



**DOWNTOWN
LONG BEACH
ALLIANCE**

Wednesday, April 16, 2025
DTLB Alliance Board of Directors

Action Report: Agenda Item 4B(ii)

ACTION ITEM:

4B(ii). Annual Review of Downtown Parking and Business Improvement Area (DPBIA) Assessment

BACKGROUND:

The DTLB Alliance Executive Committee and Board annually review the City of Long Beach’s CPI percentage change to its business license fees and determine any adjustments to the DPBIA assessments as part of the business license. The DPBIA rate adjustments has no cap or restrictions and its adjustments are applied annually on July 1.

Per Long Beach Municipal Code (LBMC) 3.80.45 I, 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 DPBIA dating back to 2014-15:

Historical DPBIA Adjustment			
Year	CPI	City Adjustment	Alliance Adjustment
2014-15	1.35%	1.00%	1.00%
2015-16	0.91%	1.00%	1.00%
2016-17	1.89%	1.89%	1.89%
2017-18	2.79%	2.79%	2.89%
2018-19	3.81%	3.81%	3.81%
2019-20	3.07%	3.07%	3.07%
2020-21	1.62%	3.07%	0.00%
2021-22	3.83%	3.80%	3.80%
2022-23	7.45%	7.45%	4.50%
2023-24	3.48%	3.48%	4.50%
2024-25	3.30%	TBD	
10-Year Avg.	3.02%	3.14%	2.65%
5- Year Avg.	3.89%	4.17%	3.17%



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DPBIA AREA CURRENT (2024-25) RATES:

	PER BUSINESS	PER EMPLOYEE
All businesses	\$548.58	\$8.68
Contractor	\$376.75	\$6.27

RECOMMENDED ACTION:

As recommended by the Executive Committee, approve a 4% increase to the DPBIA assessments effective July 1, 2025.