Legislation Details (With Text)

File #:	20-1178	**Version:**	1	**Name:**	ED - Bixby Knolls
Type:	Resolution			**Status:**	Adopted
File created:	11/11/2020			**In control:**	City Council
On agenda:	12/8/2020			**Final action:**	12/8/2020
Title:	Recommendation to receive supporting documentation into the record, conclude the public hearing, adopt resolution continuing the Bixby Knolls Parking and Business Improvement Area assessment levy for the period of October 1, 2020 through September 30, 2021; and authorize City Manager, or designee, to extend the agreement with the Bixby Knolls Business Improvement Association for a one -year term. (Districts 7,8)				
Sponsors:	Economic Development				
Indexes:					
Code sections:					
Attachments:	1. 120820-H-29sr&att.pdf, 2. RES-20-0158.pdf				

Date	Ver.	Action By	Action	Result
12/8/2020	1	City Council	approve recommendation and adopt	Pass

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The Bixby Knolls Parking and Business Improvement Area (BKPBIA) was established by the City Council in 1989, allowing for the levy of an annual business license assessment to be paid by businesses located in the BKPBIA. The City of Long Beach (City) contracts with the Bixby Knolls Business Improvement Association (BKBIA) to manage the BKPBIA and the BKBIA Board of Directors serves as the Advisory Board to the City Council on matters related to the BKPBIA. The BKBIA promotes and markets the BKPBIA using funds generated through the BKPBIA business license assessment.

State law governing Parking and Business Improvement Areas requires that an annual report be submitted to the City Council by the BKBIA Advisory Board. On October 6, 2020, the BKBIA Advisory Board voted to recommend to the City Council approval of the 2020-2021 BKPBIA Annual Report (Annual Report) (Exhibit A to the Resolution), which describes boundaries, proposed activities, and budgetary information, as well as the method and basis for continuation of the assessment. The Annual Report proposes no change to the BKPBIA boundaries or the method of levying the assessment.

To continue the assessment levy, State law requires that a public hearing be held on the proposed program and assessment. At its November 17, 2020 meeting, the City Council approved Resolution No. RES-20-XXXX granting approval of the Annual Report, declaring its

intention to levy the assessment, and setting December 8, 2020 as the date of the public hearing. A hearing notice, including a copy of the Resolution, was published in the local media.

State law provides that the City Council hear and consider all protests against the assessment, program, boundaries of the area, and/or any benefit zone as proposed in the Annual Report. State law further provides that protests may be made orally or in writing. If written protests are received from area business owners representing 50 percent or more of the proposed assessments, the City Council will not levy the assessment. If protests in such quantity are directed against a specific portion of the program, the City Council will eliminate that portion.

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

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.

Business Base Rate	Total Rate	Nonprofit Base Rate	Total Rate
$274.25 + $20	$294.25	$164.55 + $20	$184.55

Each year the City calculates the Consumer Price Index (CPI), an adjustment for consumer goods and services, 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 BKBIA Advisory Board has decided not to request a July 2021 CPI adjustment.

This matter was reviewed by Deputy City Attorney Amy R. Webber and Budget Management Officer Rhutu Amin Gharib on November 11, 2020.

City Council action is requested on December 8, 2020, so that Fiscal Year 2021 (FY 21) assessment transfers may be made as required by the Agreement for Funding with the BKBIA.

It is estimated that the BKPBIA will generate $204,000 in FY 21 through the proposed continuation of the assessment. Assessment funds are collected by the City on behalf of the BKBIA through additional fees and passed directly through to the BKBIA 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