



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**Wednesday, April 17, 2019 DLBA Board of Directors Meeting**

**Action Report: Agenda Item 5B**

**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 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 Adjustments		
Year	City Adjustment	DLBA Adjustment
2008-09	3.53%	0.00%
2009-10	0.00%	0.00%
2010-11	3.90%	3.90%
2011-12	2.67%	2.00%
2012-13	2.00%	2.00%
2013-14	1.08%	1.08%
2014-15	1.00%	1.00%
2015-16	1.00%	1.00%
2016-17	1.89%	1.89%
2017-18	2.79%	2.79%
2018-19	3.81%	?
10 - Year Avg	1.99%	1.57%



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**DPIA AREA CURRENT (2018-19) RATES:**

	<b>PER BUSINESS</b>	<b>PER EMPLOYEE</b>
All businesses	\$444.98	\$7.48
Contractor	\$305.60	\$5.17

**RECOMMENDED ACTION:**

**Recommend to DLBA Board of Directors annual adjustment to Downtown Parking and Improvement Area (DPIA) assessment consistent with annual adjustments made on business licenses and approved by City of Long Beach City Council, effective July 1, 2019.**