



Legislation Details (With Text)

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File created:	10/20/2021	In control:		In control:	City Council
On agenda:	11/9/2021	Final action:		Final action:	11/9/2021
Title:	Recommendation to receive supporting documentation into the record, conclude the public hearing, and adopt resolution continuing the Fourth Street Parking and Business Improvement Area assessment levy for the period of October 1, 2021 through September 30, 2022; and, authorize City Manager, or designee, to extend the agreement with the Fourth Street Business Improvement Association for a one-year term. (District 2)				
Sponsors:	Economic Development				
Indexes:					
Code sections:					
Attachments:	1. 110921-H-40sr&att.pdf, 2. RES-21-0139.pdf				

Date	Ver.	Action By	Action	Result
11/9/2021	1	City Council	approve recommendation and adopt	Pass

Recommendation to receive supporting documentation into the record, conclude the public hearing, and adopt resolution continuing the Fourth Street Parking and Business Improvement Area assessment levy for the period of October 1, 2021 through September 30, 2022; and, authorize City Manager, or designee, to extend the agreement with the Fourth Street Business Improvement Association for a one-year term. (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 September 1, 2021, the FSBIA Advisory Board voted to recommend to the City Council approval of the 2021-2022 FSPBIA Annual Report (Annual Report) (Exhibit A to the Resolution), which describes boundaries, proposed activities, budgetary information, and the 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 and no significant change to proposed activities.

To continue the assessment levy, State law requires that a public hearing be held on the proposed program and assessment. At its October 12, 2021 meeting, the City Council

approved Resolution No. RES-21-0124 granting approval of the Annual Report, declaring its intention to levy the assessment, and setting November 9, 2021 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 FSBIA 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
Nonprofit 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 FSBIA Advisory Board has decided not to request a CPI adjustment.

This matter was reviewed by Deputy City Attorney Amy R. Webber on October 15, 2021 and by Budget Operations and Development Officer Rhutu Amin Gharib on October 19, 2021.

City Council action is requested on November 9, 2021, so that Fiscal Year 2022 (FY 22) assessment transfers may be made as required by the Agreement for Funding with the FSBI.

It is estimated that the FSPBIA will generate \$15,000 in FY 22 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 FSBI 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