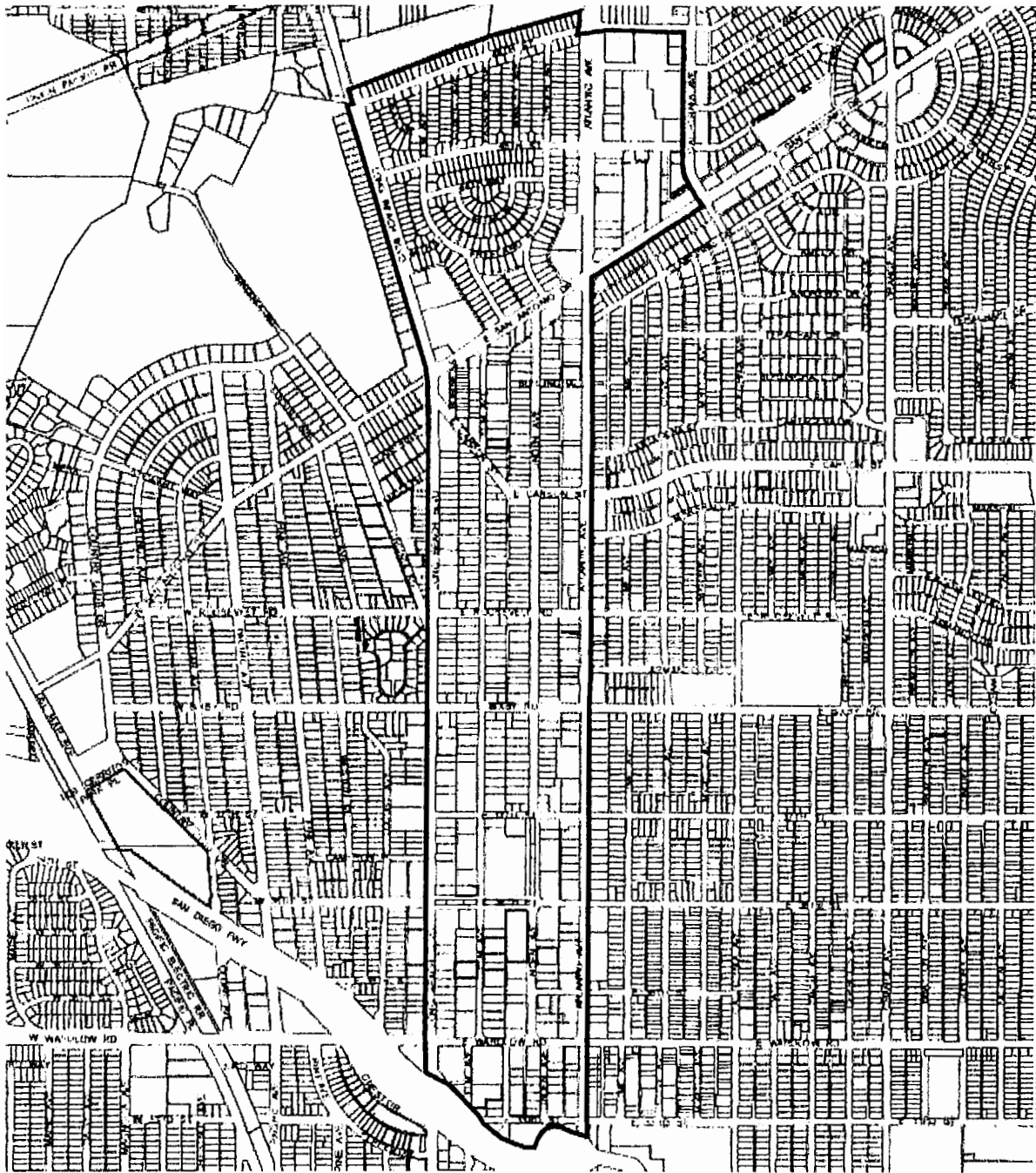
DISTRICT OVERVIEW

District Background

In 1989, the City Council of the City of Long Beach established the Bixby Knolls Parking and Business Improvement Area, providing for the levy an annual business license assessment to be paid by businesses in the Bixby Knolls commercial corridor. The organization overseeing the management of the Bixby Knolls Parking and Business Improvement Area is the Bixby Knolls Business Improvement Association, a nonprofit organization incorporated on September 20, 1993 under State law.

The purpose of the Bixby Knolls Business Improvement Association is to promote the interests of its professional, service, and retail members, to enhance the common areas within the BIA area, to facilitate the exchange of business information and ideas, and to promote the highest business and ethical standards. This statement reflects the focus for the Board's activities and its continuing commitment to the growth and enhancement of our business community. There have not been any changes to the district boundaries nor are there any plans for expansion.

Bixby Knolls Parking and Business Improvement Area Boundary Map



Proposed Changes

The Bixby Knolls Business Improvement Association Board of Directors proposes no changes to the district boundary for 2019-2020.

District Advisory Board

The Board of Directors of the Bixby Knolls BIA represents a cross-section of the diverse business community throughout the business district. Appointed in accordance with our Bylaws, each position represents a sector of the area as defined by the formation ordinance. As a nonprofit organization governed by a volunteer board of directors, the BIA's effectiveness is primarily determined by the dedication and commitment of the volunteers that serve on the Board of Directors and its committees.

Mike Mora, President,	Long Beach Blvd.
Norm Cauntay, Vice President,	Atlantic Avenue
Anthony Wingfield, Treasurer,	Wardlow Road
Bill Larson, Secretary,	Long Beach Blvd.
Anthony Puente, Digital Revolution,	Atlantic Avenue
Emily Ledger, Recreation Fitness	Atlantic Avenue
Kris Allen, First Bank,	At-Large
Aaron Hovis, goFetch,	Wardlow Road
Servando Orozco, Orozco Auto Repair	At-Large
Jeff Beasley, Bundts on Melrose,	Long Beach Blvd.
Brian Savala, Nova Home Loans	Long Beach Blvd.
Cheryl Jacobs – Community Liaison	
Roy Robbins – Community Liaison	
Andrea Testa – Community Liaison	

District Personnel

Blair Cohn, Executive Director

Lead the implementation and enhancement of the BIA's goals and strategic action plan; Act as liaison and advocate with municipal government, local media, and organizations on behalf of the BIA; Event Management: organize and manage all monthly events and programs; Recruit, train, and manage qualified staff; Oversee the publishing of newsletters, annual business directory, and BIA website; Manage the BIA's financial activities including payables, receivables, payroll, financial statements, and required municipal reporting; Administer the Board and Committee meetings including agendas, meeting minutes, and correspondence.

Ashlee Orellano, Project Manager

Manage all special projects including design of website, event materials, social media; business directory; Manage administrative duties within the BKBIA office; manage the Expo Arts Center booking and coordinate event calendar; Member outreach; directory updates.

Myra Pimentel – Content Manager

Create and manage website and social media, member outreach, and special projects.

METHOD OF ASSESSMENT

The annual base assessment for businesses is \$274.25. Nonprofits are assessed a base fee of \$164.55. An additional \$20 is added annually to the assessment fee to make up the gap between the sunsetting Redevelopment Agency funds and assessment fees. There are no proposed changes to the method and basis of levying the assessment from last year.

Method of Assessment

BUSINESS BASE RATE	TOTAL RATE	NONPROFIT BASE RATE	TOTAL RATE
\$274.25 + \$20	\$294.25	\$164.55 + \$20	\$184.55

Consumer Price Index Adjustments

The Bixby Knolls Business Improvement Association Board of Directors is not requesting a Consumer Price Index Adjustment for the 2020-2021 contract year.

BUDGET

Bixby Knolls Business Improvement Association Projected Budget

Revenue

Assessment	204,000
Contributions	12,000
Grant Awards	1,500
RDA Funds	200,000
Cost Reimbursements	2,500
Rental Income	18,000

Gross Revenue	<u>438,000</u>
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Expenditures

Administration

General Admin Expenses	8,000
Fees & Finance Charges	400
Insurance	4,600
Licenses and Permits	4,400
Office Equipment & Supplies	12,640
RDA Outside Services	2,600
Clean and Safe	26,500
RDA Clean and Safe	52,500
Utilities	20,000
EXPO Bldg. Supplies	2,800
RDA EXPO Blvd R&M	800
EXPO Repairs & Maintenance	2,43600

Total Administration	<u>137,840</u>
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On-Going Promotions

Advertising & Marketing	15,040
RDA Advertising & Marketing	17,000
Banner Installation & Maint	1,600
Median Maint Utilities	2,400
Median Maintenance	3,600
RDA Member Outreach	8,400

Total On-Going Promotions	<u>48,040</u>
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Promotional Event Expenses	
Annual Holiday Party	0
Annual Meeting	0
New Promotions	250
Promotional Event Expenses - Other	1,000
Total Promotional Event Expenses	1,250

Payroll Expenses	
Wages (a)	95,000
Wages (b)	58,000
Payroll Preparation	2,800
Payroll Tax - Employer Contrib	13,600
Workers Comp Insurance	1,800
Total Salaries/Benefits	171,200

Special Programs	
Business Breakfast	1,300
Concerts	200
First Fridays	10,000
RDA First Fridays/2nd Saturdays	41,000
Good Spirits Club	400
Kidical Mass	600
Literary Society	1,000
Misc Special Events	3,500
Strollers	1,000
RDA Façade/Streetscape Imprv	27,000
RDA Trees & Landscaping	6,700
RDA Special Programs & Events	31,000
Special Programs - Other	300
Total Special Programs	124,000

TOTAL EXPENDITURES	482,330
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NET REVENUE	(44,330)
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Surplus or Deficit Carryover

The projected deficit of \$44,330 is due to the inability to book any events in the Expo Arts Center for the foreseeable future. The BKBIA does not have the ability for donations via event concessions or event sponsorship currently. Reducing security expenses and expenditures for events like First Fridays may be significantly reduced to bring the deficit to a break-even position.

Contributions from Other Sources

Contributions:	\$12,000
Corporate Sponsorship:	\$0
Grant Awards:	\$1,500
Rental Income:	\$18,000
RDA Funds:	\$200,000
Cost Reimbursements	\$2,500
TOTAL:	\$234,000

BIXBY KNOLLS BUSINESS IMPROVEMENT ASSOCIATION PROGRAM

2020 – 2021 Program and Year in Review

Current theme: Adapt. Pivot. Reinvent. Adjust.

The focus of 2019-2020 was changed and interrupted as of March 14, 2020.

We have had quite a year even before the pandemic. We kept on our normal path of weekly and monthly programs and events from July 2019. In late August, Katie Phillips, our project manager, was told that cancer had spread to her liver and she would need to begin treatments immediately. She passed away on October 9. On January 10, 2020, our part-time contractor who was handling Member Outreach suffered a heart aneurysm and a stroke. We hired Ashlee Orellano during Katie's illness to take over as Project Manager. In June, we temporarily eliminated the Clean Team position due to liability issues with the pandemic and hired Myra Pimentel as the Content Manager.

The Bixby Knolls Community Foundation 501c3 was completed and we received donations from local community members who share the concern about the sunseting of our redevelopment funds (September 30, 2021).

We were status quo from our last renewal but once the COVID-19 shutdown began in March, we began what we called "heavy triage" for our membership—providing them daily with updates and resources for businesses coming from the Economic Development Department. There has been a lot of one-on-one contact to help businesses through this challenging period.

As a result of the civil unrest on May 31, there were twenty businesses negatively affected by looting and vandalism. On June 1, the BKBIA quickly organized a community cleanup (with an overwhelming turnout) to help restore a sense of calm and order in the district.

All staff members had been working remotely since late March which was very challenging. At the beginning of July, the staff returned to the office to be at full strength to continue to meet our mission, engage the local community, and recruit and retain business membership. The BKBIA had been at an all-time high in its business membership. We now anticipate that in September and October 2020, we will see a reduction in our assessment budget due to businesses shutting their doors not being able to sustain the closures or limited operations with the health orders.

During the onset of the business shutdown due to COVID-19, we were happy to help manage the citywide Plywood Mural Project to beautify the city by hiring local artists to paint murals on locations that boarded up their spaces immediately. We also hired a videographer to document the project to share with the city.

Consistent outreach to our membership has always been critical to provide pertinent information and resources for their businesses. We continue email our members almost daily and have mailed letters with grant information and other resources available during the shutdown.

The BKBIA continues to rely heavily on its social media network to broaden its promotional and informational outreach. Facebook and Instagram and connections have resulted in the growth and awareness of district improvements and events.

Our progress during COVID-19 includes:

- A new website
- Constant outreach to our members; sharing resources and hosting Flash Events
- Personnel changes
- Managing the plywood mural project for the city
- Celebrated National Black Business Month showcasing our Black-owned businesses in the district.
- Changing the First Friday's model by taking the event into the neighborhoods via the "trolley" rather than any large social gathering around the district.

Meanwhile, the Bixby Knolls Strollers have safely met every Saturday; Literary Society has met via Zoom; Knights of the Round (Turn)Table playlists shared every week; Bixby Saturday Night content shared every week; BKBIA hosted over 30 Flash Events to support the businesses; and increased our Instagram followers to over 10,000.

In addition, we continue to mail letters and frequently email our membership all district updates. Social media also allows us to inform the community at large about what the BKBIA is doing daily/weekly.

Other Notes:

Given the negative effects of COVID-19 on some of our business members, we are facing a reduced assessment revenue budget for the next year; potentially a 20% reduction from last year.

In addition, we are facing the sunset of our redevelopment funds as harsh reality now. With this, the inability to fully pursue recommendations from the P.U.M.A. consultants, the current city deficit due to COVID-19, it appears that our golden era may see an end in sight.

However, the BKBIA completed the formation of the Bixby Knolls Community Foundation 501c3 and has taken donations from the community. We will step up fundraising efforts in the upcoming months.

The BKBIA itself will continue in the post-RDA funds, though greatly different than its current format the era will come to an end with a whimper and not a bang.

Ongoing Monthly Events and Programs

As of March 14, 2020, all BK BIA events and programs, except for the Strollers, went virtual and online. All other in-person events became "virtual" as online to keep the BK BIA businesses in front of mind in the local community and to not lose complete momentum. There were three months of daily emails with lists of all businesses still allowed to be open and operating with a plea to constant support from the community. The good news was that the response was very positive.

The BK BIA has continued to stress the importance and priority of **connecting the residential customer base to the business corridors**. To bring the community and businesses together we continue to manage our low-cost monthly events and programs, many of which have celebrated longevity and milestones in the district. These are the *Strollers (12 years)*, *Literary Society (12 years)*, *First Fridays (13 years)*, *Good Spirits Club*, *Supper Club*, *Concerts in the Park(ing Lot)*, *Flash Events*, and *Kidical Mass (8 years)*, that activate the local business community. We were thrilled with the positive response and attendance at our "Bixby Saturday Nights" jazz performances in the Expo Arts Center. This music series ran from June to February and is now a weekly email to our list.

Our last in-person event was the March First Fridays, now we take the trolley into the neighborhood to bring the event to the people since the people cannot go to the event. This is an incredible spirit-lifter and a break to people who have been stuck at home. The trolley also creates a higher sense of neighborhood pride and the BK BIA gains even more engagement.

The new "Almost St. Patrick's Day" event had to be canceled due to the pandemic. We have been optimistic about our 3rd annual Walktoberfest event in October, but it seems unlikely to happen.

Our Flash Events have taken the place of the May Small Business Saturday (SBS) and is our new model for business support and retention; we have already targeted 30 businesses to sponsor for this type of event. The funds that would have been spent on First Fridays are now going to the individual businesses hosting the event. These events have given a much-needed boost to those that can remain open. Not only does the business receive the revenue of our purchase for the "free" giveaway to participants, but 80% of those that turnout to the event purchase more which gives another bump in revenue to the business that it would not have received. The SBS event in November will most likely be virtual as we encourage the community to buy give cards to shop our businesses in person and online.

Member Outreach

Before and now during the pandemic, communicating to our membership is critical. We have emailed almost daily, mailed monthly letters, held Bixby Business Breakfasts (prior to COVID), and contacted members one-on-one via social media and direct contacts. Communication picked up tenfold with the shutdowns.

More than ever, the BK BIA serves as mentoring, coaching, and cheerleading services while also providing important business resources, and being accessible and responsive by phone or even after business hours.

Business Retention/Business Recruitment

While the importance of meeting our mission is critical, this also include our efforts for business recruitment and retention. Often this can be the most challenging area for us given the limited staff, resources, and time. Business retention has been a top priority during the COVID-19 shutdown. Flash Events been the best tool thus far as well as assisting in the purchase of signage or other items to help the business. Our best efforts come as a direct result of all the energy we put into the events, marketing, and social media. Creating a buzz about the neighborhood, supporting our membership in a variety of ways, has, over time, produced greater investment into the district.

We are thankful to the city for providing such quick response with information and links for city loans and grant programs. All this information is shared immediately with our members who are encouraged to take advantage of all opportunities.

Further, we have been lucky to received private funds twice from an anonymous donor in the neighborhood. A community member made donations to the BKBIA with the specific instructions to "help those businesses who need it the most."

Long Beach Community Foundation awarded a grant of \$21,000 to the BKBIA for the "Allery" location (Burlinghall and Atlantic) to help support multiple businesses with their outdoor dining. This grant will help with the purchase of furniture, signage, and sanitation supplies.

Marketing and Branding

We continue to work with Commune Communication on our event branding and marketing, so our reach is farther than just our neighborhood while also maintaining the appeal and draw for each. Early in the year we launched our new "Bixby Knolls is More Like It" campaign which is not only a district-wide branding tool but will also drill down to promote specific business segments within the district. We will be able to provide even more value to our service businesses with this new campaign. Once the shutdown occurred, we created our own "Bixby Knolls Strong" social distancing decals for businesses to use, median banners, First Fridays Trolley, and sidewalk decals.

Personnel Changes

As mentioned in the introduction, we had some personnel issues over the course of the year but have retained a great team with our Project Manager and new Content Manager. We are now operating at the capacity in which we should.

Redevelopment projects/Bixby Knolls Work Plan:

We continue to utilize our redevelopment funds and continuing our "Bixby Knolls Work Plan Projects" developed by the Hyett Palma consultants. The Redevelopment Agency funds are the critical component to the physical improvements of the district. We are proactive with our streetscape enhancements (power washing; weed/litter abatement), façade improvements (painting buildings, new signage, new patios), installation of lighting around the district, logo decals on all street corners, street pole banners, tree trimming and maintenance, and the incorporation of the arts into everything we do. These services and projects have continued throughout the year and even during the shutdown.

The ongoing top priority is district-wide safety. CSI Patrol Service works closely with us for events, day and nighttime patrols and responds quickly to a business owner's need when a situation arises. We meet monthly with LBPD and CSI Patrol Service to discuss any criminal incidents in

the neighborhood as well as how and where to best shift our resources to make the most impact for district-wide safety. CSI Patrol Service played a very important role for district safety during and immediately following the social unrest of May 31.

Progressive Urban Management Associates consultants came to Bixby Knolls to help develop a Bixby Knolls Strategic Plan to address the sunseting of the Redevelopment Agency funds. The consultants were here September 10, 11, and 12, 2019 to host roundtable discussions with the BKBIA board, business members, and other stakeholders to develop recommendations about our programming, priorities for the organization, and seeking new revenue sources/options to supplement the loss of the funds. The potential for parking meters along Atlantic Avenue, implementation of a Property and Business Improvement District, and the further programing of the Expo Arts Center are all on the table for discussion. A final report was created and shared with the council offices, Economic Development, and the BKBIA board of directors. The COVID-19 shutdown has taken away our ability to pursue most of these recommendations.

There is some good news, however. At the time of this writing, more businesses have opened in the district than have closed. There are still more restaurants building out now and getting ready to open by early September. This will be an interesting time as we wait to see a reduction of business members in September and October who would not have been able to make it through the business shutdown for so long, even with the opportunity for the grants and available loans. In the meantime, we will continue to create content for sharing, promote and support our membership, engage the community, and do all the things that people have come to expect of Bixby Knolls.

Goals

Our goals for 2020-21 are as follows:

- While we will stay the course. Continue to implement the recommendations of the Bixby Knolls Work Plan as articulated by the HyettPalma Study and pursue recommendations by P.U.M.A., to continue to improve the aesthetics of the BKBIA common areas with painting and lighting programs, façade improvements, tree-planting and landscape programs, street banners, art window displays, public gathering places, and street clean-up programs, as well as additional funding sources to replace the redevelopment monies.
- Be highly attentive to our members—directing the membership to all resources and funding while also mentoring and problem-solving.
- Create membership involvement and ensure effective communication with the membership, other community organizations and city entities.
- Pursue donations and grants 501c3 Bixby Knolls Community Foundation to further supplement our revenue as well as continue the progress of our Work Plan projects.
- Focus on safety for the business district and surrounding areas via continued private security patrols and continued partnership with the Long Beach Police Department North Division.
- Continue to engage the broker community as well as the property owners to help recruit tenants that best serve the Bixby Knolls area.
- Continue to connect the local communities (customer base) to the retail and businesses corridors through newsletters and other communications and effective events.
- Ensure that the surrounding communities know about Bixby Knolls' businesses, events and the BKBIA through effective use of existing media from print, social media, networking, and various e-newsletters and publications.
- Increase the reach and scope of the Bixby Knolls area not only to consumers, but to retailers and commercial brokers via events, advertising, press releases, and community outreach partnerships.
- Through cooperative efforts with the City of Long Beach and BKBIA members, work to retain and strengthen existing businesses and attract new businesses to Bixby Knolls.
- Continue the ongoing analysis to figure out “what’s the next big thing” for Bixby Knolls.
- Improve the Expo Arts Center for more use and increase its programming as a revenue source.

