



THE PROPERTY BASED IMPROVEMENT DISTRICT

Proposed PBID Boundaries and Benefit Zones



Proposed Service Budget*

PROGRAM BUDGET	CURRENT BUDGET (2021-22)	YEAR 1 NEW PBID (2022-23)
Clean Teams	\$922,000	\$1,220,000
Safety Ambassadors + Homeless Outreach	\$846,000	\$1,350,000
Public Space Management	\$36,000	\$125,000
Economic Development	\$374,000	\$450,000
Marketing & Events	\$332,000	\$385,000
Management, Administration & Reserve (3%)	\$304,000	\$435,000
TOTAL	\$2,814,000	\$3,965,000

* Clean & Safe and Public Space (Environment) account for 68% of proposed budget.

Proposed PBID Assessment Standard Zone

STANDARD ZONE	2021/22 Rates	Est 2022/23 Rates
All Properties: Linear Frontage	\$12.50	\$16.56
Commercial Building Sq.Ft.	\$0.0545	\$0.0594
Parking Structure Sq.Ft.	\$0.0356	\$0.0391
Rental Residential >50 units	\$0.0167	\$0.0290
Residential <50 units; Civic/Non-Profit	\$0.0167	\$0.0188

Proposed PBID Assessment Premium Zone

PREMIUM ZONE	2021/22 Rates	Est 2022/23 Rates
All Properties: Linear Frontage	\$20.18	\$23.12
Commercial Building Sq.Ft.	\$0.0599	\$0.0657
Parking Structure Sq.Ft.	\$0.0410	\$0.0454
Rental Residential >50 units	\$0.0221	\$0.0352
Residential <50 units; Civic/Non-Profit	\$0.0221	\$0.0251

FOR AN IMPROVED & ENHANCED DOWNTOWN LONG BEACH

The Property Based Improvement District (PBID) is a tool for commercial and residential property owners to collectively fund services, activities and programs above and beyond what is typically provided by the City of Long Beach. The PBID transforms assessments into enhanced services described in a Management Plan to create a cleaner, safer and more vibrant Downtown Long Beach. This includes pressure washing, clean teams, safety ambassadors, homeless outreach, beautification programs, economic development, marketing, and special events.

PROPOSED PBID MANAGEMENT PLAN

The PBID was first established by Downtown property owners in 1998. Property owners agreed to extend services twice: in 2003 and again in 2012 for another ten-year term which ends on December 31, 2022. For the past 25 years, the PBID has been effectively managed by the Downtown Long Beach Alliance (DLBA), a 501(c)6 non-profit organization founded in 1937.

The new proposed Management Plan was informed and shaped by an extensive strategic planning process undertaken during the first half of 2021. This included input gained from interviews, roundtable discussions, leadership meetings and an online survey from more than 500 downtown stakeholders. Under the guidance of a 35-member steering committee and the DLBA Board of Directors, the strategic plan explored how the PBID could help Downtown Long Beach recover from the COVID-19 pandemic in the near term and respond to anticipated trends that will shape downtown in the longer term.

NEXT STEPS: Review Management Plan. Sign and return petition by April 1.



Based on stakeholder feedback, five guiding principles were established for continuation of PBID services



Clean and safe is fundamental



Strengthen existing businesses, encourage entrepreneurship & innovation



Promote Downtown and its unique neighborhoods



Showcase Downtown's beauty, creativity and sense of place



Be a leading voice for Downtown

Who can I contact if I have any questions?

Go to the PBID section on the DLBA website (www.dlba.org/pbid) and submit the online question form or reach out to the DLBA office at 562-436-4259.





"As a resident, I see the positive impact every day of the numerous programs and services initiated by DLBA that make our Downtown cleaner and safer."

Denise Carter
Resident
Global VP, Designory



"The PBID provides a significant return on investment. It enhances our efforts to keep sidewalks next to our property clean and safe, attracts businesses to fill vacant spaces, and brings people from across the region to discover and enjoy Downtown."

Sean Rawson
Commercial Property Owner
Co-Founder, Waterford Property Company



"Even as the pandemic hit, DLBA clean and safe teams showed up every day to support businesses, properties and residents during a very difficult time. It was also great to see DLBA leading efforts to provide much-needed economic lifelines to help businesses and independent contractors survive."

Sheva Hosseinzadeh
Business Representative
VP, Coldwell Banker Commercial

What are some key benefits of the proposed PBID?

- Supports a more robust clean and safe program with increased frequency of pressure washing and deployment of Safety Ambassadors
- Creates new approaches to help address Downtown's unhoused population
- Provides resources to support marketing, public space management and other activities that aim to bring prosperity and vitality to Downtown
- Catches up to and anticipates increases in Clean and Safe labor costs to recruit and retain quality team members
- Increases DLBA's capacity to assist small businesses and office properties, including a new Business Navigator, to recover from the COVID-19 pandemic

PBID Renewal Services Overview

Clean and Safe (enhanced services)

- Trash and debris removal
- Graffiti & sticker abatement
- Cleaning of street fixtures
- Weeding and light landscaping
- Spot cleaning
- Safety Ambassadors
- Nuisance calls
- Safety escorts within the district
- Vehicle jumpstarts
- Tree Trimming
- Visitor and tourist services

Pressure washing in the Standard Zone moves from once every six weeks to once every four weeks and continues weekly in an expanded Premium Zone.

Homeless Outreach adds an experienced caseworker to provide more robust assistance to unhoused individuals in the District, collaborating with social service agencies, non-profits and City departments to address their needs and connect them to services and housing.

Economic Development services strengthen existing businesses and support entrepreneurship and innovation in Downtown, including creation of a Business Navigator role to help in several areas: filling vacant storefronts, assisting with City permit processes, marketing Downtown to the broader leasing community, and helping property owners understand the evolving office and retail markets.

Place Management projects and initiatives are used to make Downtown more visually attractive, enhance the sense of place, and celebrate the unique culture of Long Beach. Such activities can include, but are not limited to, activating outdoor spaces, planting trees, signage, festive lighting, wayfinding and public art.

Marketing & Special Events promote Downtown as a whole and as a unique collection of neighborhoods, generate visitors and customers to support Downtown businesses, highlight and celebrate the diversity of Long Beach, and build awareness of DLBA programs and services.

How common are PBIDs?

The International Downtown Association estimates that more than 1,000 Property Based Improvement Districts (PBIDs) currently operate throughout the United States and Canada. There are 10 different Business Improvement Districts in the City of Long Beach.

What is the advantage of a PBID?

By combining resources, Downtown property owners, businesses and residents are able to benefit from a wide variety of enhanced services that keep Downtown safe, clean and vital. Services are accountable to Downtown stakeholders (property owners, businesses and residents) who provide direct oversight of the annual PBID budget, work program and assessments.

What is the PBID renewal process?

First, commercial and residential property owners receive a petition and the PBID management plan outlining the boundaries, services and costs of the proposed district. Second, if the petition is successful, ballots are then provided to property owners with anticipated assessment rates for their parcel(s) for the first year of the district. If the ballot phase of the process receives a majority vote from owners, the Long Beach City Council can then ratify the district renewal. The renewal process would be completed in the June/July timeframe.

How much will it cost?

A property owner's cost depends on the zone in which the property is located and the type of ownership. The Premium Zone, where there is greater pedestrian traffic, includes a higher level of services and associated assessments. Properties in the Standard Zone are assessed at lower rates. In addition, assessments for commercial properties reflect a greater level of services than residential-owned properties. See the Management Plan for specific assessment rates.

What are some of the key changes in the proposed new PBID?

The additions feature several enhancements to the established clean and safe program including a new homeless outreach component; a new Business Navigator to help with the City permitting processes; increased frequency of pressure washing in the Standard Zone to four weeks from six weeks; new tree trimming and landscaping; and retaining capacity in place management, and marketing and events.

MEASURABLE RESULTS

DLBA tracks several key indicators of its programs annually to measure its effectiveness and accountability. Despite the impact of COVID-19 upon the Downtown and its stakeholders in 2021, DLBA continued to deliver much-needed services. Here are just some of the ways DLBA supported Downtown last year.

44 million sq ft. Pressure Washing	9,400 Graffiti/ Stickers Removed	85,500 pounds Trash Collected	52,600 Visitor and Resident Assistance	5,900 Business Assistance	\$210,000 Business and Community Grants
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• DLBA generated \$317,000 of earned media coverage promoting businesses and neighborhoods in Downtown. (Ad equivalency)

Endorse PBID Renewal at www.dlba.org/pbid

DOWNTOWN LONG BEACH PROPERTY-BASED BUSINESS IMPROVEMENT DISTRICT (PBID) MANAGEMENT PLAN SUMMARY

FINAL DRAFT PLAN – January 27, 2022

The Downtown Long Beach Property-Based Business Improvement District (PBID) is a special benefit assessment district that conveys special benefits to each individual assessed parcel located within the district boundaries. The district was formed in 1998 and renewed twice – once in 2003 and again in 2012. Downtown property owners are now seeking to continue the PBID for an additional ten-year term. As described in this 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 those provided by the City of Long Beach.

The PBID Management Plan has been informed and shaped by an extensive strategic planning process undertaken during the first half of 2021. With input gained from interviews, roundtable discussions, leadership meetings and an online survey from more than 500 downtown stakeholders, and developed under the guidance of a 35-member steering committee and the board of directors of the Downtown Long Beach Alliance (DLBA), the strategic plan explored how the PBID could help Downtown Long Beach recover from the COVID-19 pandemic in the near term, and respond to anticipated trends that will shape downtown in the longer term. The new strategic plan is anchored by five goals:

1. Master the fundamentals, ensuring a model clean and safe program for Downtown;
2. Strengthen existing businesses and encourage entrepreneurship and innovation in Downtown;
3. Market and promote Downtown as a whole and as a collection of unique neighborhoods;
4. Showcase the beauty, creativity and unique sense of place in Downtown for all to enjoy;
5. Be a leading voice in planning for the future of Downtown.

Grounded in the findings of the strategic plan, the primary changes to the PBID will:

- Support a more robust clean and safe initiative that adds new services;
- Catch up to and anticipate increasing labor and equipment costs;
- Create new approaches to help address downtown's unhoused population; and
- Increase DLBA's capacity to assist small businesses and office properties recover from the Covid-19 pandemic, plus provide adequate resources to support marketing, placemaking and other activities that aim to bring prosperity and vitality to Downtown.

To meet the strategic plan goals and incorporate the preceding changes to the PBID-funded clean and safe program, the overall operating budget of the PBID will increase by 41% -- nearly 70% of this increase is due to adjustments and expansions in clean and safe services. Due to boundary expansion and a general benefit adjustment, assessment rates are projected to increase one-time by an average of 34.5%. Increases in subsequent years will be limited to a maximum 5% adjustment.

The PBID Management Plan is summarized as follows:

<p>Location</p>	<p>The district will encompass the core of Downtown Long Beach, including approximately 70 blocks that are bounded approximately by Shoreline Drive to the south, Golden Shore to the west, and Alamitos Avenue to the east. The northern boundary is 3rd Street along the western part of the district, 8th Street in the central part and 4th Street along the eastern part. The district is being expanded to the north along the Pacific Avenue corridor to 8th Street, and to include the Convention Center building and major walkways. A map of the proposed district boundary is provided on page 9.</p>
<p>Improvements and Activities</p>	<p>The PBID will finance improvements and activities that will improve the Downtown environment and experience for all downtown stakeholders, including: property owners, businesses, residents, employees, and visitors.</p> <p>Environment:</p> <ul style="list-style-type: none"> • Clean Teams. Clean Teams sweep and pressure wash sidewalks, sweep gutters, remove litter, graffiti, and stickers, remove weeds, provide light landscaping, and spot cleaning as needed. • Safety Ambassadors & Homeless Outreach. Safety Ambassadors provide a daily presence in the district, either on foot or wheels, to enhance the sense of safety, help to prevent crime, provide safety escorts, assist with nuisance calls, and report more serious issues to law enforcement. Additionally, Safety Ambassadors provide information on Downtown activities and attractions to visitors. Under the direction of a new Homeless Outreach Manager, the team will also provide more robust assistance to unhoused individuals in the District, collaborating with social service agencies, non-profits and City departments to address the needs and connect individuals to services and housing. • Public Space Management. Public space management projects and initiatives are used to make Downtown more visually attractive, enhance the sense of place, and celebrate the unique culture of Long Beach. Such activities can include, but are not limited to, activating outdoor spaces, planting trees, signage, festive lighting, wayfinding and public art. <p>Economy:</p> <ul style="list-style-type: none"> • Economic Development. Economic development services strengthen existing businesses and support entrepreneurship and innovation in Downtown, including assistance in filling vacant storefronts, helping businesses to navigate City processes, marketing Downtown to the broader leasing community, and helping property owners understand the evolving office and retail markets.

	<p>• Marketing & Special Events. Marketing and special events promote Downtown as a whole and as a unique collection of neighborhoods, generate visitors and customers to support Downtown businesses, highlight and celebrate the diversity of Long Beach, and build awareness of DLBA programs and services.</p>																																						
Method of Financing	Levy of assessments upon real property that benefit from improvements and activities.																																						
Budget	<p>The total district budget for the first year of operation beginning in 2023 is \$3,965,000 allocated as follows.</p> <table border="1"> <thead> <tr> <th>REVENUES</th> <th>TOTAL</th> </tr> </thead> <tbody> <tr> <td><i>PBID Assessments</i></td> <td><i>3,782,348</i></td> </tr> <tr> <td>Other (General Benefit)</td> <td>182,652</td> </tr> <tr> <td>TOTAL REVENUES</td> <td>\$3,965,000</td> </tr> <tr> <td colspan="2">EXPENDITURES</td> </tr> <tr> <td colspan="2"><i>Environment</i></td> </tr> <tr> <td>Clean Team</td> <td>\$1,220,000</td> </tr> <tr> <td>Safety Ambassadors & Homeless Outreach</td> <td>\$1,350,000</td> </tr> <tr> <td>Public Space Management</td> <td>\$ 125,000</td> </tr> <tr> <td>Total Environment</td> <td>\$2,695,000</td> </tr> <tr> <td colspan="2"><i>Economy</i></td> </tr> <tr> <td>Economic Development</td> <td>\$450,000</td> </tr> <tr> <td>Marketing & Special Events</td> <td>\$385,000</td> </tr> <tr> <td>Total Economy</td> <td>\$835,000</td> </tr> <tr> <td colspan="2">Administration & Reserves</td> </tr> <tr> <td>Administration & Communications</td> <td>\$316,050</td> </tr> <tr> <td>Delinquency Reserve (3%)</td> <td>\$118,950</td> </tr> <tr> <td>Total Administration & Reserves</td> <td>\$435,000</td> </tr> <tr> <td>TOTAL EXPENDITURES</td> <td>\$3,965,000</td> </tr> </tbody> </table> <p>General Benefit Allowance: An allowance is made for general benefits that the District may provide to either the parcels outside the district boundary or to the public at large. Any PBID services that are found to provide general benefit cannot be paid for with assessment revenue. A certified engineer has estimated that the general benefit from services accounts for \$182,652 of the estimated budget, resulting in a total assessment budget of \$3,782,348.</p>	REVENUES	TOTAL	<i>PBID Assessments</i>	<i>3,782,348</i>	Other (General Benefit)	182,652	TOTAL REVENUES	\$3,965,000	EXPENDITURES		<i>Environment</i>		Clean Team	\$1,220,000	Safety Ambassadors & Homeless Outreach	\$1,350,000	Public Space Management	\$ 125,000	Total Environment	\$2,695,000	<i>Economy</i>		Economic Development	\$450,000	Marketing & Special Events	\$385,000	Total Economy	\$835,000	Administration & Reserves		Administration & Communications	\$316,050	Delinquency Reserve (3%)	\$118,950	Total Administration & Reserves	\$435,000	TOTAL EXPENDITURES	\$3,965,000
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Cost	To develop the PBID assessment methodology, the consulting team included participation from NBS, a certified engineer. Additional information and justification for the proposed assessment methods and adjustments will be provided in the Engineer’s Report, prepared by NBS and will be provided as an attachment to the Final Management Plan.																																						

The assessment methodology apportions the special benefits from PBID services to properties based on a combination of several factors that have been in place since the last renewal of the PBID in 2012. These factors include:

- **Benefit Zones:** Two zones of benefit delineate different frequencies of services between the premium zone (higher frequency of services) and standard zone (lower frequency of services).
- **Land Use Factors:** Properties are classified as being one of five predominate land uses in the downtown. These land uses include: commercial property, parking structure property, residential property with more than 50 units, residential property with less than 50 units, and public/non-profit property. There is a different allocation of benefit from services focused on commerce (i.e. economic development, marketing and special events) to each land use category.
- **Property Characteristics:** Adjusting for benefit zones and land use factors, costs from services are then allocated to linear frontage and the sum of lot and building square footage.

Estimated annual maximum assessment rates for the first year of the district are:

Standard Zone	Lot Frontage Rate per foot	Building + Lot per sq. ft.
Commercial	\$16.56	\$0.0594
Parking Structure	\$ 16.56	\$ 0.0391
Residential 50+ Units	\$16.56	\$0.0290
Residential < 50 units; Civic/Non-Profit	\$16.56	\$0.0188

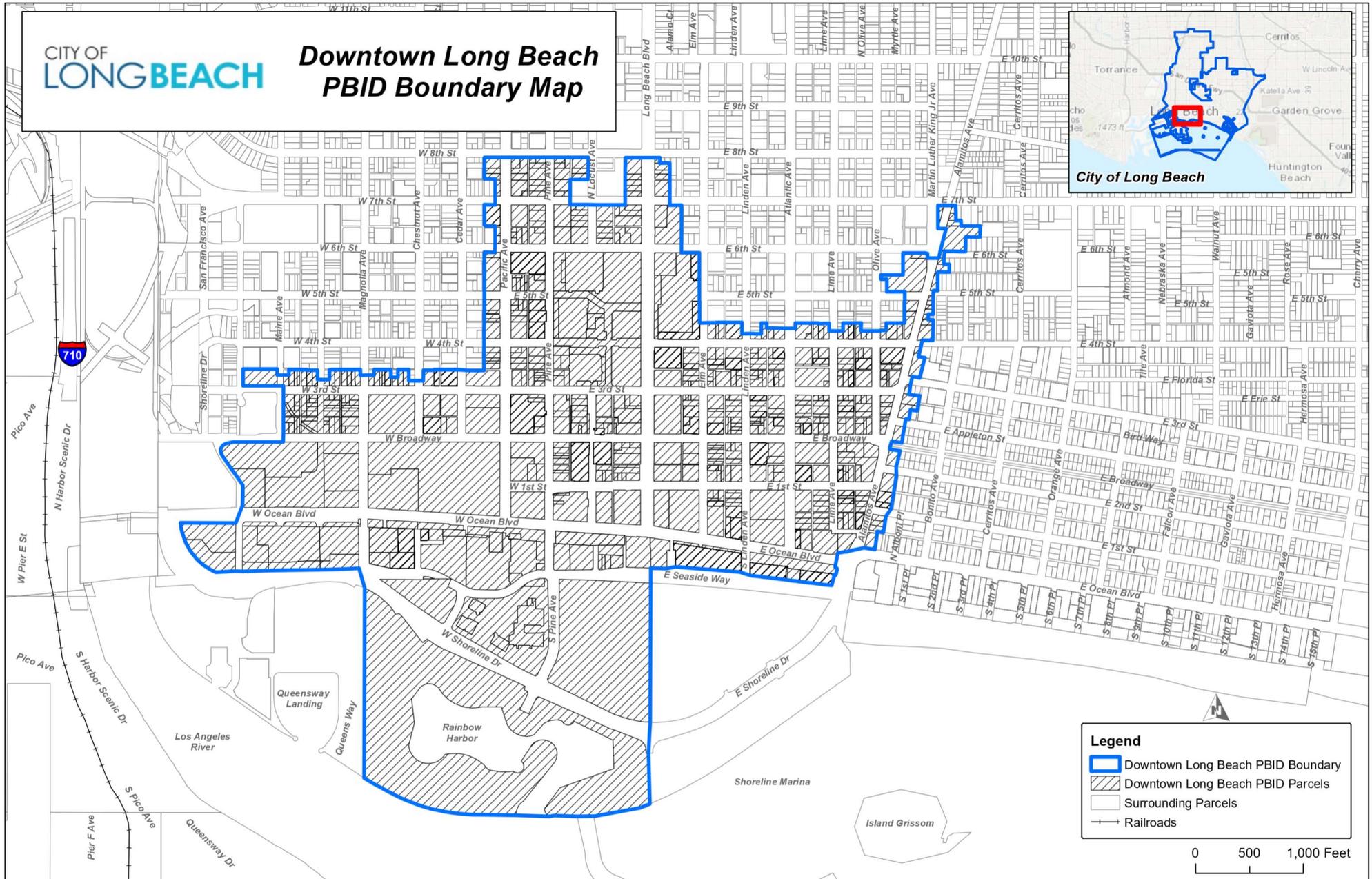
Premium Zone	Lot Frontage Rate per foot	Building + Lot per sq. ft.
Commercial	\$23.12	\$0.0657
Parking Structure	\$ 23.12	\$ 0.454
Residential 50+ Units	\$23.12	\$0.0352
Residential < 50 units; Civic/Non-Profit	\$23.12	\$0.0251

Cap	Annual assessments may increase no more than 5% per year consistent with the increase in the Los Angeles-area consumer price index (CPI) and increases in other program costs. The determination of annual adjustments in assessment rates will be subject to the review and approval of the Downtown Long Beach Alliance (DLBA) Board of Directors, which serves as the PBID Owner’s Association.
City Services	The City of Long Beach has provided an accounting of baseline services that are currently provided within the District and will continue through the duration of the planned renewal. The City base level of service agreement is included as an Exhibit.
Collection	PBID assessments appear as a separate line item on the annual Los Angeles County property tax bills. Any parcel not on the property tax rolls, such as government or

	non-profit owned parcels, will be directly billed by the DLBA or a third-party contractor.
District Governance	<p>The PBID will continue to be governed by the Downtown Long Beach Alliance (DLBA), a 501(c)(6) non-profit organization. Acting as the Owner’s Association for the district, DLBA will determine budgets, assessment rates subject to the parameters contained in the Management Plan, and monitor service delivery that is provided by DLBA staff and/or contractors.</p> <p>The DLBA Board of Directors includes a diverse representation of stakeholders, including both commercial and residential property owners, businesses, City representatives, and community-serving partners.</p> <p>Currently, to represent the PBID, there are eight commercial property owners, one residential property owner and one City property owner on the 21-member voting board.</p>
District Continuation	California law for PBID district continuation requires the submission of petitions signed by property owners in the proposed district who will pay more than 50% of the total assessments (i.e. petitions must represent more than 50% of the \$3,782,348 to be assessed). Petitions are submitted to the Long Beach City Council, and the City will send mail ballots to all affected property owners. The majority of ballots returned, as weighted by assessments to be paid, must be in favor of the PBID in order for the City Council to consider approval.
Duration	Collection of the first year’s assessments will be included in Los Angeles County’s 2022-2023 tax bill with services beginning January 1, 2023 and continuing through December 31, 2032. A five-year review of the district will evaluate market conditions and the need for any adjustments to the Management Plan. Any subsequent renewal of the district will require a new management plan, petition and mail ballot process.

***The full Management Plan shall be furnished upon request by contacting the Downtown Long Beach Alliance at 562-436-4259, Or download the full Management Plan at the following website:
www.dlba.org/pbid***

**Downtown Long Beach
PBID Boundary Map**



Legend

- Downtown Long Beach PBID Boundary
- Downtown Long Beach PBID Parcels
- Surrounding Parcels
- Railroads

