

The Property Based Improvement District:

A TOOL FOR AN IMPROVED DOWNTOWN LONG BEACH

What is a Property Based Improvement District?

In more than 100 Downtowns across California, Property Based Business Improvement Districts, or PBIDs, levy special contributions within geographically defined areas to fund services, activities, and programs not provided by government. Those contributions come from all property owners within the district in order to equitably distribute the costs and benefits of the agreed-upon services.

The PBID transforms those contributions into the enhanced services and benefits you see and experience every day. Clean and safe efforts, the marketing of and advocacy for Downtown, special events, and business development programs become direct returns for your investment in Downtown.

Who Manages the PBID?

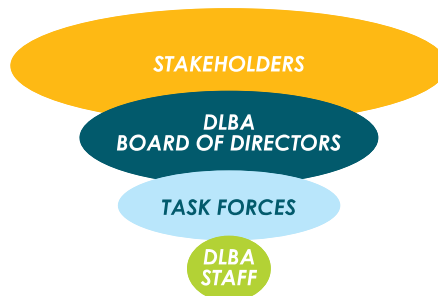
The PBID has been guided by the judgment and insight of an elected governing board and various community task forces comprised of a diverse group of volunteer leaders – all whom share their time and expertise to ensure that contributions are managed in an ethical, effective, and efficient fashion. That group currently includes property and business owners, civic leaders, and Downtown residents.

The contributions collected through the PBID help to fund the programs and services of the Downtown Long Beach Associates (DLBA). With residents now entering the organization as contributors, there is a tremendous opportunity to improve and unify the voice of Downtown.

History and Future of the PBID

Downtown's PBID was originally formed in 1998, and later renewed in 2003 for a ten-year term. Over that time, the Downtown has become cleaner and safer and has enjoyed an improved regional image through PBID contributions and the services provided by the DLBA.

Downtown property owners are now seeking to continue the PBID for an



additional ten-year term. As described in the draft management plan, it is proposed that the PBID will continue to provide funding for enhanced maintenance, public safety, beautification, marketing and economic development programs, above and beyond the services provided by the City of Long Beach.

With two thousand residential units becoming first-time contributors, the PBID is evolving into a more comprehensive, community-based resource that serves an urban, mixed-use neighborhood.

Now is the opportunity to work together to shape and direct the future of Downtown. After nearly 15 years of PBID contributions borne solely by commercial and institutional property owners, it is our shared responsibility to guide Downtown's continued evolution and improve its quality of life.



PBID Services Overview

A Clean, Inviting and Vibrant Downtown: The PBID will finance improvements and activities that will improve the Downtown environment and experience for property owners, residents, workers and visitors, including:

Clean Teams that sweep, scrub and power wash sidewalks, remove litter and graffiti, increase the frequency of trash removal and maintain landscaping within the Downtown.

Safety Guides that provide information on Downtown activities and attractions, work with local police and homeowners associations to prevent crime, and work productively to reduce street populations.

A New Community Court initiative to help prosecute disruptive behaviors and reduce nuisance crimes.

Beautification improvements that make Downtown more visually attractive, including enhanced landscaping, street furniture, lighting, public art and banners.

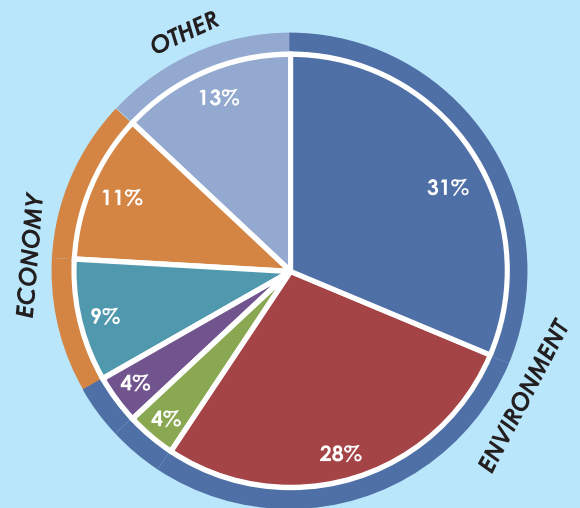
Economic Development services aimed to assist property owners in recruitment and retention of tenants, including efforts to fill storefronts, attract diverse retail and employers to occupy office buildings.

Marketing and Special Events promote a positive image and activate Downtown with a consistent series of festivals and events.

Clean and Safe services are at the core of the PBID and provide the foundation for all DLBA programs. 100% of Downtown Clean and Safe services are funded through the PBID.



PROPOSED PBID EXPENSE ALLOCATIONS



- ENVIRONMENT**
 - Clean Teams
- ECONOMY**
 - Economic Development
 - Marketing & Events
- OTHER**
 - Administration, Advocacy, & Reserve
- Beautification
- Community Court
- Downtown Safety Guides



"As a Downtown resident and small business owner, every day I see the numerous programs and services provided by the DLBA. These benefits help make Downtown Long Beach what it is – a clean, safe and thriving place to raise my family and operate my business."

-Andy Kripp
Resident, Harbor Place Tower
Owner, The Den Salon

To learn more about the PBID and DLBA, or to download the Draft Management Plan, log on to www.dlba.org. To schedule a presentation about the PBID, please call 562.436.4259.

Proposed Boundaries and Benefit Zones for new PBID



Proposed Rates and Assessment Methodology

Contributions to the PBID are made by Downtown property owners. The following table presents an overview of the rates used to calculate assessments for different property types. For a determination of benefit zone (Premium vs. Standard), please refer to the map of the proposed PBID included above.



-Jeff DuChateau
Senior Vice President,
Bantry Holdings LLC
Co-Chair, PBID
Steering Committee

“The DLBA’s programs provide a high return on investment. Downtown wouldn’t be as successful as it is without the added benefit of special events, clean and safe teams, marketing, beautification, economic development, and much more. These are vital to continuing to improve the Downtown.”

ASSESSMENT VARIABLE	COMMERCIAL, APARTMENTS & GOVERNMENT	PARKING STRUCTURES	NON-PROFITS	OWNER-OCCUPIED RESIDENTIAL
GROSS BUILDING SQUARE FOOTAGE	12,874,000 Sq. Ft.	1,885,000 Sq. Ft.	182,000 Sq. Ft.	2,376,000 Sq. Ft.
PREMIUM: FRONTAGE	\$19.21	\$19.21	\$19.21	
STANDARD: FRONTAGE	\$9.65	\$9.65	\$9.65	
PREMIUM: LOT + BUILDING	0.049	0.037	0.024	
STANDARD: LOT + BUILDING	0.047	0.034	0.021	
CONDOS/UNIT: STANDARD				\$73.85*
CONDOS/UNIT: PREMIUM				\$120.11*

* Owner-occupied residential units will not be asked to contribute to economy-related programs.

WITH PBID

ENHANCED CLEAN SERVICES

- Sidewalk cleaning 7 days / week
- Sidewalk pressure washing weekly or once every 4 to 6 weeks, depending on benefit zone
- Additional litter removal and cleaning on Thursday, Friday, and Saturday nights
- Graffiti removal within 24 hours of notification

MEASURABLE RESULTS:

- Pressure washing: 36,760,717 sq. ft. last year
- Sticker / Graffiti Removal: 8,136 last year
- Trash Collected: Approximately 192 tons last year
- Weeds Removed: Approximately 6,000 lbs last year

ENHANCED SAFETY SERVICES

- 16 Safety Guides patrol 85-blocks 12 to 18 hours a day, 7 days/week, generating annual totals of:
 - Business Contacts: 115,091
 - Citizen Assists: 9,287
 - Directions Given: 10,467
 - Information Given: 6,223
 - Sticker/Graffiti Removal: 3,178
 - Homeless Contacts: 738
- Foot, bike and Segway safety patrols dependant on location

MARKETING | SPECIAL EVENTS

- Award-winning Downtown Long Beach website with business listings, detailed event calendar, Downtown news, and other resources.
- Free, internationally recognized Downtown Long Beach SmartPhone Application providing comprehensive information about businesses, parking, transportation, events, and more.
- Residents, employees, and both local and international visitors enjoy DLBA produced events that result in an estimated \$1.3 million direct economic impact on Downtown's economy.

ADVOCACY

- Worked with partners to reduce homelessness in Downtown, improve quality of life and permanently house individuals.
- Drafted and advocated for Aggressive Solicitation Ordinance.
- Advocated successfully on behalf of the land swap to allow The Pike to bring in retail.
- Campaigned to support continuation of Redevelopment.
- Contributed to development of Downtown Plan and advocated for its passage.

ECONOMIC DEVELOPMENT

- Created community-led Retail Visioning Plan to guide retail attraction and development.
- Worked to recruit businesses, provided grand opening assistance, and produced small business seminars.
- Developed and implemented Segway Retail Tour as a fun and memorable way for brokers to visit Downtown retail spaces.
- Shop Local Campaign designed to promote shopping in Downtown in order to prevent retail leakage.



CONTINUES AS A SAFE, CLEAN, AND VIBRANT DOWNTOWN

WITHOUT PBID

NONE

NONE

MARKETING | SPECIAL EVENTS SUBSTANTIALLY REDUCED OR ELIMINATED

ADVOCACY SUBSTANTIALLY REDUCED OR ELIMINATED

ECONOMIC DEVELOPMENT SUBSTANTIALLY REDUCED OR ELIMINATED



DOWNTOWN STAKEHOLDERS LOSE THEIR VOICE