

OFFICE OF THE CITY ATTORNEY  
CHARLES PARKIN, City Attorney  
411 West Ocean Boulevard, 9th Floor  
Long Beach, CA 90802-4664

1 RESOLUTION NO. RES-21-0108

2  
3 A RESOLUTION OF THE CITY COUNCIL OF THE  
4 CITY OF LONG BEACH APPROVING THE ANNUAL  
5 ASSESSMENT REPORT FOR OCTOBER 1, 2021 TO  
6 SEPTEMBER 30, 2022 FOR THE BELMONT SHORE  
7 PARKING AND BUSINESS IMPROVEMENT AREA AND  
8 DECLARING ITS INTENTION TO LEVY THE ANNUAL  
9 ASSESSMENT FOR THAT FISCAL YEAR  
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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, 2021 to September 30,  
14 2022 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 (the "Area"); and

17 WHEREAS, said Report contains, among other things, with respect to  
18 October 1, 2021 to September 30, 2022, 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 A. Confirm levy of and direct collecting within the Area, assessments for  
23 the Belmont Shore Parking and Business Improvement Area for October 1, 2021 to  
24 September 30, 2022. Said assessments are proposed to be levied on such  
25 classifications and at such rates as set forth in Exhibit "A" attached hereto and  
26 incorporated herein.

27 B. Provide that each business shall pay the assessment annually, at the  
28 same time the business license is due. This is the same collection procedure which

1 occurred in the previous fiscal year; and

2 WHEREAS, to this end, the proposed activities and improvements  
3 undertaken by the Area include those generally specified in the establishing Ordinance  
4 No. C-5963, Section 5, as adopted by the City Council on June 7, 1983; and

5 WHEREAS, a copy of the Report is on file with the City Clerk and includes  
6 a full description of the activities and improvements to be provided from October 1, 2021  
7 to September 30, 2022, the boundaries of the area, and the proposed assessments to be  
8 levied on the businesses that fiscal year and all other information required by law; and

9 WHEREAS, it is the desire of this City Council to fix the time and place for a  
10 public hearing to be held regarding the Report, the levy and the proposed program for the  
11 2021-2022 fiscal year;

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

14 Section 1. That certain Report entitled "2021-2022 Annual Report  
15 Belmont Shore Parking and Business Improvement Area" attached hereto as Exhibit "A"  
16 and incorporated herein, for the period of October 1, 2021 to September 30, 2022, as  
17 filed with the City Clerk is hereby approved.

18 Section 2. On October 5, 2021 at 5:00 p.m., in the Civic Chamber of the  
19 City of Long Beach located at 411 West Ocean Boulevard, Long Beach, California 90802,  
20 the City Council of the City of Long Beach will conduct a public hearing on the levy of  
21 proposed assessments for October 1, 2021 to September 30, 2022 for the Belmont  
22 Shore Parking and Business Improvement Area with no change in the basis and method  
23 assessment. All concerned persons are invited to attend and be heard, and oral or  
24 written protests may be made, in 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 D. Testimony is also invited relating to any perceived  
16 irregularities in or protests to previous years' proceedings/assessments.

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

20 Section 4. This resolution shall take effect immediately upon its adoption  
21 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 September 14, 2021 by the following vote:

Ayes: Councilmembers: Zendejas, Allen, Price, Supernaw, Mungo, Saro, Uranga, Austin, Richardson.

Noes: Councilmembers: None.

Absent: Councilmembers: None.

Recusal(s): Councilmembers: None.

  
City Clerk

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EXHIBIT "A"

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**2021- 2022 Annual Report  
Belmont Shore Parking and Business  
Improvement Area**

SUBMITTED BY THE BELMONT SHORE BUSINESS ASSOCIATION  
TO THE CITY OF LONG BEACH  
AUGUST 2ND, 2021

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# DISTRICT OVERVIEW

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## District Background

The Belmont Shore Business Association was incorporated on May 21, 1948 as a non-profit Corporation under California State law by the City of Long Beach City Council.

In 1983, the City Council of the City of Long Beach adopted Ordinance C-5963, which established the Belmont Shore Parking and Business Improvement Area, providing for the levy of an additional business license assessment to be paid by businesses in the Belmont Shore commercial corridor.

In 2008, the City Council of the City of Long Beach adopted Ordinance 08-0026 modifying the boundaries of the BSPBIA.

The BSBA is contracted by the City of Long Beach to manage the Parking and Business Improvement District. Assessment revenues are generally spent on activities that market the corridor and its businesses, as well as promote a safe, clean and vibrant environment.

The purpose of the BSBA 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 neighborhood, seeking to provide a united front to express opinions, protect tranquility and promote a better understanding among merchants, institutions, professionals, and residents.



# District Boundary

There are no proposed changes to the district boundaries.



## City of Long Beach Belmont Shore Parking & Business Improvement Area (PBIA)

As of March 2016



## **District Advisory Board**

The Belmont Shore Business Association Board of Directors serves as the Advisory Board to the City Council of the City of Long Beach on matters related to the Belmont Shore Parking and Business Improvement Area.

The BSBA has 14 available positions on its Board of Directors. Five of the elected directors serve as officers of the Association. All (14) of the directors and officers are known as the Board of Directors.

Elections for the 2021-22 Board of Directors are being held during August - September of 2021. An elected board member term of office is two years. Officers are voted in every year by the Board of Directors in September before the new terms begin.

### **Officers**

PRESIDENT .....Kurt Schneider, Maverick Investments  
1st VP OF FINANCE .....Dave Shlemmer, Shlemmer Investments  
VP OF PROMOTIONS. ....Aaron Tofani, Rance's Pizza  
SECRETARY .....Matt Peterson, Legends  
TREASURER .....Tula Trigonis, Salon Soma

### **Directors**

Frank Colonna, Colonna Realty  
Bart DeLio, Thatinsuranceguy.com, Associate Member  
Heather Duncan, Blue Windows  
Stacy Evans, Domenico's  
Ryan Hofman, Saint & Second  
Eric Johnson, Legends Sports Bar & Restaurant  
Joel McCullough, Mac's on 2<sup>nd</sup>  
Alexis Rabenn, Quinn's Pub  
Mike Shel Drake, Shel Drake's Coffee Roasters

### **District Personnel**

Jessie Artigue, Executive Director

# METHOD OF ASSESSMENT

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<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
Insurance Agent Professional	\$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
Non-profits	0.00	

## **Proposed Changes**

The Belmont Shore Business Association Board of Directors proposes no changes to the method and basis of levying the assessment.

## **CPI Adjustments**

The Belmont Shore Business Association Board of Directors is not requesting a Consumer Price Index adjustment for the 2020-2021 contract year.

# ESTIMATED BUDGET 2021-2022

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<u>INCOME</u>	<u>AMOUNT</u>
<b>4200 Membership Dues</b>	
4210 BIA Fund	120,000.00
4220 Associate members	300.00
<b>4200 TOTAL</b>	<b>120,300.00</b>
<b>4400 Corporate Sponsorship</b>	
4420 September Event (2022)	15,000.00
4485 February Event	0.00
4440 Summer Series	0.00
4470 Holiday Celebration	30,000.00
4495 Chalk Walk	0.00
<b>4400 TOTAL</b>	<b>45,000.00</b>
<b>4600 Investment Returns</b>	
4610 Interest on Checking	25.00
Heartland	75.00
<b>4600 TOTAL</b>	<b>100.00</b>
<b>4800 Promotional Events</b>	
4820 September Event	10,000.00
4840 Summer Series	
4842 May	10,000.00
4844 June	43,000.00
4845 July	43,000.00
4846 August	43,000.00
4870 Holiday Celebration	42,000.00
4885 February Event	8,000.00

4895 April Event 7,000.00

**4800 TOTAL 206,000.00**  
**INCOME TOTAL 371,400.00**

<b><u>EXPENSES</u></b>	<b><u>AMOUNT</u></b>
<b>6200 ADMINISTRATION</b>	
6201 Independent Contractors	70,000.00
6220 Rent	25,000.00
6230 Office	1,500.00
6232 Postage	100.00
6234 Printing	5,000.00
6236 Supplies	1,500.00
6238 Equipment	1,500.00
6240 Insurance	6,500.00
6250 Telephone	2,600.00
6260 Accounting	1,125.00
6270 Meetings/Mixers	1,600.00
6280 Dues & Subscriptions	500.00
<b>6200 TOTAL</b>	<b>116,925.00</b>
<b>6600 ONGOING PROMOTIONS</b>	
6660 Marketing	36,675.00
6852 Entertainment	0
6612 Christmas Decoration	19,800.00
6630 Welcome Wagon	1,000.00
6640 Shore Corp	3,000.00
<b>6600 TOTAL</b>	<b>60,475.00</b>

**6800 PROMOTIONAL EVENTS**

6896	April Event	5,000.00
6820	September Event	6,000.00
<b>6840 Summer Series</b>		
6842	May	8,000.00
6844	June	40,000.00
6845	July	40,000.00
6846	August	40,000.00
6870	Holiday Celebration	45,000.00
6855	Chalk Walk	0.00
6865	Holiday Shopping	5,000.00
6885	February Event	5,000.00
<b>6800 TOTAL</b>		<b>194,000.00</b>
<b>EXPENSE TOTAL</b>		<b>371,400.00</b>

**Surplus or Deficit Carryover**

The Belmont Shore Business Association does anticipate a surplus at the end of Fiscal Year 2020-2021. This is primarily due to the cancellation of events that were previously budgeted for and the ultimate use of those funds will likely go toward supplementing our bank reserves.

**Contributions from Other Sources**

The Belmont Shore Business Association has multiple sources of income outside of the Belmont Shore Parking and Business Improvement Area assessment funds.

These sources of income can include promotional events, corporate sponsorship, associate memberships and investment returns. The estimated income for these sources is listed in the estimated 2021-22 revenue section of this report.

# DISTRICT PROGRAMS

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## **Member Communications**

Most of the BSBA office to BSBA member communication has been done by email, virtual meetings, and phone calls. The Executive Director also walks the district weekly to drop in on business owners, especially targeting those who may be less than likely to reach out on their own.

Our bi-monthly e-blast that goes out to all BSBA Officers and members currently sees an average open rate of 50%, which is well over the expected industry standard. In an effort to increase our ability to connect with our members, the Officers have also been tasked with reaching out to their colleagues directly, whenever possible.

Our BSBA board meetings are now being held in person and the general membership meetings have become a quarterly event. Our board meetings are held on the last Friday of the month (unless otherwise noted) and this schedule has been shared with our members and posted on the [belmontshore.org](http://belmontshore.org) website.

## **Marketing & Social Media**

The BSBA district is marketed as an iconic travel destination and a local hot-spot for Long Beach and beyond. We are currently advertising in multiple print and digital publications including The Grunion Gazette, Travel Host Magazine, LB Post, Press Telegram, and more.

In 2021, the Belmont Shore Business Association had its primary website rebuilt ([belmontshore.org](http://belmontshore.org)) and also purchased an additional domain ([visitbelmontshore.org](http://visitbelmontshore.org)) in an effort to increase traffic and improve organic SEO. The Virtual 2nd St website that was created last summer ([virtualon2nd.com](http://virtualon2nd.com)) has been deactivated in an effort to encourage in-person patronage, as opposed to online shopping.

We are placing an emphasis on our social media presence for FY21-22 and have developed a robust content marketing strategy that is intended to reach the desired audiences. An outside agency has been contracted to manage the strategic engagement plan and the collaborations with local influencers along with providing a consistent presence at relevant events.

## **Community Outreach**

The BSBA Executive Director attends the following monthly community meetings: Belmont Shore Residents Association (BSRA), Friends of Belmont Shore (FOBS), and other residential meetings organized by the 3rd District Council office.

The Executive Director attends the weekly meetings of Council of Business Associations (COBA) and the monthly Belmont Shore Parking & Business Improvement Area Advisory Commission (BSPBIAAC).

In April, the Executive Director attended a career fair for tourism and hospitality students at Browning High School in Long Beach and also appears at professional speaking opportunities throughout the year.

An additional community highlight has been a new program called *Window Works* that has been developed in partnership with the Arts Council of Long Beach in an effort to feature the work of local artists in the vacant storefronts along Second Street.

The BSBA also collaborates with other non-profits in the area (Special Olympics, Olive Crest, etc.) and we plan to continue developing these partnerships throughout the year.

## **Security**

The BSBA coordinates with the Police Department's East Division and invites them to attend monthly BSBA meetings if there are concerns or necessary updates.

As part of a pilot program budgeted by the Parking Commission and overseen by the BSBA, we have contracted the coverage of CSI Security to patrol the area on bicycles from Thursday - Monday during the hours of 8am-2pm, approximately. They are also available around the clock via their dispatch system (including during non-scheduled hours) and our BSBA businesses are encouraged to call for assistance whenever needed.

Our ongoing communication with Commander Chad Ellis, Lieutenant Ryan Watson and Officer Brendan Murphy have all been crucial parts of keeping the neighborhood safe and the community informed of those efforts.

## **Special Events**

Our ability to host special events in the past year has been hampered by the COVID-19 health and safety protocol. As the restrictions continue to change, we have made a concerted effort to be flexible and creative. Events allow us to gain valuable exposure for the area through press coverage and an increased number of patrons. Many businesses benefit directly from the events and all members are encouraged to participate.

The on-going logistical challenges related to parklets, street closure permits, and health code compliance have given us the opportunity to reimagine our traditionally planned calendar. Our planning process has become more nimble as we aim to be resourceful and hyper-targeted with our efforts and our expectations. Events for the beginning of our Fiscal Year 2021-2022 are as follows: Chalk Walk + Art Contest (October 16th, 2021), Trick or Treat on 2nd Street (October 31st, 2021), Small Business Saturday (November 27, 2021), Annual Holiday Celebration (December 4th, 2021).

Our specific events for 2022 will be developed according to the committee that forms after elections for this year have been completed.