



**CITY OF LONG BEACH**  
DEPARTMENT OF COMMUNITY DEVELOPMENT

4.

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June 18, 2009

**BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA COMMISSION MEMBERS**

City of Long Beach  
California

**SUBJECT:** Approve Fiscal Year (FY) 2010 Belmont Shore Parking and Business Improvement District Annual Budget and Service Report.

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DISCUSSION

The Belmont Shore Business Association is responsible for preparing a Belmont Shore Parking and Business Improvement District Annual Budget and Service Report (Report) describing uses of Belmont Shore Parking and Business Improvement Area assessment revenue. The Commission is responsible for review and approval of the Report prior to submission to City Council. Upon approval by the Commission, the Report will go before the City Council in September to set the public hearing date in October. Upon completion of the hearing and City Council approval, the new budget and service plan will take effect on October 1, 2009.

RECOMMENDATION

Approve the FY 2010 Belmont Shore Parking and Business Improvement District Annual Budget and Service Report, and recommend that City staff prepare the necessary documents for City Council review.

**Attachment:** FY 2010 Belmont Shore Parking and Business Improvement District Annual Budget and service Report



## **BELMONT SHORE BUSINESS ASSOCIATION ANNUAL DISTRICT REPORT**

Mission Statement & 2009 – 2010 Goals . . .	Page 2
2008 – 2009 Review (To Date) . . . . .	Page 3
2008 – 2009 Board of Directors . . . . .	Page 5
2009 – 2010 PBIA District Boundaries . . . . .	Page 6
2009 – 2010 PBIA Assessment Formula . . . . .	Page 7
2009 – 2010 Calendar of Events . . . . .	Page 9
2009 – 2010 Description of Events . . . . .	Page 10
2009 – 2010 Budget – Income . . . . .	Page 12
2009 – 2010 Budget – Expenses . . . . .	Page 13



### **BSBA MISSION 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.

### **2009 – 2010 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**  
**OCTOBER 1, 2008 – APRIL 24, 2009**

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 following eight events have taken place during the Progress Report period.

- **Trick-or-Treat on Second Street, October 31<sup>st</sup>**  
Many of the Belmont Shore restaurants and stores participate in this promotion by giving 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!
- **Christmas Parade, December 6<sup>th</sup>**  
The 26<sup>th</sup> annual parade theme was 'A Water Wonderland' celebrating presenting sponsor, Aquarium of the Pacific and its tenth year anniversary. Parade entries embraced the theme through the decoration of their floats and costumes. Fourteen local high school marching bands entertained the crowd and many saw familiar faces riding on the 100+ floats and entries. Major sponsors of the event were The Boeing Company, Harbor Distributing/Heineken, Formula Drift LLC and the Port of Long Beach. Immediately following the Parade, the Conservation Corps of Long Beach quickly returned Second St. to its normally pristine condition.
- **5<sup>th</sup> Annual Chocolate Festival, February 7<sup>th</sup>**  
Twenty-four merchants participated in the event by offering tempting chocolate treats. Twice as many residents as in 2008 entered the Homemade Chocolate Dessert Contest, which was judged by local community leaders, business owners, and press.

- **Semi-Annual Clearance Sale, March 13 – 15<sup>th</sup>**

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.

### **MARKETING**

The marketing committee, which was formed in 2006, has continued to research, develop, and implement a marketing campaign utilizing the increase in funds as a result of raised assessment fees. Possible avenues for marketing Belmont Shore have been explored as well as the costs associated. The committee has reviewed the information gathered and has invested the funds in various marketing efforts.

A new logo was created in 2007, which we find easier to read, reflective of the Shore, and an overall better design. In addition, a logo has been designed for every event for a seamless and more effective marketing campaign for events.

The recently developed tagline: "*Explore Belmont Shore*" has been utilized in various destination type marketing efforts. The marketing campaign focuses on the variety of businesses in Belmont Shore. The types of businesses have been divided into the following categories: Food & Drinks (dining, bakeries & sweet shops, coffee houses, and pubs, etc.), Shops (apparel & accessories, gift shops, etc.), and Services (salons, chiropractor, Realtors, accountants, etc.).

Destination ads were placed in Southern California and Long Beach visitor guides. BSBA ran ads in 'The Official Guide to Long Beach' and 'Long Beach Planners Guide'. These ads show the beach at Alamitos Bay in the background with "snap shots" representing dining, shopping, services and events. The copy of the ads describes Belmont Shore as a casual and stylish beachside community with a wide variety of businesses to offer. Belmont Shore is also included in the 'Discovery Map of Long Beach' with a directory of businesses.

In addition to the destination ads, the 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.

Our website, [www.belmontshore.org](http://www.belmontshore.org) has been revamped but is under continued development. The new site offers more photographs of the Shore than before and serves as a better communication tool for both the visitor and BSBA member to gain information and have interaction with the association.

### **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 twelve new Associate & Affiliate Members during this period! The BSBA is always looking for new members that would benefit from membership. 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 officer. The BSBA office has served as a liaison between police and businesses communicating suspicious activity, nuisances and safety concerns.



**2008 – 2009  
BELMONT SHORE BUSINESS ASSOCIATION  
BOARD OF DIRECTORS**

**OFFICERS**

PRESIDENT.....GENE ROTONDO, Legends Sports Bar & Grill  
1<sup>st</sup> VP OF FINANCE.....DAVE SHLEMMER, Shlemmer Investments  
2<sup>nd</sup> 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

**MONTHLY BOARD MEETINGS**

**Last Tuesday of the Month**

**12:00pm**

**Legends Sports Bar & Restaurant, 5260 E. 2<sup>nd</sup> St.**



**BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA  
October 1, 2009 – September 30, 2010**

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  
2009 – 2010**

<b>CATEGORIES</b>	<b>BASE RATE</b>	<b>EMPLOYEE RATE</b>
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
<b>Total estimated annual assessment: \$127,000.00</b>		



**CALENDAR OF EVENTS  
2009 – 2010**

A description of the activities and improvements to be accomplished from October 1, 2008 to September 30, 2009 and the estimated cost of these improvements and activities are summarized below, beginning with the 2008 – 2009 Calendar of Events.

<b>BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT CALENDAR OF EVENTS October 1, 2009 – September 30, 2010</b>		
<b>TRICK OR TREAT ON 2<sup>ND</sup> ST.</b>	Saturday, October 31, 2009	4pm – 6pm
<b>27<sup>TH</sup> ANNUAL CHRISTMAS PARADE</b>	Saturday, December 5, 2009	7pm – 10pm
<b>CHOCOLATE FESTIVAL</b>	Saturday, February 6, 2010	1pm – 4pm
<b>SPRING SALE</b>	Fri. – Sun., March 12 – 14, 2010	10am – 6pm
<b>HEALTH, BEAUTY &amp; FITNESS FAIR</b>	Sunday, March 14, 2010	9am – 4pm
<b>STROLL &amp; SAVOR</b>	Wed. & Thur., May 19 & 20, 2010	5:30pm – 9pm
<b>STROLL &amp; SAVOR</b>	Wed. & Thur., June 23 & 24, 2010	5:30pm – 9pm
<b>STROLL &amp; SAVOR</b>	Wed. & Thur., July 21 & 22, 2010	5:30pm – 9pm
<b>STROLL &amp; SAVOR</b>	Wed. & Thur., Aug. 18 & 19, 2010	5:30pm – 9pm
<b>SUMMER CLEARANCE SALE</b>	Fri. – Sun., August 20 – 22, 2010	10am – 6pm
<b>20<sup>th</sup> ANNUAL CAR SHOW</b>	Sunday, September 5, 2010	10am – 3pm
<b>CHILI COOK-OFF</b>	TBD	



## **DESCRIPTION OF EVENTS**

### **OCTOBER 2009**

#### **TRICK OR TREAT ON 2<sup>ND</sup> STREET – Friday, 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 2009**

#### **27<sup>TH</sup> ANNUAL CHRISTMAS PARADE – Saturday, December 5**

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 produce the Parade for the third year in a row.

### **FEBRUARY 2010**

#### **CHOCOLATE FESTIVAL – Saturday, February 6**

Chocoholics rejoice during this event as Second St. is filled with chocolate! Approximately thirty 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.

### **MARCH 2010**

#### **SPRING SALE – Friday – Sunday, March 12 - 14**

Previously billed as 'Belmont Shore Sidewalk Sale', the 'Semi-Annual Clearance Sale' provides retail merchants with an opportunity to clear older merchandise at reduced rates. This sale attracts numerous people from all over the Long Beach area who are looking for a great bargain on unique merchandise.

#### **HEALTH, BEAUTY & FITNESS FAIR – Sunday, March 14**

Previously the billed the 'Belmont Shore Health Fair', last year this event was expanded to include beauty and fitness vendors. The inclusion of more types of vendors proved to be a success. We are fortunate to have St. Mary Medical Center sponsoring the event every year.

## **MAY 2010**

### STROLL & SAVOR – Wednesday & Thursday, May 20 & 21

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.

## **JUNE 2010**

### STROLL & SAVOR – Wednesday & Thursday, June 23 & 24

See description above.

## **JULY 2010**

### STROLL & SAVOR – Wednesday & Thursday, July 21 & 22

See description above.

## **AUGUST 2010**

### STROLL & SAVOR – Wednesday & Thursday August 18 & 19

See description above.

### SUMMER SALE – Friday – Sunday, August 20 - 22

See description for Spring Sale.

## **SEPTEMBER 2010**

### CAR SHOW – Sunday, September 5

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.

### CHILI COOK-OFF – TBD

Chili teams comprised of Belmont Shore businesses and residents compete for the title of Best Chili in the Shore. Top teams receive trophies for such categories judged as Best Tasting, Most Creative, and Best Team Spirit. The panel of judges is comprised of local press, city representatives, property & business owners and residents. Over 1,000 attend and participate by purchasing wristbands for \$5, which allows them to sample all of the teams' chili, and vote for their favorite. Sampling takes place in front of businesses in the Shore where the teams have chose to place their stations.



**2009 – 2010 BUDGET: Income**

4000				<b>INCOME</b>	<b>BUDGET</b>	<b>BIA FUND</b>	<b>PROMOTIONS</b>
	4200			<b>Membership Dues</b>			
		4210		BIA Fund	\$127,000.00	\$127,000.00	
		4220		Associate Members	\$1,500.00		\$1,500.00
				<b>4200 Total</b>	<b>\$128,500.00</b>		<b>\$1,500.00</b>
	4400			<b>Corporate Sponsorship</b>			
		4420		Car Show	\$8,000.00		\$8,000.00
		4430		Health, Beauty & Fitness Fair	\$2,000.00		\$2,000.00
		4440		Stroll & Savor	\$1,500.00		\$1,500.00
		4470		Christmas Parade	\$15,000.00		\$15,000.00
		4480		Unallocated	\$0.00		\$0.00
				<b>4400 Total</b>	<b>\$26,500.00</b>		<b>\$26,500.00</b>
	4600			<b>Investment Returns</b>			
		4610		Interest on Checking	\$50.00		\$50.00
		4630		Heartland	\$2,000.00		\$2,000.00
	4800			<b>Promotional Events</b>			
		4805		Semi-Annual Clearance Sale	\$0.00		\$0.00
		4820		Car Show	\$13,000.00		\$13,000.00
		4830		Health Fair	\$4,500.00		\$4,500.00
		4840		Stroll & Savor			
			4842	May	\$21,000.00		\$21,000.00
			4844	June	\$32,000.00		\$32,000.00
			4845	July	\$32,000.00		\$32,000.00
			4846	August	\$32,000.00		\$32,000.00
		4870		Christmas Parade	\$29,000.00		\$29,000.00
		4875		Chili Cook-off	\$5,000.00		\$5,000.00
		4880		Santa's Village	\$0.00		\$0.00
		4885		Chocolate Festival	\$16,000.00		\$16,000.00
		4890		Halloween	\$0.00		\$0.00
				<b>4800 Total</b>	<b>\$186,550.00</b>		<b>\$186,550.00</b>
				<b>REVENUE TOTAL</b>	<b>\$341,550.00</b>	<b>\$127,000.00</b>	<b>\$214,550.00</b>



**2009 – 2010 BUDGET: Expenses**

6000				EXPENSES	BUDGET	BIA FUND	PROMOTIONS
	6200			<b>Administration</b>			
		6210		Outside Service	\$65,000.00	\$43,000.00	\$22,000.00
		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/Internet	\$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	
				<b>6200 Total</b>	<b>\$105,000.00</b>	<b>\$83,000.00</b>	<b>\$22,000.00</b>
	6600			<b>Ongoing Promotions</b>			
		6610		Seasonal Decorations			
			6612	Christmas	\$7,000.00		\$7,000.00
			6618	Median Tree Lights	\$2,000.00		\$2,000.00
		6620		Marketing			
				Marketing	\$44,000.00	\$44,000.00	\$0.00
		6630		Welcome Wagon	\$1,000.00		\$1,000.00
		6640		Volunteers	\$350.00		\$350.00
		6650		Web Page	\$1,500.00		\$1,500.00
				<b>6600 Total</b>	<b>\$55,850.00</b>	<b>\$44,000.00</b>	<b>\$11,850.00</b>
	<b>6800</b>			<b>Promotional Events</b>			
		6805		Sales			
			6806	Summer Sale - August	\$1,350.00		\$1,350.00
			6808	Spring Sale - March	\$1,350.00		\$1,350.00
		6820		Car Show	\$22,000.00		\$22,000.00
		6830		Health, Beauty & Fitness Fair	\$2,000.00		\$2,000.00
		6840		Stroll & Savor			
			6842	May	\$17,500.00		\$17,500.00
			6844	June	\$26,000.00		\$26,000.00
			6845	July	\$26,000.00		\$26,000.00
			6846	August	\$26,000.00		\$26,000.00
		6870		Christmas Parade	\$40,000.00		\$40,000.00
		6875		Chili Cookoff	\$5,000.00		\$5,000.00
		6880		Santa's Village	\$0.00		\$0.00
		6885		Chocolate Festival	\$13,000.00		\$13,000.00
		6890		Trick-Or-Treat on 2 <sup>nd</sup> St.	\$500.00		\$500.00
				<b>6800 Total</b>	<b>\$180,700.00</b>		<b>\$180,700.00</b>
				<b>EXPENSE TOTAL</b>	<b>\$341,550.00</b>	<b>\$127,000.00</b>	<b>\$214,550.00</b>