



Legislation Details (With Text)

File #: 20-1076 **Version:** 1 **Name:** ED - ROI for Fourth Street PBIA D2
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On agenda: 11/17/2020 **Final action:** 11/17/2020
Title: Recommendation to adopt resolution approving the Annual Report for October 1, 2020 to September 30, 2021, for the Fourth Street Parking and Business Improvement Area, declaring its intention to levy the annual assessment, and setting the date of hearing for December 8, 2020. (District 2)
Sponsors: Economic Development
Indexes:
Code sections:
Attachments: 1. 111720-C-17sr&att.pdf, 2. RES-20-0139.pdf

Date	Ver.	Action By	Action	Result
11/17/2020	1	City Council	approve recommendation and adopt	Pass

Recommendation to adopt resolution approving the Annual Report for October 1, 2020 to September 30, 2021, for the Fourth Street Parking and Business Improvement Area, declaring its intention to levy the annual assessment, and setting the date of hearing for December 8, 2020. (District 2)

The Fourth Street Parking and Business Improvement Area (FSPBIA) was established by the City Council in 2007, allowing for the levy of an annual business license assessment to be paid by businesses located in the FSPBIA. The City of Long Beach (City) contracts with the Fourth Street Business Improvement Association (FSBIA) to manage the FSPBIA and the FSBIA Board of Directors serves as the Advisory Board to the City Council on matters related to the FSPBIA. The FSBIA promotes and markets the FSPBIA using funds generated through the FSPBIA business license assessment.

State law governing Parking and Business Improvement Areas requires that an annual report be submitted to the City Council by the FSBIA Advisory Board. On October 1, 2020, the FSPBIA Advisory Board voted to recommend to the City Council approval of the 2020-2021 FSPBIA Annual Report (Annual Report) (Exhibit A to the Resolution), which describes boundaries, proposed activities, budgetary information, and provides a method and basis for continuation of the assessment. The Annual Report proposes no change to the FSPBIA boundaries or the method of levying the assessment. The FSPBIA Advisory Board has decided to cancel all in-person events until further notice due to the COVID-19 pandemic.

The Annual Report, transmitting the recommendations of the Advisory Board, proposes the following assessment rates:

Method of Assessment

Business License Category	Annual Rate
Financial/Banking and Insurance	\$200
Service: Real Estate Offices	\$200
Retail: Restaurant w/Alcohol and RTE	\$200
Retail: Other	\$200
Consulting	\$200
Construction Contractor	\$200
Professional	\$200
Service: Other	\$200
Misc.: Recreation/Entertainment, Vendors, Manufacturing, Wholesale	\$100
Commercial Space Rental	\$100
Non-profit Business Operations	\$100
Residential Property Rental	n/a
All Secondary Licensees	n/a

Each year, the City calculates the Consumer Price Index (CPI) and applies the CPI to various City fees on July 1st of each year. Parking and Business Improvement Area Advisory Boards may request a CPI adjustment for business license assessments. The FSPBIA Advisory Board has decided not to request a CPI adjustment for July 2021.

The recommended Resolution 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 the public hearing for December 8, 2020.

This matter was reviewed by Deputy City Attorney Amy R. Webber on October 26, 2020 and Budget Management Officer Rhutu Amin Gharib on October 28, 2020.

City Council action is requested on November 17, 2020, to set the date of the public hearing for December 8, 2020. The new contract year began on October 1, 2020.

It is estimated that the FSPBIA will generate \$10,000 in FY 21 through the proposed continuation of the assessment. Assessment funds are collected by the City on behalf of the FSPBIA through additional fees and passed directly through to the FSBIA for implementation of annual programs. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

Approve recommendation.

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JOHN KEISLER
DIRECTOR OF ECONOMIC DEVELOPMENT

APPROVED:

THOMAS B. MODICA
CITY MANAGER