DOWNTOWN LONG BEACH ALLIANCE

Thursday, June 11, 2020, DLBA Executive Committee

Action Report: Agenda Item 3B

ACTION ITEM:

5B. Annual Review of Downtown Parking Improvement Area (DPIA) Assessment

BACKGROUND:

The DLBA Executive Committee and Board annually review the City of Long Beach's Consumer Price Index (CPI) percentage change to its business license fees and determine any adjustments to the DPIA assessments as part of the business license. The DPIA rate adjustments has no cap or restrictions and its adjustments are applied annually on July 1.

Per Long Beach Municipal Code (LBMC) 3.80.451, the City of Long Beach business license fees under Title 3 of the Long Beach Municipal Code will be adjusted pending City's decision.

The following chart displays adjustments made to the DPIA dating back to 2008-09:

Historical DPIA Adjustment			
Year	Consumer Price Index	City Adjustment	DLBA Adjustmer
2008-09	-0.64%	3.53%	0.0%
2009-10	2.28%	0.00%	0.0%
2010-11	1.96%	3.90%	3.9%
2011-12	2.12%	2.67%	2.0%
2012-13	2.03%	2.00%	2.0%
2013-14	1.08%	1.08%	1.1%
2014-15	1.35%	1.00%	1.0%
2015-16	0.91%	1.00%	1.0%
2016-17	1.89%	1.89%	1.9%
2017-18	2.79%	2.79%	2.8%
2018-19	3.81%	3.81%	3.8%
2019-20	3.07%	-	-
10-Year Avg	**2.02%**	**2.01%**	**1.95%**

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DPIA AREA CURRENT (2019-20) RATES:

	PER BUSINESS	PER EMPLOYEE
All businesses	$461.92	$7.76
Contractor	$317.23	$5.36

COVID-19 IMPACTS:

In March 2020, the United States started to experiencing a public health crisis caused by COVID-19, which has resulted in the shutdown of many sectors of the economy. This shutdown has impacted much of the Downtown Long Beach community including residents, business owners, workers and commercial property owners. In response to the negative financial impact the shutdown is having, Long Beach officials have waived late penalties and allowed delayed payments on various city-related fees. This deferral of payment or inability to pay fees by business owners may have a long-term impact on DPIA revenue.

RECOMMENDED ACTION:

Review and consider annual adjustment to Downtown Parking and Improvement Area (DPIA) assessment consistent with annual adjustments on business licenses made by City of Long Beach effective July 1, 2020.

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