LONG BEACH

STATE OF BIDS



JANUARY 2022

LONG BEACH COUNCIL OF BUSINESS ASSOCIATIONS (COBA)

FORWARD

LETTER FROM COBA LEADERSHIP





As Long Beach emerges from a tumultuous year, it is increasingly apparent that Business Improvement Districts (BIDs) and aligned organizations play an invaluable role in enhancing the city's physical, economic, and cultural ecosystems.

Long Beach's BIDs responded nimbly to the challenges presented by the COVID-19 pandemic, supporting business and property owners with high-touch outreach, creative retail promotions, enhanced security and maintenance, and connections to technical and financial resources. Many BID staff members and volunteers worked overtime to help small businesses apply for grant funding, disseminate relevant regulations, and to help the community stay afloat during an unprecedentedly difficult year.

Today, there are 11 BIDs in Long Beach, with another four neighborhood associations looking to formalize in the near future. The Long Beach Council of Business Associations (COBA) is a unified coalition created to share resources among, and advocate on behalf of, these organizations.

BIDs add value to downtowns, commercial corridors, and neighborhoods by providing services above and beyond what government can provide. Business and property owner assessments are levied to help maintain, improve, and promote these districts. This report summarizes the collective impact and benefits that BIDs provide to Long Beach's business, residential, and visitor communities.

On behalf of the Long Beach Council of Business Associations (COBA), we are proud to present the 2021 Long Beach State of BIDs Report.

Sincerely,

Blair Cohn
Executive Director
Bixby Knolls Business Improvement Association

Broc Coward
COO
Downtown Long Beach Alliance

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1 EXECUTIVE SUMMARY

ABOUT THIS REPORT

This report highlights the local and collective impacts of Business Improvement Districts (BIDs) in the City of Long Beach. It is intended to inform elected officials, civic leaders, BID managers, and the public about the ways BIDs enhance the physical, economic, and social fabric of these commercial districts. Key findings and recommendations are provided to help guide the BIDs and City moving forward.

Note: "BID" is used in this report interchangeably to describe Property Based Improvement Districts (PBIDs) and Business Improvement Areas (BIAs, also referred to as Parking & Business Improvement Areas, or PBIAs).

OVERVIEW OF BIDS

Like similar districts formed in cities throughout the United States, Long Beach's BIDs generally exist to improve the physical and economic conditions of commercial areas above and beyond the base level of services provided by local government. At the most foundational level, BIDs provide services to keep an area clean, well-maintained, and secure. The type and frequency of services can vary greatly depending on the individual BID. Additional services may include business support, marketing and branding, production of special events, beautification, and public art. The programs provided by BIDs are decided on by the assessment-payers, typically outlined in an annual work plan with budgets approved by the City each year, and carried out by BID staff and boards.

BIDs are primarily funded by a special assessment, either on merchants (businesses) or property owners, depending on the structure of the district. Some BIDs may have access to additional funding mechanisms, such as grants or parking revenue. There are two main categories of business districts in Long Beach: Business Improvement Areas (BIAs) and Property-Based Improvement Districts (PBIDs). BIAs can sometimes be referred to as PBIAs, or Parking & Business Improvement Areas, because they can also collect parking revenue in their district. These nuances are described in greater detail in the Project Overview section.



As of 2021, the City of Long Beach is home to 11 BIDs.

Long Beach is home to seven Business Improvement Areas (BIAs), four Property-Based Improvement Districts (PBIDs), and two Tourism BIAs.

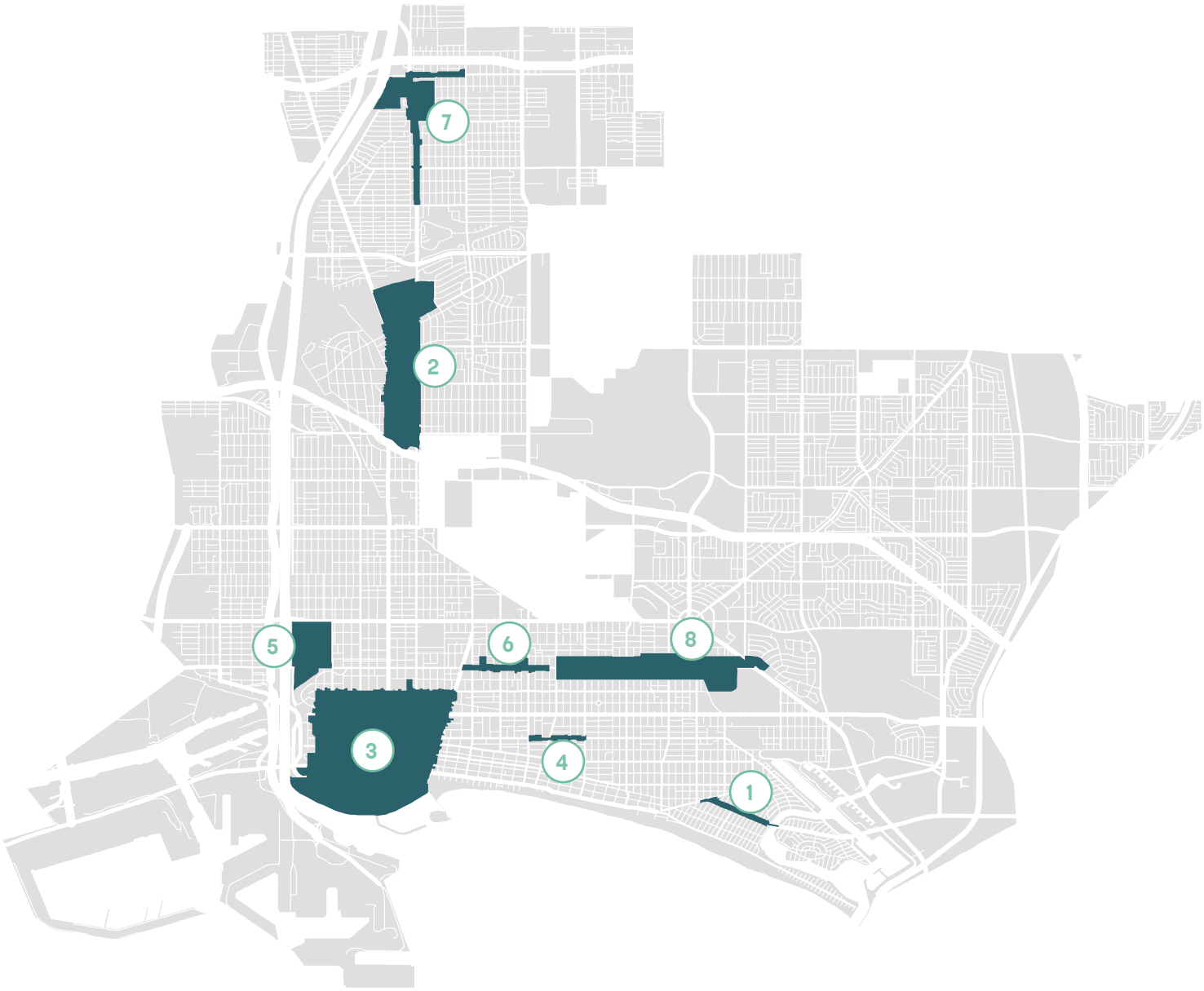
The districts profiled in this report include the following:

- Belmont Shore BIA
- Bixby Knolls BIA
- Downtown Long Beach Alliance
  - Downtown Long Beach PBID
  - Downtown BIA (represents a smaller sub-set of the Downtown PBID)
- Fourth Street BIA
- Magnolia Industrial Group PBID
- Midtown PBID
- Uptown PBID
- Zaferia BIA (formerly known as East Anaheim BIA)

As the Tourism Improvement Districts function much differently than the traditional BIDs, they are covered in a separate section:

- Long Beach Tourism BIA – Downtown
- Long Beach Tourism BIA – Airport

LONG BEACH BID MAP



LEGEND

1. BELMONT SHORE BUSINESS ASSOCIATION
2. BIXBY KNOLLS BIA
3. DOWNTOWN LONG BEACH ALLIANCE
4. FOURTH STREET BIA
5. MAGNOLIA INDUSTRIAL GROUP PBID
6. MIDTOWN PBID
7. UPTOWN PBID
8. ZAFERIA BIA

LONG BEACH BID TIMELINE



1973
DOWNTOWN LONG BEACH BIA

1998
DOWNTOWN LONG BEACH PBID



2007
FOURTH STREET BIA

1989
BIXBY KNOLLS BIA



2014
UPTOWN PBID





1988
BELMONT SHORE BIA



1991
ZAFERIA BIA



1996
MAGNOLIA INDUSTRIAL GROUP PBID

2015
MIDTOWN PBID



COLLECTIVE IMPACT OF LONG BEACH BIDS

Note: the following "collective impact" figures do not include the Tourism BIAs.



In 2019, Long Beach's BIDs generated **$16 million in sales tax revenue, or 23%** of the City's total sales tax revenue.



By 2031, the BIDs will have generated over **$50 million** in funds, which will be used to continue providing enhanced services and improvements.



Total assessment revenue generated by the BIDs (2019) was **$4.2 million.**



The city's BIDs (not including the Tourism BIAs) cover approximately **3.2 square miles** in total, representing **6% of Long Beach's total land area.**



The office and retail vacancy rates within BIDs have been on par with or **lower than citywide rates.** The vacancy rate for the office sector has been substantially lower than the city as a whole. In 2019, for example, the **office vacancy rate was 5% on average for the BIDs, compared to 9% citywide.**[1]

[1]*Data provided by the City of Long Beach Economic Development Department*

COLLECTIVE IMPACT OF LONG BEACH BIDS

PROVIDING ESSENTIAL CLEAN & SAFE SERVICES

BIDs play an important role in the beautification and maintenance of Long Beach's commercial areas. While each BID offers a unique suite of services, districts typically provide sidewalk cleaning and trash removal, graffiti abatement, landscape maintenance, and enhanced security services. These services were critical during the COVID-19 pandemic, as the incidences of graffiti and volume of trash increased beyond what the City of Long Beach could realistically manage alone.

BIDs serve as the "eyes and ears" for their communities, reporting street-level issues that city departments would not otherwise be immediately aware of. Security concerns are routinely reported to the police department and other appropriate public agencies. Urgent maintenance and infrastructure concerns, such as leaks from buildings or municipal pipes, are also frequently reported by the BIDs.

BUSINESS SUPPORT & ECONOMIC DEVELOPMENT

BIDs support existing and prospective businesses through a range of recruitment and advocacy activities. Staff often provide hands-on assistance to businesses navigating the City's multi-layered planning, building, inspection, and permitting processes. During the COVID-19 pandemic, BID staff worked overtime to help small businesses apply for grant funding, interpret relevant city policies, and navigate a changing economy.





Some of Long Beach's larger BIDs employ direct business recruitment, guided by market data and economic development strategies. For others, their work activating and beautifying a commercial area serves to attract new businesses indirectly. Over time, a thriving and active business district can translate to an increase in property values and greater economic prosperity within and immediately surrounding the district.

EVENTS

Collectively, BIDs organize hundreds of events across Long Beach each year. Concerts, festivals, food celebrations, and artist showcases attract residents and visitors to Long Beach's BIDs. Successful events can result in increased sales and return customers to local businesses. BIDs often organize events and programs that gain the attention of local or national media. This positive press is a win-win for the district and the city as a whole.

PUBLIC ART & PLACE ENHANCEMENTS

Most of Long Beach's BIDs incorporate art as a regular part of their programming. Arts-driven place enhancements, including murals, sculpture, and decorative bike racks, are investments that help reinforce a district's brand and elevate it as a destination. BIDs often get creative with programming that engages the local community, such as photo contests and hiring local muralists.

COLLECTIVE IMPACT OF LONG BEACH BIDS

During the COVID-19 pandemic, the City provided resources to BIDs to hire artists to paint murals on storefront windows that were temporarily boarded up. Prior to the pandemic, the City worked with some BIDs to orchestrate the painting of utility boxes along Long Beach Boulevard and other key transit corridors, resulting in an "art walk" concept.

ORGANIZED VOICES

Long Beach's BIDs, with support from the City of Long Beach, joined together to form the Council of Business Associations (COBA). Representatives from each BID participate in regular meetings where a range of topics are discussed. COBA has helped to communicate collective concerns directly to individual City departments. Examples include: working to streamline permitting processes, suggesting changes to health department requirements, updating parking ordinances, and improving inter-departmental communication.

COBA is also a sounding board for departments and elected officials regarding policies and public improvement projects. The City looks to the expertise of BIDs to enact tried and true programs on a broader scale. For example, BKBIA's transit corridor cleanup pilot program was a mayor-led initiative to apply lessons learned from BKBIA's weed abatement, graffiti removal, and litter removal tactics to a broader scale.





RESOURCE-SHARING AND MENTORSHIP

Long Beach BIDs engage in resource-sharing with other existing (or prospective) business organizations. In some cases, larger BIDs support fellow organizations through contracting for clean and safe services. For example, DLBA contracts with other BIDs to provide power washing, security, and litter abatement services.

Both individual BIDs and the larger COBA organization have played an important role supporting BID or business association formation in other parts of the city. Elected officials also recruit established BIDs to speak with prospective BIDs about best practices and lessons learned.

MUTUALLY BENEFICIAL PARTNERSHIPS WITH THE CITY OF LONG BEACH

The City of Long Beach supports BIDs in a number of ways, specifically through the City's Economic Development office. Through this department, the City has one full-time staff person dedicated to the oversight of the BIDs. This individual helps BID organizations troubleshoot issues, listens to their concerns, and advocates on their behalf. The department also provides funding to help BIDs undergo feasibility studies and strategic planning processes.



2 PROJECT OVERVIEW

WHAT IS A BID?

"BID" is used in this report interchangeably to describe Property-Based Improvement Districts (PBIDs), Business Improvement Areas (BIAs).

Over the past several decades, Business Improvement Districts (BIDs) have been formed in cities across the country at a growing rate. These privately managed, quasi-governmental special districts manage the provision of services within a defined geography (often a commercial corridor), in which property or business owners pay special assessments for agreed-upon services, programming, and enhancements. Typically, their underlying purpose is to bolster a commercial district's economic success and improve its overall quality of life.

COMMON BID CHARACTERISTICS

- BIDs are created to enhance, but not to replace, existing city services
- BIDs are managed by nonprofit organizations financed by self-imposed assessments
- Most BIDs offer cleaning, maintenance, and safety services
- BIDs commonly provide economic development and business support services
- BIDs often play a role in branding and marketing, organizing events, and delivering physical place enhancements

By creating a unified voice representing the collective interests of the business and/or property owner community, BIDs also have the ability to be influential at the local level. In Long Beach, the BID organizations worked closely together, with the support of the City's Economic Development Department, to form the **Long Beach Council of Business Associations (COBA)** as a way to share ideas and resources, address common concerns, and to advocate on behalf of the business and property owner community.

BIAS VERSUS PBIDS

While **Business Improvement Areas (BIAs)** have existed in California since the 1960s, **Property-Based Improvement Districts (PBIDs)** were ushered in starting with the passage of the 1994 Property and Business District Law. The primary difference between BIAs and PBIDs is the assessment rate payer. A BIA collects revenue through a special assessment placed on *business owners* (through business licenses), while in a PBID, property owners pay a special assessment (through property tax bills).

The BIA's primary revenue source is a business assessment, leveraged through the annual business license renewal fee collected by the City of Long Beach. A PBID is slightly more complicated to form, with multiple classes of private property owners needing to approve the BID formation or renewal plan, but has greater revenue generating potential. Both models include extensive community- and stakeholder-driven outreach processes.

TOURISM DISTRICTS

Long Beach also has two *Tourism* Business Improvement Areas (LBTBIAs, or TBIAs), the Downtown TBIA and the Airport TBIA, which function differently than the traditional BIDs. Within these geographies, the assessment-payers are hotels with over 30 rooms. Special assessment revenue is collected through the hotel business license, which is then primarily allocated to the Long Beach Convention & Visitors Bureau (LBACVB). Whereas the other BIDs profiled in this report use funds to provide services like cleaning and security, the TBIA assessment supports the promotion of Long Beach as a tourism destination.



PROJECT BACKGROUND

The idea to create a "State of Long Beach BIDs" was inspired by several cities that publish annual reports highlighting the impacts and benefits of their business districts. Progressive Urban Management Associations (P.U.M.A.) was retained by the Long Beach Council of Business Associations (COBA) to conduct research and prepare this report.

COBA is an alliance of members and representatives from BIDs and related organizations including the Chamber of Commerce and business associations. Representatives from the City, particularly the Economic Development Department, are regular participants at monthly COBA meetings. These meetings typically occur on a monthly basis but through the COVID-19 pandemic have taken place weekly. COBA supports district managers while also providing a unified voice for the larger Long Beach business and property owner communities. The Downtown Long Beach Alliance (DLBA) and Bixby Knolls BIA (BKBIA) provide administrative and logistical guidance to COBA.



METHODOLOGY FOR THIS PROJECT

ORIENTATION AND EXISTING CONDITIONS

- Met with COBA members and project oversight committee
- Reviewed past plans and studies
- Conducted virtual tours through Google "street view" (due to COVID-19 site visit limitations)
- Reviewed each district's annual reports, work programs, and budgets
- Received number of assessed businesses data from the City of Long Beach Business Licensing Division

DATA COLLECTION

Due to the irregularity of 2020 caused by the pandemic, 2019 was used as a base year for the purposes of data collection.

- Obtained sales tax and economic data from the City, County, and other relevant entities
- Circulated a comprehensive questionnaire and conducted interviews with BID managers
- Created profiles for each individual district – highlighting key characteristics, services, and accomplishments
- Established baseline data to measure moving forward
- Calculated collective impact

RECOMMENDATIONS

- Summarized key findings on the advantages provided by PBIDs and BIAs
- Compiled case studies from comparable cities
- Listed recommendations for the City and COBA to collaborate and marshal resources to support business districts in the future

BID PROFILES

The information contained in the BID Profiles section is compiled from a variety of sources, including:

- Interviews with BID staff (to supplement a questionnaire completed by each BID)
- Individual BID annual reports and work plans
- City of Long Beach Economic Development Department
- City of Long Beach BizMap database
- City of Long Beach Sales Tax Revenue by Geographic Data summary
- Los Angeles County Assessor's Office
- BID and COBA websites
- CARES Act grant applications

COVID-19 AND LONG BEACH BIDS

CONTEXT FOR THIS PROJECT

The underlying purpose of this report is to illustrate how BIDs operate in non-pandemic times. For this reason, **2019 was used as the baseline year in most of the data collection**. However, given the enormity of the pandemic, its direct impacts on BID operations for over a year, and its predicted residual impacts moving forward, the questionnaire developed for this project also included a number COVID-19-related questions to better understand how each organization adapted during the past year.



BID COLLECTIVE IMPACT ON COVID-19 RECOVERY

With the touchdown of COVID-19 in March 2020, Long Beach BIDs sprung into action by providing technical and financial assistance to ratepayers and their larger communities in response to hardships caused by the pandemic. In July 2020, the Long Beach City Council approved a spending plan of $40.3 million in CARES Act funding to aid in the City's COVID-19 response.[2] **The City dedicated $1 million of these federal funds to Long Beach's BIDs.[3]** Funds were used to address such COVID-19-related challenges as rising vacancy rates, increased maintenance demands, and loss of revenue for ratepayers.

Specifically, BIDs took the following actions to support ratepayers during this time:

- Directed allocation of federal funds to qualifying ratepayers
- Connected ratepayers to and educated them about grant and loan programs
- Promoted ratepayers' adaptive sales efforts (virtual and/or outdoor programming)
- Activated vacant storefronts through attractive signage, art, and district branding
- Increased cleaning and security patrols as needed throughout districts
- Coordinated parklet and/or outdoor dining implementation with corresponding City departments
- Worked with service organizations and local businesses to provide food and essential needs to community members

Moving forward, most BIDs plan to continue district resiliency efforts through the usage of the first round of federal funds. BIDs also hope to pursue additional financial support for their organizations and ratepayers via the Long Beach Recovery Act and American Rescue Plan Act.

[2]BID Associations were eligible to receive a base grant of $70,000 for each BID they manage. Each BID association was eligible for additional grant funding based on the number of businesses or members (units) they serve (City of Long Beach, Cares Act Memo – BIDs Grant Program).
[3]CARES Act funds were allocated to ten Long Beach BIDs including the Long Beach Area Convention and Visitor's Bureau (LBTBIA)



3

BID PROFILES



BELMONT SHORE

DISTRICT SIZE: **0.04 square miles**

YEAR FOUNDED: **1988**

NUMBER OF BIA-ASSESSED BUSINESSES (2019): **285**

SALES TAX REVENUE (2019)[4]: **$1,067,263**

Mission: The purpose of the Belmont Shore Business Association (BSBA) is to form a common bond among business owners located in and around the Belmont Shore area and whose goals are to promote, protect, and maintain prosperity for the community.

ABOUT THE DISTRICT

The Belmont Shore neighborhood is a draw for Long Beach residents and visitors alike, with an abundance of retail and restaurant destinations. While national and regional chains are located within the district, Belmont Shore is predominantly home to independently owned and operated businesses.

ORGANIZATION

STAFFING & BOARD

CONTRACT EMPLOYEES

» 1 full-time executive director (operates as an independent contractor, not an employee)

» 1 part-time social media contractor

BOARD OF DIRECTORS

» The 13-member board is made up of business owners from the district.

REVENUE *(Full assessment formula in Appendix A)*

$140,500

Business License Revenue (2019)

$397,600

Total Revenue (2019)

TOP ANNUAL EXPENDITURES

58% **EVENTS**

18% **CLEAN & SAFE**

12% **MARKETING**

12% **MANAGEMENT**

[4]*City of Long Beach Sales Tax Revenue by Geographic Data summary*

SERVICES

CLEAN & SAFE

BSBA coordinates security and maintenance services through partnerships with service providers. While the organization does not fund security of its own, it coordinates with the Long Beach Police Department (LBPD) to ensure district safety. Officers walk and monitor the district on a bi-weekly basis and attend BSBA meetings to give updates on key safety issues. In addition to LBPD, the Parking Commission contributes to Belmont Shore's safety efforts through partial funding of non-security neighborhood patrols carried out by CSI Security, a contract managed in partnership with BSBA.

Litter abatement services and sidewalk power washing are conducted routinely. BSBA communicates directly with the City's Department of Public Works to request the removal of large-scale graffiti. In addition to this coordination of services, the BIA funded the installation of Belmont Shore's Bigbelly solar trash compactors.

EVENTS

Larger BSBA events typically draw thousands of people to the neighborhood. The Christmas Parade, Car Show, and Stroll and Savor series are some of Belmont Shore's most popular events and generated more than 60% of the total revenue for the BIA in 2019. Ratepayers benefit from events directly and indirectly, through increased sales and visitor awareness of their respective businesses.

MARKETING & SOCIAL MEDIA

BSBA advertises on behalf of individual members and the BIA as a whole in local publications, on social media, on district banners, and Bigbelly compactors. Through these ads, BSBA boosts local awareness of district events, businesses, and special promotions.

> *"The BSBA is a big advocate for the restaurants and small businesses on 2nd St. The BSBA is continuously creating ways to bring more traffic to the Shore with events and promotions. The BSBA has also helped a lot during the pandemic with signage, initiating the parklets, and just being there in general for support and city updates. It is nice to know we have a team behind us."* - Stacy Evans, Domenico's Restaurant and Catering

BSBA District



WHAT'S NEXT?

With recent changes resulting from COVID-19 and new district leadership, BSBA is in a distinct moment of transition. Armed with a fresh perspective and years of business strategy experience, the district's new executive director is welcoming innovation within BSBA's marketing and business support services and hopes to capitalize on the district's assets to fill vacancies and increase district awareness. As an additional support to recovering businesses, the BSBA staff and board are seeking to implement the continuation (beyond COVID-19) of temporary parklets that were established in the district during the pandemic.

BSBA District





BIXBY KNOLLS BIA

DISTRICT SIZE: **0.62 SQUARE MILES**

YEAR FOUNDED: **1989**

NUMBER OF BIA-ASSESSED BUSINESSES (2019): **999**

SALES TAX REVENUE (2019)[5]: **$1,741,331**

Mission: The purpose of the Bixby Knolls Business Improvement Association (BKBIA) is to promote the interests of its professional, service and retail members, to enhance the common areas within the BIA area, to facilitate the exchange of business information and ideas, and to promote the highest business and ethical standards.

ABOUT THE DISTRICT

The Bixby Knolls Business Improvement Association (BKBIA) is defined by a diverse business mix, strong sense of community, and creative branding and programming. The district predominantly consists of independent businesses that are walkable, neighborhood-serving destinations connecting the district's commercial corridors.

While commonly referred to as a BIA, the district is technically a PBIA (Parking & Business Improvement Area), as revenue can be collected from both business licenses and parking fees.

ORGANIZATION

STAFFING & BOARD

» 1 full-time executive director

» 1 full-time project manager

» 1 full-time content manager

CONTRACT EMPLOYEES

» 1 part-time cleaning contract position (litter and weed abatement)

» 1 full-time security contractor (CSI Patrol Services)

BOARD OF DIRECTORS

» 11-member board is made up of business owners, plus two community liaisons.

REVENUE *(Full assessment formula in Appendix A)*

$190,000

Business License Revenue (2019)

$445,000

Total Revenue (2019)[6]

TOP ANNUAL EXPENDITURES[7]



[5]City of Long Beach Sales Tax Revenue by Geographic Data summary

[6]Since 2011, BKBIA has received $200,000 in RDA funds annually; these funds support programming and allow the district to provide enhanced beautification services and longer security services.]

[7]Budget categories listed represent the top 5 expenditures for the organization.

SERVICES

CLEAN & SAFE

BKBIA management coordinates a Clean Team, enhanced security services, and landscaping services to ensure that Bixby Knolls remains attractive and welcoming to visitors and residents alike. BKBIA's Clean Team completes daily litter abatement services, and landscapers tend to green spaces throughout the district twice per month. The larger Bixby Knolls community is also involved in district upkeep through the coordination of "Community Clean Up Days." While the Clean Team takes care of routine neighborhood clean-ups, the district partners with the City to coordinate a regular trash pickup.

EVENTS & PROGRAMMING

BKBIA has created some cachet with its popular events that occur year-round. In a typical year, the district organizes around 5-6 events or programs per month, with even more taking place during the summer season. The success of the district's most popular events, Knights of the Round (Turn) Table, First Fridays, and First Friday parades, is defined by their attendance, community feedback, and social media engagement before and after the event itself. Further, these events typically generate additional income for businesses.

MARKETING & PROMOTION

BKBIA presents a carefully curated brand through its online and physical marketing efforts. BKBIA's strong social media presence enables staff to communicate with members and the larger community regarding events, access to community resources, and general updates on neighborhood happenings. Sidewalk decals, light pole banners, and other branded signage can be seen throughout the district.

BUSINESS SUPPORT & ADVOCACY

Through website and social media posts, the BIA's staff frequently shares city news and updates that pertain to the well-being of Bixby Knolls employers and workers. BKBIA also puts on events to better connect the Bixby Knolls business community to the district and to one another. For example, the Bixby Business Breakfast is a quarterly, "members-only" event that provides networking opportunities for participating businesses.

> *"Blair and his team get down into the weeds - they actually pull the weeds and clean sidewalks and paint buildings. That makes a huge difference in a community like Bixby Knolls that has so much potential and is growing and moving in the right direction. It needs that kind of care."* - Martin Howard, Howard | CDM (President/CEO)

WHAT'S NEXT?

BKBIA aims to embrace new ways of engaging with and assisting members, through COVID-19 recovery and beyond. In particular, BKBIA will focus on establishing and supporting reliable operations for newer businesses that opened during the pandemic, while continuing efforts to attract new businesses to fill vacancies. In the longer term, the district plans to continue conversations with City management, specifically the Economic Development Department, about the replacement of their redevelopment funds that are scheduled to sunset in September 2021.

BKBIA District





DOWNTOWN LONG BEACH ALLIANCE

DISTRICT SIZE: **1.51 square miles (BIA), 0.61 square miles (PBID)**

YEAR FOUNDED: **1973 (BIA), 1998 (PBID)**

NUMBER OF PBID-ASSESSED PROPERTIES: **128**

NUMBER OF BIA-ASSESSED BUSINESSES (2019): **1667**

SALES TAX REVENUE (2019)[8]: **$4,075,425 (BIA), $7,087,325 (PBID)**

Mission: The mission of the DLBA is to cultivate, preserve, and promote a healthy, safe, and prosperous Downtown.

ABOUT THE DISTRICT

DLBA manages two Business Improvement Districts (a BIA and a PBID) that span across 150 city blocks covering the 1.51 square miles that is the Downtown Long Beach area. This geography encompasses six different neighborhoods, each with their own unique identity and business community. Through its expansive programming, DLBA supports this diverse business and property owner community while creating a welcoming physical environment for downtown ratepayers, residents, and visitors. Between its management of these BIDs, DLBA is the largest income generator across all Long Beach BIDs.

ORGANIZATION

STAFFING & BOARD

» 13 full-time employees

CONTRACT EMPLOYEES

» 50-60 contract employees ranging in service provisions - Clean & Safe, marketing, events, etc.

BOARD OF DIRECTORS

» The 30-member board is made up of City employees and council members, business and property owners, and Downtown residents.

REVENUE *(Full assessment formula in Appendix A)*

In addition to assessment revenue, DLBA collects revenue from parking meters, fee for service contracts, sponsorships, ticket sales, concessions at events, and grants.

$2,649,181	$645,244	$4,075,425
PBID Property Tax Assessment (2019)	BIA Business License Fee (2019)	Total Revenue (2019)

TOP ANNUAL EXPENDITURES

- 46% CLEAN & SAFE
- 16% MANAGEMENT
- 13% EVENTS
- 9% PUBLIC REALM
- 8% ECONOMIC DEVELOPMENT

[8]*City of Long Beach Sales Tax Revenue by Geographic Data summary*

SERVICES

CLEAN & SAFE

DLBA's Clean Team and Safety Ambassadors provide daily services to facilitate the cleanliness, public safety, and overall physical appeal of Downtown Long Beach. Safety Ambassadors, wearing their signature red shirts, monitor the district on foot, bike, and Segway, addressing street disorders and offering directions, safety escorts, and vehicle jump-starts to Downtown residents and visitors, seven days a week, 14-18 hours a day.

The Clean Team maintains Downtown sidewalks and gutters, removes graffiti, and provides pressure washing services throughout the districts. Records are kept to measure performance outcomes, including pounds of litter and debris removed, graffiti removed, hours spent pressure washing, number of safety escorts provided, directions given, and more. DLBA also hires additional contractors to remove weeds and trim trees as needed throughout both districts. DLBA hires a Homeless Outreach Ambassador to build relationships with the unhoused population in the area and connect both individuals and families to local resources and social service agencies. Aside from this specific outreach, DLBA collaborates with and shares pertinent data with the City and community partners.

EVENTS

DLBA hosts a number of free, signature events annually that attract thousands of people. Annual events include three 2-day Taste of Downtown events, a monthly Live After 5 event, and a New Year's Eve at the Waterfront event. Set in key Downtown neighborhoods, DLBA's Taste of Downtown events are the organization's most successful as determined by business sales, attendance, and post-event survey feedback. Through sponsorships, resource allocation, and marketing support, DLBA also partners with local organizations to participate in third-party downtown events.

MARKETING & COMMUNICATION

Through its website, newsletter, and social media channels, the DLBA is a prominent voice for Downtown. The website provides ratepayers and other invested viewers with easy access to annual reports, event calendars, and other important information on the ins and outs of Downtown Long Beach. Throughout the pages of this site, there are many calls to action to encourage viewers to sign up for DLBA's newsletter, the Downtown Scene, and engage with the organization's social media platforms. As of 2019, DLBA's monthly newsletter averaged well over 10,000 subscribers and, in early 2021, its Instagram had over 32,000 followers. DLBA uses these channels to reach the larger Long Beach community and generate interest in and awareness of Downtown happenings.

> *"As a business and property owner in Downtown Long Beach, we value DLBA as an organization that reminds us of the importance of moving beyond the narrow focus of our professions, disciplines, and agendas. The various DLBA initiatives and strategy-setting process are essential in inspiring us to collectively re-imagine and reinvent Downtown Long Beach where we call home, whether it be as businesses or residents."* - Julia Huang, Intertrend Beyond 30

BUSINESS SUPPORT

DLBA's economic development staff provide ratepayers, prospective businesses, and investors with an array of resources and support. Examples include financial and technical assistance through grants, micro loans, marketing and promotion of available property, networking events, and grand opening assistance. DLBA also hosts a number of workshops with both local community and national partners, notably Long Beach State University and Google, that focus on such topics as entrepreneurship, small business education, and the acquisition of startup financing. Furthermore, the economic development staff generate ongoing Downtown-specific data such as retail sales, commercial rental rates and occupancy, and demographics to support investor activity.

STREETSCAPE & PUBLIC SPACES

With various projects ranging in scale, DLBA's efforts within the public realm center on keeping Downtown streetscapes and public spaces attractive, functional, and safe for all. On the smaller scale, DLBA installs planter pots in bike lanes, dog waste bag dispensers, holiday decorations, and street pole banners throughout the downtown area. On the larger end, DLBA continues to partner with the City of Long Beach on several capital improvement projects. For example, one of these projects, the Pine Avenue Refresh, focused on improvements to the pedestrian experience along Pine Avenue whereas another, the Loop at Pine and Ocean, involved the creation of a 7,700-square-foot temporary art display.

WHAT'S NEXT?

In the next 18 months, DLBA will update its strategic plan and enlist support from ratepayers for the forthcoming renewal of the PBID. In this near term, DLBA also hopes to secure additional funding from the American Rescue Plan Act to assist ratepayers in their COVID-19 recovery. Once Downtown Long Beach businesses are able to fully reopen and recover following the pandemic, DLBA plans to shift its focus toward creating a 501(c)3 organization with a mission centered on economic development and education of ratepayers on best business practices.

FOURTH STREET BIA

DISTRICT SIZE: **0.03 square miles**

YEAR FOUNDED: **2007**

NUMBER OF BIA-ASSESSED BUSINESSES (2019): **121**

SALES TAX REVENUE (2019)[9]: **$171,518**

Mission: The purpose of Fourth Street BIA is to actively promote and market the Fourth Street shopping district as a destination through events, neighborhood clean-ups, community outreach, and advertising.

ABOUT THE DISTRICT

The Fourth Street district, commonly known as "Retro Row," is renowned for its eclectic mix of independently-owned restaurants, retail, and entertainment offerings. The Fourth Street Parking and Business Improvement Area (FSPBIA) organizes events, promotes and supports businesses in the district, and provides maintenance and beautification services throughout the area.

While commonly referred to as a BIA, the district is technically a PBIA (Parking & Business Improvement Area), as revenue can be collected from both business licenses and parking fees.

ORGANIZATION

STAFFING & BOARD

» 1 part-time staff member

CONTRACT EMPLOYEES

» 2 Clean & Safe team members

» 1 social media contractor – assists with advertising events and promoting the district, and provides monthly reports with key statistics on reach and overall engagement.

BOARD OF DIRECTORS

» The 6-member board is made up of business owners from the district.

REVENUE *(Full assessment formula in Appendix A)*

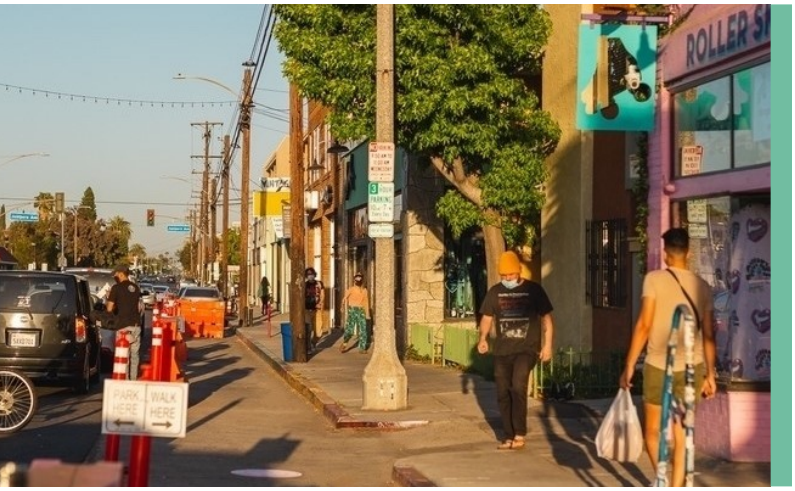
$17,500	$84,000	$101,500
Business License Revenue (2019)	Parking Lot Revenue (2019)	Total Revenue (2019)

TOP ANNUAL EXPENDITURES

- 43% MANAGEMENT
- 32% EVENTS
- 14% MARKETING
- 11% CLEAN & SAFE

[9]*City of Long Beach Sales Tax Revenue by Geographic Data summary*

Fourth Street BIA District



> *"The Fourth Street BID has been an essential part of keeping Retro Row up and running during the pandemic. Without them, a lot of the businesses on 4th wouldn't have known about all of the grants available to help provide financial relief during the pandemic. The CARES Grant in particular was able to help my place of work (4th Street Postal), as well as our neighbor Nick Nicola, owner of Spiro's Barber Shop (a staple on 4th Street for several decades). We are all very thankful."* - Stella C., Manager of 4th Street Postal

SERVICES

EVENTS & MARKETING

In a typical year, the BIA organizes at least twelve events that draw visitors from both the hyper-local 4th Street area and larger Long Beach community. One of the district's most successful events, the artist-driven Fourth Friday series, is a cultural draw that positively impacts business sales. Other events throughout the year include scavenger hunts, street fairs, and bike festivals.

BUSINESS SUPPORT & ECONOMIC DEVELOPMENT

The BIA supports ratepayers by connecting them to resources and keeping them informed of pertinent regulations and grant opportunities. Communication occurs through regular email correspondence, via in-person visits, and monthly general meetings. Prior to the COVID-19 pandemic, BIA staff conducted frequent in-person engagement with businesses.

CLEAN & SAFE

Two contract employees collaborate to maintain the public realm, remove graffiti, and maintain green spaces. At the inception of the BIA, the district received a $375,000 grant for facade improvements. With these funds, the BIA had all of the facades in the district painted and installed new lighting throughout the area. The district further contributes to beautification through special projects like their transformation of a concrete strip into a succulent and herb garden with rotating art installations. Staff also work on a case-by-case basis to address challenges surrounding the presence of the unhoused population on private property. The BIA partners directly with ratepayers to engage this population in a thoughtful and intentional manner.

WHAT'S NEXT?

In the coming year, following the emergence from COVID-19 restrictions, BIA management plans to reignite district enthusiasm through the return of their events. Additionally, the district intends to redouble attention to ensuring the proper maintenance and upkeep of storefronts. Lastly, the district hopes to engage the City on ways to expand existing parklets and create flex zones to provide a multi-use, outdoor space that retailers and restaurants could utilize as outdoor dining, curbside pickup, or an additional sales floor.

Business in the Fourth Street BIA District





MAGNOLIA INDUSTRIAL GROUP PBID

DISTRICT SIZE: **0.02 square miles**

YEAR FOUNDED: **1996**

NUMBER OF PBID-ASSESSED PROPERTIES: **94**

SALES TAX REVENUE (2019)[10]: **$531,682**

Mission: The MIG PBID aims to support its ratepayers and decrease local crime in the district through its provision of night-time security personnel, and services including beautification and member communications.

ABOUT THE DISTRICT

The Magnolia Industrial Group (MIG) PBID stands apart from other Long Beach BIDs in its general environment and ratepayer makeup. The district itself is in an industrial part of the city, and the majority of district ratepayers are manufacturing and auto repair businesses. The MIG was the first industrial organization in the country to establish an assessment district and has been used as a model for similar organizations.

ORGANIZATION

STAFFING & BOARD

» 1 part-time staff member

CONTRACT EMPLOYEES

» Night-time security patrol contractors

BOARD OF DIRECTORS

» MIG's 5-member board is made up of district property owners.

REVENUE *(Full assessment formula in Appendix A)*

$97,361

Annual Assessment Revenue (2019)

$97,361

Total Revenue (2019)

TOP ANNUAL EXPENDITURES

75% **SECURITY**

17% **MANAGEMENT**

8% **MARKETING**

[10]*City of Long Beach Sales Tax Revenue by Geographic Data summary*

SERVICES

SAFE & SECURE

The safety and security of the district is MIG's top priority. Accordingly, expenditures related to the safety and security of the district made up over 75% of the PBID's budget in 2019. The majority of this budget is used to hire unarmed security to monitor the district throughout the evening hours (for a total of 40 hours per week). The leading issues for the district with regard to its safety and security are illegal dumping and encampments, some of which have resulted in arson. While these challenges continue to arise throughout the district, ratepayers acknowledge that without the efforts of the PBID the safety and security of the district would be impacted to a far larger extent.

The PBID also partners with the City's Homeless Services Advisory Committee (HSAC) to coordinate outreach efforts and discuss potential solutions to mitigate the abundance of encampments and large numbers of unhoused individuals in the district. The PBID utilizes the City's municipal codes in an attempt to address existing and prevent future encampments on member's properties in the area.

BUSINESS SUPPORT & ECONOMIC DEVELOPMENT

The PBID connects ratepayers to resources through a district-centric newsletter. The PBID identifies contacts for non-local property owners, and once determined, these property owners are added to the newsletter distribution list to increase their awareness of the PBID's efforts to support and improve the area. Ratepayers are encouraged to use the City's Economic Development Department alerts to keep current with issues and opportunities that may pertain to their business or property.

> *"I wanted to take this opportunity to thank you for your assistance in successfully obtaining rent relief for our tenants in the Magnolia Industrial Group. We couldn't have done it without you. Your knowledge of the process and assistance with getting them funded was critical in keeping all our businesses afloat during these difficult times. We appreciate your hard work and commitment to protecting and facilitating business in the West Side. Thank you for your service!"* - Cate Sanchez, Executive Assistant to Gregory R. Gill GRG Management Services, Inc.

> *"We want to take this opportunity to thank you for all the help you have given Seven J for the many years since we were first introduced to you, especially for your hard work and dedication concerning the homeless problems and illegal dumping in the MIG area. You have always responded quickly and professionally to any concerns that are brought to your attention and lately regarding the homeless situation you have taken the LEAD in contacting the LB City departments to get information as well as arranging meetings with City officials, Officer Cozine and our tenants. We cannot speak for the other MIG property owners but we are confident that you have responded in the same way concerning any of their problems and requests. Your persistence to solve problems is much appreciated. We are grateful to have someone like you representing MIG."* - Phillip Raymond Jebbia, General Partner & Gina Jebbia, Administrative Assistant | Seven J Investment Co.

WHAT'S NEXT?

Moving forward, the PBID hopes to partner with City departments to delineate public vs. private boundaries in the district. This work would assist the district in addressing challenges related to the unhoused population. In the meantime, the MIG PBID continues to provide established and needed services to the district.

MIG District





MIDTOWN PBID

DISTRICT SIZE: **0.07 square miles**

YEAR FOUNDED: **2015**

NUMBER OF PBID-ASSESSED PROPERTIES: **69**

SALES TAX REVENUE (2019)[11]: **$157,721**

ABOUT THE DISTRICT

The Midtown PBID is, most notably, home to Long Beach's Cambodia Town neighborhood. The district is defined by its restaurants, retail, and all other businesses whose visitors and ownership reflect the diverse cultural background of the neighborhood. Aside from a handful of national chains, the PBID is almost entirely comprised of locally-owned business destinations.

ORGANIZATION

STAFFING & BOARD

» 1 part-time staff member

CONTRACT EMPLOYEES

» Trash pick-up and power washing services contracted through DLBA

» Safety patrol officers contracted through Allied Universal Security

» Social media contractor

BOARD OF DIRECTORS

» The 9-member board is made up of property and business owners.

REVENUE *(Full assessment formula in Appendix A)*

$160,862

Annual Assessment Revenue (2019)

$166,790

Total Revenue (2019)

TOP ANNUAL EXPENDITURES

60% CLEAN & SAFE

23% MANAGEMENT

17% MARKETING

[11] *City of Long Beach Sales Tax Revenue by Geographic Data summary*

SERVICES

CLEAN & SAFE

Through a contract with the Downtown Long Beach Alliance (DLBA), the Midtown PBID provides ratepayers with trash pick-up three days per week and weekly power-washing. The PBID also hires safety officers to monitor the district eight hours daily, Monday through Friday. In partnership with city agencies and LBPD, safety officers address challenges related to the unhoused population in the district. At approximately 60% of total expenditures, costs for cleaning and security services make up the largest portion of the district's budget.

ECONOMIC DEVELOPMENT

The Midtown PBID increases awareness of the district and its programs through marketing and economic development efforts. Specifically, and with the goal of increasing occupancy rates and commerce in the district, the PBID invests in physical improvements, including murals and banners, that highlight its identity as Long Beach's Cambodia Town. The district works with a social media contractor to promote businesses in short videos, with a spotlight on 2-3 businesses each week. Additionally, the PBID distributes a quarterly newsletter to highlight local businesses and provide members with pertinent resources and opportunities. Prior to the COVID-19 pandemic, the PBID organized a quarterly Business Mixer to provide networking opportunities to small businesses.

EVENTS & MARKETING

Midtown events are well-known by locals and visitors. While the district does not directly fund events of their own, they are a strong partner to local nonprofits through their co-hosting and co-sponsoring of community events. For example, the Midtown PBID promotes and participates in the Cambodia Town Annual Culture Festival which attracts thousands of people each year. Another signature event that occurs each December is Angel Gift, a community celebration that aims to acquire donations for local children.

> *"On behalf of Cambodia Town, Inc., I would like to thank Midtown BID for keeping the district safe, clean and vibrant. I also greatly appreciated Midtown BID for working with Cambodia Town Inc. to promote the area through the Annual Cambodia Town Parade and Culture Festival."* - Sithea San, Cambodia Town Chair

> *"I recently opened a new business in the Midtown BID... the BID played a critical role in formally supporting the development of my project so that I could complete all requirements with the City of Long Beach and successfully open Bar ¡Ya Sabes! on Anaheim Street. Without the ongoing support of the BID, obtaining the CUP and successfully transferring my ABC license to my premise would not have been possible. I recognize and appreciate all of the business opportunities that doing business within a business improvement district affords."* - Sophia Sandoval, Rice & Bean, Inc., dba Bar ¡Ya Sabes!

WHAT'S NEXT?

The PBID is in the process of seeking district renewal and continues to engage property and business owners to enlist their support. Once the PBID secures this renewal, they hope to assist in the coordination of streetscape and facade improvements along Anaheim Street. In the past, the PBID connected ratepayers to the City's existing Commercial Improvement Rebate Program that allows businesses or property owners to receive funds for facade improvement without having to pay in advance.

Midtown District





UPTOWN PBID

DISTRICT SIZE: **0.27 SQUARE MILES**

YEAR FOUNDED: **2014**

NUMBER OF PBID-ASSESSED PROPERTIES: **228**

SALES TAX REVENUE (2019)[12]: **$282,896**

Mission: The goal of the Uptown Business Improvement District is to provide a long-term, stable, and equitable means of funding a Clean and Safe program and a Marketing program for the neighborhood.

ABOUT THE DISTRICT

Located in a historically Black and Latino neighborhood, the Uptown district is home to a variety of locally-owned retail and service businesses. Geographically one of the largest BIDs in Long Beach, the Uptown PBID also has one of the smallest budgets among the city's BIDs.

ORGANIZATION

STAFFING & BOARD

» 1 part-time executive director

CONTRACT EMPLOYEES

» Cleaning and maintenance contract with Conservation Corps of Long Beach

» Security contract with All Action Security

BOARD OF DIRECTORS

» The 9-member board is made up of district business owners and community members.

REVENUE *(Full assessment formula in Appendix A)*

$178,562

Annual Assessment Revenue (2019)

$185,317

Total Revenue (2019)

TOP ANNUAL EXPENDITURES

38% SECURITY

35% MAINTENANCE

20% MANAGEMENT

7% MARKETING

[12]*City of Long Beach Sales Tax Revenue by Geographic Data summary*

SERVICES

MAINTENANCE & STREETSCAPE

The Conservation Corps of Long Beach supports young people through work, service, conservation, and education, in partnership with local, state, and federal organizations. A dedicated team provides cleaning services to the Uptown district five days per week, focusing on removing trash, debris, and graffiti. This team also weeds green spaces and provides pressure washing services on a weekly basis. PBID management encourages district residents and ratepayers to report large-scale graffiti, illegally dumped items, and trees that need trimming through the "Go Long Beach" App. This tool streamlines communication to city departments that can address some of these larger action items.

SECURITY

The Uptown PBID contracts with All Action Security which provides unarmed security services. The district recently increased security personnel hours and shifted from a bicycle patrol to vehicle patrol, seven days per week, eight hours per day. The security team is also on call 24 hours per day throughout the week.

PUBLIC ART

While the PBID does not always have the budget to fund public art directly, it routinely partners with artists and the nearby Creative Corridor to ensure the neighborhood does not miss an opportunity for beautification. Through these partnerships, the PBID has had a hand in the installment of three murals in the district. Additionally, the PBID has assisted in coordinating volunteers to create chalk art and paint bike racks.

EVENTS

Prior to the pandemic, the Uptown PBID collaborated with the City to produce "pop-up socials" on the last Thursday of every month. These events were often coordinated with Black History Month and celebrations of Latinx history. The PBID provides technical and financial support for neighborhood events, including the annual Uptown Jazz Festival, the Veterans Day Parade, and the Village Fest Concert. Moreover, PBID leadership helped organize two of the city's multi-neighborhood "Beach Streets" events, which brought a multitude of residents and visitors to Uptown businesses.

MARKETING & ECONOMIC DEVELOPMENT

Within the first few years of Uptown's PBID establishment, initial marketing efforts included branding and logo creation, community and event involvement, and social media efforts.

The Uptown PBID sees itself as an ecosystem builder for its members as it operates mostly as a resource connector between ratepayers, local nonprofits, and City departments. PBID management forges these direct connections by making phone calls and setting up meetings on behalf of members that often result in positive benefits for an individual ratepayer or the district as a whole.

WHAT'S NEXT?

Many new developments are underway in Uptown. The LAB project, "The Beat," is on the horizon, the Uptown at Harding Plaza will be breaking ground soon, and new buildings David Starr Jordan High School have been completed. The Uptown Commons recently opened and its filled with retail and specialty restaurants.

In the wake of COVID-19 and the subsequent increase in district vacancies, the Uptown PBID plans to continue its support of ratepayers and work to maintain the district's economic vitality. As the PBID leads the neighborhood through recovery, they hope to add staff capacity and in conjunction with an increase in membership.

Uptown Event





ZAFERIA BIA

DISTRICT SIZE: **0.48 square miles**

YEAR FOUNDED: **1991** *(first formed in 1991, became an official BIA in 2010)*

NUMBER OF BIA-ASSESSED BUSINESSES (2019): **668**

SALES TAX REVENUE (2019)[13]: **$1,041,893**

Mission: The mission of the Zaferia Business Association is to promote, enhance, and represent the business members of the Zaferia District.

ABOUT THE DISTRICT

The Zaferia Business Association (ZBA) is the managing entity of the Zaferia Parking and Business Improvement Area (the organization rebranded in 2017 from "East Anaheim Business Association" to "Zaferia Business Association"). ZBA coordinates weekly cleaning services, implements marketing efforts, and, in a typical year, produces events. The district is fairly large in comparison to other Long Beach BIDs and is made up of a diverse mix of retail and industrial businesses.

While commonly referred to as a BIA, the district is technically a PBIA (Parking & Business Improvement Area), as revenue can be collected from both business licenses and parking fees.

ORGANIZATION

STAFFING & BOARD

CONTRACT EMPLOYEES

- 1 part-time executive director
- 1 part-time member outreach coordinator
- Trash pick-up and power washing services contracted through DLBA
- Social media contractor

BOARD OF DIRECTORS

- The 7-member board is made up of district business owners.

REVENUE *(Full assessment formula in Appendix A)*

$143,914

Annual Assessment Revenue (2019)

$145,414

Total Revenue (2019)

TOP ANNUAL EXPENDITURES



[13]*City of Long Beach Sales Tax Revenue by Geographic Data summary*

SERVICES

CLEANING & MAINTENANCE

ZBA assessments are primarily used to fund cleaning services. ZBA contracts these services through the Downtown Long Beach Alliance (DLBA). A porter cleans the district three times per week and power washes sidewalks weekly. Members emphasize the visible benefits of these services and the positive impact that a clean district has on their businesses.

EVENTS

Prior to the touchdown of COVID-19, the ZBA held bi-monthly, quarterly, and annual events to increase district engagement from both visitors and members alike. The "Meet Zaferia Mixer" is a free, bi-monthly, after-work networking event, held at a different member business. This event provides the hosting member with an opportunity to show off their space and share information about their business. Quarterly breakfasts were held for business owners and community members to gather and listen to guest speakers touch on important issues that impact the district. This community-building event encourages Zaferia residents and business owners to form relationships while learning more about happenings in their district. In both 2018, 2019, and 2021, ZBA partnered with local musicians to put on its "Happy Sundays" event. On the last Sunday in August, musicians perform at up to 10 venues throughout the district. All of ZBA's events are free and open to the public.

MARKETING

ZBA plays a key role in the marketing of its members with a strong social media presence and member-centered website. ZBA utilizes the services of a social media contractor to share members' posts and garner enthusiasm for various events or business promotions in the district. Additionally, the 2016 re-brand of the district gave way to a fresh identity anchored by a new logo and banners displayed throughout the neighborhood; visitors can now be sure that they've entered the Zaferia neighborhood when they see the ZBA-funded bright green and blue banners throughout the district.

URBAN DESIGN

The ZBA capitalizes on community knowledge and engagement to push forward community improvement initiatives. For example, the ZBA has an Urban Design Committee, composed entirely of volunteers, that is currently working with the City's public works and planning departments to provide landscape and aesthetic input on the City's Pedestrian Safety Grant project. This committee is also in the process of facilitating public discussions on zoning as it relates to the changes outlined in the City's Land Use Element (a recommendation from the planning commission to designate certain areas for higher density).

> *Before the pandemic, they [ZBA] held a district wide event called 'Happy Sundays' that brings visibility to the many bars and venues along the Anaheim St. corridor. This event was helpful in raising awareness for our business as well as others in the area. We spoke to a number of people during the event that were visiting our community for the first time. ZBA is an important partner for small businesses and is needed now more than ever as we rebuild Long Beach. We look forward to our continued partnership with the Zaferia Business Association."* - Kevin Norton, business owner, Supply & Demand

WHAT'S NEXT?

ZBA is a prime example of how Long Beach BIDs support and improve their communities. in partnership with the City, fellow BIDs, ratepayers, and the larger Zaferia community, ZBA continues to lead the district toward recovery from the adverse impacts of COVID-19. Looking toward the future, ZBA hopes to start a public engagement process to determine community-based next steps to move the district forward.

Zaferia Clean and Safe Team Member



OTHER DISTRICTS

LONG BEACH TOURISM BUSINESS IMPROVEMENT AREA (TBIA)

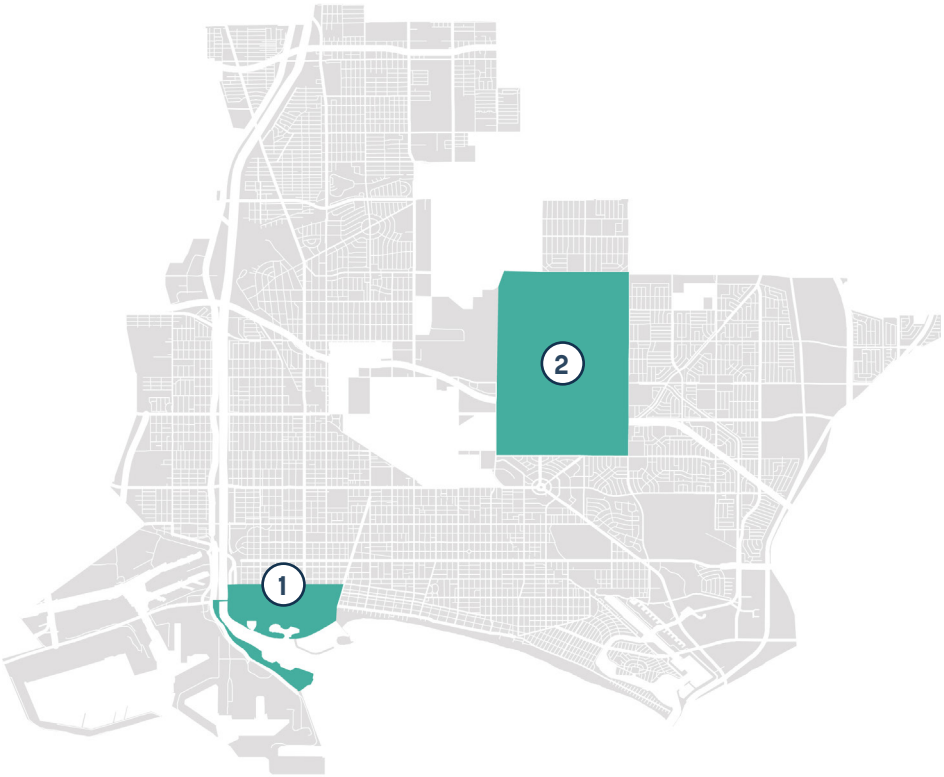
ABOUT THE TOURISM DISTRICTS

Long Beach has two Tourism Business Improvement Areas (TBIAs): The Downtown TBIA and Airport TBIA. These districts function differently from the other BIAs in two primary ways:

- The only businesses assessed are hotels with over 30 rooms
- Funds do not support physical improvements in a contained geography, but rather support marketing Long Beach as a whole

LBTBIA ASSESSMENT

- Only hotels in the district with over 30 rooms are assessed
- The assessment is 3% of the gross short term room rental revenue, collected monthly
- TBIA was formed in 2005
- Note: the TBIA also collects a "Transient Occupancy Tax" (TOT)



1 DOWNTOWN TBIA 2 AIRPORT TBIA

LONG BEACH AREA CONVENTION & VISITORS BUREAU (CVB)

The Convention and Visitors Bureau is the managing entity for the TBIAs. Established in 1981, the CVB's mission is to promote Long Beach as a destination for tourism and conventions. Its membership consists of the hospitality industry, arts and cultural organizations, dining, entertainment, hotels, and other businesses. The organization is governed by a board of directors, composed of local businesses and community leaders. The CVB advertises to market Long Beach. In 2019, it placed over 100 advertisements in leading trade publications, both in print and digitally.

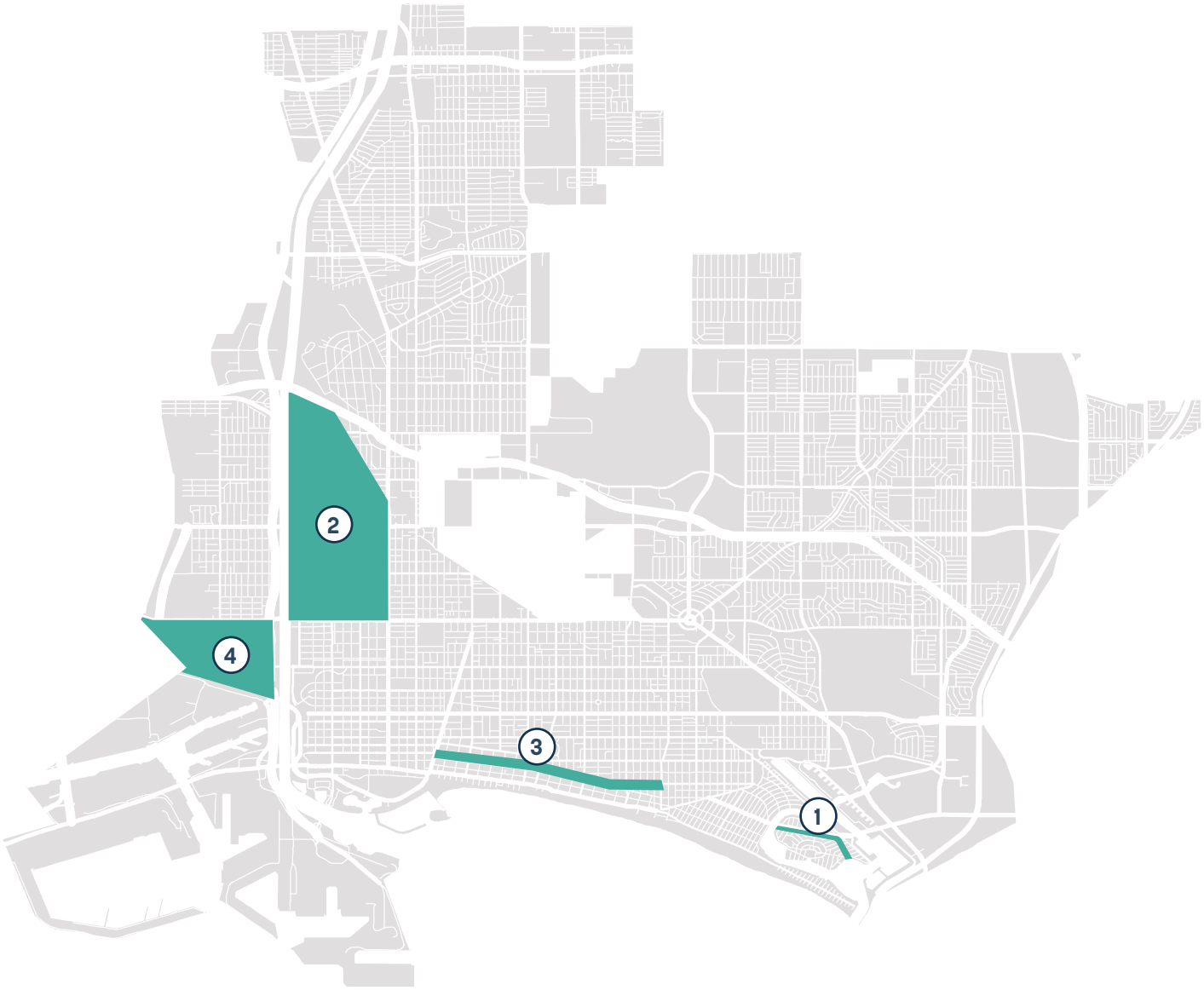
The CVB's primary source of revenue is the TBIA hotel assessment. In 2018, roughly $5.6 million in hotel assessment fees were generated for LBACVB budget. Other CVB revenue sources include $4.7 million in City funds and $300,000 from memberships.

POTENTIAL FUTURE BIDS

BIDs are not the only community organizations supporting their neighborhoods in Long Beach. Through dedicated grassroots leadership, several local business associations are working to foster engaged and invested networks within their business and residential communities.

With their continued positive community impacts in mind, the Naples Island Business Association, Wrigley Association, On Broadway Business Association, Westside Business Association, and their larger communities could benefit from the provision of assessments, increased structure, and formalized relationships with the City through the establishment of a BID in each respective neighborhood.

Despite the appeal of establishing a BID in each of these areas, each organization faces barriers to approaching this potential goal including, but not limited to, the cost to organize members and establish the BID itself and the time required for community leaders to be administrators through this process.



1. NAPLES ISLAND BUSINESS ASSOCIATION
2. THE WRIGLEY ASSOCIATION
3. ON BROADWAY BUSINESS ASSOCIATION
4. WESTSIDE BUSINESS ASSOCIATION OF LONG BEACH

POTENTIAL FUTURE BIDS (CONT.)

	NAPLES ISLAND BUSINESS ASSOCIATION *"The Italian Riviera of Long Beach"*	THE WRIGLEY ASSOCIATION *"The oldest community organization in Long Beach"*	ON BROADWAY BUSINESS ASSOCIATION *"There is Always Something Going 'On Broadway'"*	WESTSIDE BUSINESS ASSOCIATION OF LONG BEACH
YEAR FOUNDED	1994	1987	2006	2019
LOCATION	The Naples Island neighborhood consists of three islands along Alamitos Bay that sit on the coast between Belmont Shores and the Long Beach Marina.	This well-established historic neighborhood in western Long Beach is situated between Bixby Knolls to the north and Midtown and Zaferia to the south.	'On Broadway' is a 2-mile stretch from Alamitos Avenue to Belmont Avenue spanning west to east. This stretch is split into 6 Villages each with their own unique flair.	WBALB is composed of industrial property and business owners located in West Long Beach (West of Interstate 710 and the Los Angeles River).
MISSION	The mission of NIBA is to promote awareness of local businesses to residents and visitors of Naples Island and the greater Long Beach communities, and to build relationships between local businesses so that they can thrive in this local economy.	The Wrigley Association aims to promote the common interest, instill pride, and establish and encourage the highest standards among business owners, property owners, and residents in Wrigley.	The mission of the On Broadway Business Association is to create a localized, cohesive neighborhood identity through community partnerships between Villages.	The mission of WBALB is to provide a forum for the local business and property owners to present ideas and potential solutions to issues that affect the area to Long Beach City leadership.
MEMBERSHIP TYPE	Membership is open to all and encouraged for Naples Island businesses. » Annual Membership (Naples Island Businesses): $100 per year » Annual Membership (Non-business owners): $150 per year	Membership is open to all Wrigley residents, property owners, and/or business owners. » Annual Membership: $20/ household per year	No Formal Membership	No Formal Membership, but donations are welcome.
SERVICES	» Creating, participating in, and supporting local events » Improving the Naples Island business community through collective branding and beautification » Keeping members involved in and aware of City happenings as well as opportunities that generate awareness of their respective businesses within the local community	» Engaging and informing members and the local community through monthly meetings (open to all with City Council members and LBPD representative in attendance) » Organizing community events including neighborhood clean-ups and Community Watch evenings	» Mutual business support through the sharing of resources and information on best practices and challenges » Social media platform to engage with the community and communicate about events, news, and any other important information that benefits the larger On Broadway community	» Weekly district cleanups on Tuesdays (funded entirely by the board of directors and donations from businesses in the area). » Members act as a voice in dealing with local government to improve the success and safety of this vital business district.

POTENTIAL FUTURE BIDS (CONT.)*

	NAPLES ISLAND BUSINESS ASSOCIATION *"The Italian Riviera of Long Beach"*	THE WRIGLEY ASSOCIATION *"The oldest community organization in Long Beach"*	ON BROADWAY BUSINESS ASSOCIATION *"There is Always Something Going 'On Broadway'"*	WESTSIDE BUSINESS ASSOCIATION OF LONG BEACH
SERVICES (CONT.)	» Promotion of NIBA and its members via traditional and social media marketing » Regular meetings and events for members	» Creating a dialogue between the neighborhood and city council members		
SPECIAL EVENTS	Naples Fest (2019): Sidewalk Festival featuring local restaurants and other businesses (NIBA members) with free rides for attendees to and from the district on the double-decker Big Red Bus.	Neighborhood clean-ups and community-run beautification efforts (i.e. Plant and Crop Swap); During a typical year, the Wrigley Association hosts an annual "Pizza Pig Out" where regional restaurants showcase their pizzas and residents vote on their favorites.	The Long Beach Art Walk runs through this neighborhood (every second Saturday of the month).	Weekly cleanups are the sole 'events' for this organization at present.
WHAT'S NEXT?	As the region comes out of the pandemic, NIBA will work to help strengthen the business community while navigating and shaping the new normal. The additional resources coupled with the financial stability of establishing a BID would enable NIBA to fully realize its potential.	The BIA hopes to establish a BID for their Willow and Pacific business corridors. These areas are already designed to be walkable destinations but would benefit from City investment in maintaining public rights of way here. Additionally, the BIA sees BID establishment as an opportunity to increase their ability to both retain existing and attract new businesses to the area.	On Broadway leaders plan to increase their web presence, specifically through the establishment of a website, to engage business owners, residents, and visitors in the Broadway neighborhood.	WBALB plans to facilitate a forum where neighborhood businesses can share their concerns and also hear from leaders in the City about neighborhood happenings. WBALB has a new website and plans to use this tool to communicate what the organization is working on and provide an opportunity for members to communicate any issues they are encountering.

Sources:

» https://showmehome.com/explore-naples-island/
» https://www.naplesislandbusiness.com/join.html
» https://www.wrigleyassociation.org/
» https://www.cobalb.com/business-districts/on-broadway/
» https://www.WBALB.com
» BIA Facebook Pages
» BIA Leadership

*In addition to the potential future BIDs identified in this table, other areas being considered for future improvement districts in Long Beach include:

» Spring Street
» Norse Way
» Santa Fe Avenue
» Pacific Avenue
» Willow and Magnolia



4

KEY FINDINGS AND RECOMMENDATIONS

KEY FINDINGS

Long Beach BIDs play a critical role in strengthening the City's economic and cultural vitality. At the most fundamental level, BIDs keep commercial areas clean, beautiful, and safe. They also commonly promote businesses and attract visitors through hands-on technical assistance, event organization, and creative programming. These tangible and intangible benefits positively impact the district ratepayers and the community at large, creating a more enjoyable experience for those who live, work, and play in the district

Long Beach's BIDs positively impact the City of Long Beach at every level

In 2019, BIDs generated a total of $4.2 million in assessment revenue collected from ratepayers. This crucial funding source allows BIDS to pay for enhanced cleaning, maintenance, and security services, along with a wide range of other programming. BIDs also commonly receive supplemental funds through a combination of sponsorships, ticket sales, grants, and parking meter revenue. Over the next 10 years, BIDs are projected to generate well over $50 million in funding through assessments and supplemental revenue that will be used to further enhance services and improvements within districts.





The presence of BIDs in an area results in myriad benefits for ratepayers and community members, including measured economic impacts to the city at large. This collective economic impact of BIDs on the City of Long Beach cannot be overstated. While covering just 3.2 square miles, or 6%, of Long Beach's land area, the city's BIDs generated $16 million, or 23%, of the City's total sales tax revenue in 2019.

The COVID-19 pandemic and Long Beach BIDs

The COVID-19 pandemic brought unprecedented economic hardship nationally and locally. During this time, BIDs went above and beyond to provide ratepayers with support that often directly impacted the success and perseverance of businesses or properties in the district. BIDs strategically utilized the $1 million of CARES Act federal funding allocated to them by Long Beach City Council to provide needed technical and financial assistance to ratepayers. BIDs also adapted and increased outreach and communication, helping to disseminate important public health information for businesses and district users. Looking toward COVID-19 recovery, BIDs plan to continue their support of ratepayers with additional local and federal relief funding.

RECOMMENDATIONS

As previously stated, Long Beach's BIDs are instrumental in augmenting the physical, economic, and cultural vitality of the neighborhoods they serve. This report finds that, overall, BIDs in Long Beach are operating at a high level, mostly in line with national best practices. The Long Beach Council of Business Associations (COBA) has further elevated the efficacy of BIDs in terms of district-wide and city-wide impacts. The BIDs also benefit from a strong relationship, overall, with the City of Long Beach .

Nevertheless, there are several areas where improvements could be made to ensure the success of BIDs moving forward, particularly related to collaboration between BIDs and the City of Long Beach. The following recommendations are inspired by a variety of inputs, including COBA member feedback, best practices from other cities, and findings from the 2017 Long Beach BID Audit.

PARTNERSHIPS WITH THE CITY'S ECONOMIC DEVELOPMENT DEPARTMENT

Consider updates to the City's BID webpage to create a "one stop shop" information hub. Available resources could include steps for organizations interested in starting a BID, in addition to a variety of best practice topics ranging from cleaning and maintenance, safety and security, public space design, business support and attraction, to marketing and events. Moreover, the City could connect BID managers to resources and guidance on administrative best practices, such as accounting practices or designing and maintaining an interactive website. Alternatively, this "information hub" could be housed on the COBA website – which could require supplemental funding and coordination from the City.

Celebrate BID "wins" on the Economic Development Department website and through other forms of media. More spotlight features on innovative projects being carried out by BIDs can help the public understand the impact of BIDs.

Continue to offer funding and technical assistance resources to help BID formation. Continue to assist business organizations interested in establishing a formal BID by facilitating feasibility studies and making funds available to cover the costs of these processes.

Consider adding capacity to the City's Economic Development department focused on BID support and oversight. The current Economic Development liaison to BIDs in Long Beach has been instrumental in overseeing the BID program. Yet, between the demands of supporting the city's 11 BIDs and other job responsibilities within the Economic Development Department, this liaison and the BIDs they support might benefit from more city staffing support. According to estimates from the 2017 Long Beach BID Audit, many other cities have an average of one city staff person for every 5 BIDs in that city.

Ensure contracts and agreed upon procedures are regularly reviewed, executed, and upheld. BIDs should be made aware of exactly what type of reporting and information is required (by state and local laws). Further, the department should continue to ensure that accurate funds are disbursed to BIDs.

PARTNERSHIPS WITH OTHER CITY DEPARTMENTS

Ensure that all relevant City departments are responsive to basic issues (e.g. utilities, infrastructure repairs). Examples include routine matters like trash collection, or promptly addressing non-routine issues reported by the BIDs where the City has jurisdiction, such as electric, water, or other infrastructure systems.

Increase financial and technical resources available for infrastructure upgrades. There may be opportunities for the CIty and the BIDs to work more collaboratively to address longer-term goals, including pedestrian safety interventions. BIDs often facilitate community dialogue around larger-scale infrastructure projects, but require effective coordination and additional financial support from the City.

Create more streamlined conduits for BID managers to access information and resources from relevant city departments, agencies, and service organizations. For example, offer protocols for BID managers and clean & safe teams to connect the unhoused population to appropriate resources or report recurring issues with encampments.



BID STAFFING & RESOURCES

Ensure all Long Beach BIDs have the resources to hire one paid, full-time staff person. At minimum, each BID should retain one full-time, paid director to oversee BID operations and to ensure ratepayers are receiving benefits. Ideally, BIDs should also have staff (not just volunteers) dedicated to social media, branding, and marketing, who can also assist businesses with technology and building an online presence.

Consider ways to share resources among BIDs. Just as larger BIDs contract clean & safe services to other BIDs, there may be opportunities to provide other administrative services or share or centralize a contracted service between BIDs. Further, BIDs might consider formalizing the sharing of certain physical resources like event equipment (such as tables, chairs, and sound systems) or clean & safe equipment (such as power washers).

Track volunteer and unpaid staff time. Most BID staff disclosed working more hours than they are officially paid for (particularly during the COVID-19 pandemic). Unpaid work (including non-staff volunteer hours) should be acknowledged, not only to celebrate the dedication of individuals who serve the BID, but also to demonstrate the time and effort it takes to provided needed services to ratepayers. There may be advantages to putting a financial value on volunteer time.

DATA COLLECTION & REPORTING

Consider collecting basic performance metrics across all BIDs that can be reported to the City, ratepayers, and the public, to help underscore collective impact. As was suggested in the 2017 Audit, regularly tracking metrics (from event attendance to sidewalks cleaned to trash removed to businesses engaged) can help strengthen a BID's value proposition. Using software to measure activities – such as amount of trash removed, instances of graffiti addressed, or number of tree wells maintained – can be a powerful way to demonstrate value to the ratepayers and the public at large. At a minimum, BIDs should be proactive about documenting improvements made, such as taking before and after photos of sidewalk cleaning or maintenance projects. Performance metrics could be highlighted in individual annual reports or annual COBA reports.

Adopt standardized accounting practices across BIDs to more accurately track data and measure progress moving forward. For example, adopting similar budget categories could be a useful way to more accurately measure collective impacts.

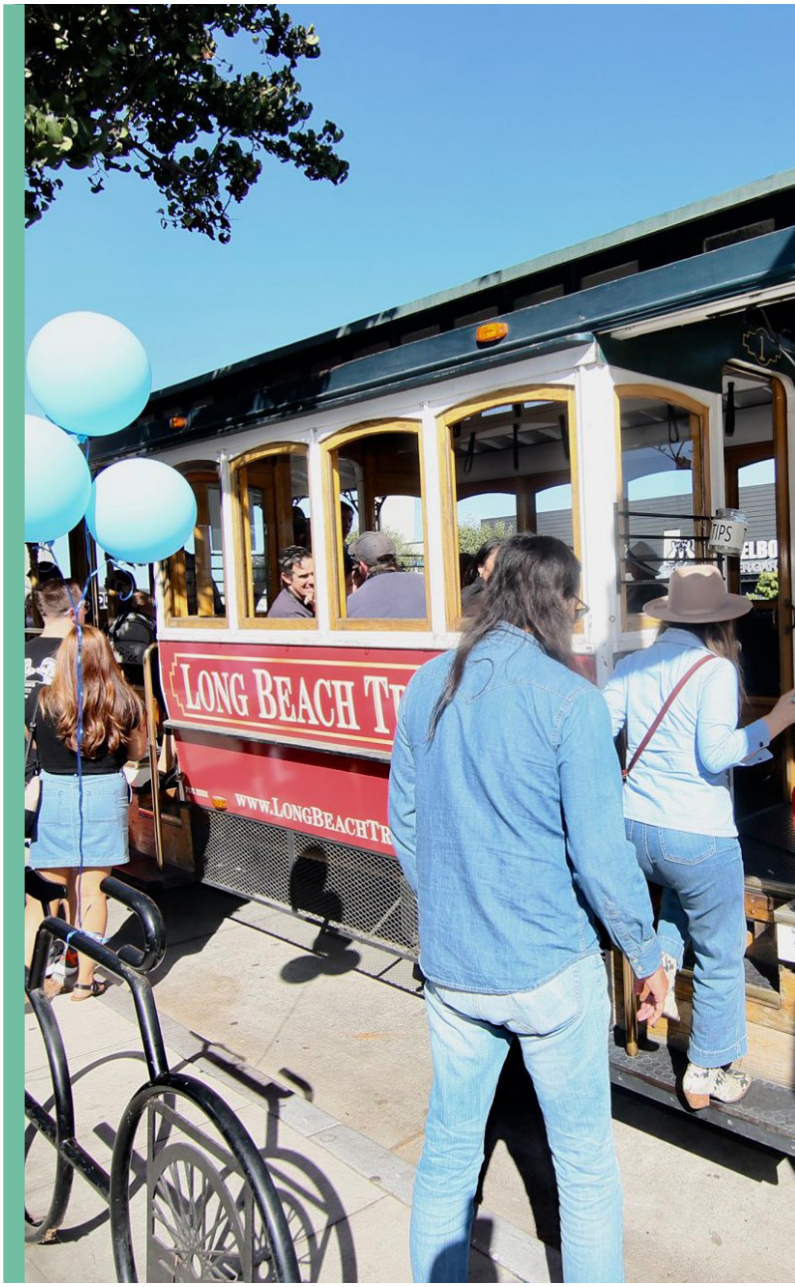
Work with the Los Angeles County Assessor to simplify the "assessed value" data collection process. Make current and historic property value information easier to obtain for specific sub-geographies like BIDs. This will help in future "State of BIDs" reporting, to convey how property values change over time within each BID compared to the City.

ADVOCACY

Continue to advocate on issues of collective importance. For example, through COBA, the BIDs could collectively introduce and/or support new zoning and permitting policies to capitalize on eased infrastructural restrictions (as a result of COVID-19) and permanent outdoor dining areas.

Identify common technical issues across all BIDs and establish priorities to tackle together. For example, COBA could work with the City to obtain contacts for absentee property owners.

Increase COBA funding for collective resources. Collective funds could be used in response and in preparation for another unforeseeable occurrence like COVID-19.





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APPENDIX A

MATRIX OF SERVICES AND ASSESSMENT FORMULAS

COMPARISON OF SERVICES*

SERVICE	BELMONT SHORE BIA	BIXBY KNOLLS BIA	DOWNTOWN LONG BEACH PBID/BIA	FOURTH STREET BIA	MAGNOLIA INDUSTRIAL GROUP PBID	MIDTOWN BIA	UPTOWN PBID	ZAFERIA BIA
CLEAN & SAFE	X	X	X	X	X	X	X	X
EVENTS	X	X	X	X		X	X	X
MARKETING & PROMOTION	X	X	X	X		X	X	X
ECONOMIC DEVELOPMENT	X	X	X	X	X	X	X	X
PUBLIC REALM IMPROVEMENTS & PLANNING	X	X	X	X			X	X
ADVOCACY	X	X	X	X			X	X

**Organizations exhibit varying levels of services provided, services range in formality, extent of provision, and budget allocations.*

COMPARISON OF ASSESSMENT FORMULAS**

ASSESSMENT FACTOR	BELMONT SHORE BIA	BIXBY KNOLLS BIA	DOWNTOWN LONG BEACH BIA	4TH STREET BIA	DOWNTOWN LONG BEACH PBID	MAGNOLIA INDUSTRIAL GROUP PBID	MIDTOWN BIA	UPTOWN PBID	ZAFERIA BIA
BUILDING SQUARE FOOTAGE CLEAN & SAFE						Properties > 20,000 sq ft = $789.10 + $.014/ sq ft over 20,000 ft			
LOT/LAND SQUARE FOOTAGE					$0.01 – 0.05/sq ft		$0.08/lot/ sq ft	$0.001 – 0.10/lot/ sq ft	
PER BUSINESS	$319.35 – 1,646.22/ business	$164.55 - 274.25/ business	$444.98/ business	$100- 200/ business					$120 – 300/ business
PER EMPLOYEE	$8,25 – 22.00/ employee		$7.48/ employee						No fee - $15/ employee
FLAT RATE						Properties < 20,000 sq ft = $789.10			
MAXIMUM ASSESSMENTS						$1,578.21/ property			
MINIMUM ASSESSMENTS						$789.10/ property			

*** Each measure is per year; variation depends on business types and sizes*



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APPENDIX B

CASE STUDIES

CASE STUDY RESEARCH

Cities across the United States support BIDs in diverse capacities with varying levels of services. The following case studies provide a range of specific examples for both City and nonprofit support of BIDs. These case studies aim to provide the City of Long Beach and COBA with a touchstone for comparison and potential inspiration for how each entity can best support Long Beach's BIDs.

CITY OF SEATTLE

The City of Seattle's **Only in Seattle Initiative (OIS)** is responsible for overseeing and providing technical assistance and funding to Business Improvement Areas (BIAs). The initiative, whose mission is "to build an equitable and vibrant city by fostering neighborhood business districts that are centers of local commerce, community and culture," is housed within the city's Office of Economic Development (OED). The OIS is the first point of contact for groups requesting assistance in exploring the feasibility of forming a BID/BIA. Ten BIAs currently exist in Seattle. There are five full-time city staff dedicated to the program, including the Business Districts Manager, Business Districts Advocate, BIA Advocate, Community Safety Coordinator, and Development Finance Advisor.

SERVICES PROVIDED

- Assistance forming a BID, including direct funding for feasibility studies and community outreach.
- Direct grant funding opportunities are periodically available through the OED and the Department of Neighborhoods (DON). Competitive grants have been used to fund BIA feasibility studies, strategic visioning processes, special projects, and direct investments in infrastructure. In 2019, $1.3 million in total grant funding was disbursed.
- General technical assistance is available to existing BIA Program Managers and Board of Directors. For example, the OIS has played an advisory role in helping BIAs identify vendors. The OIS website and staff have resources related to a range of BIA topics, from clean and safe, public space design, business support and attraction, to marketing and events. The website is also a "one stop shop" for links to other relevant guidebooks and funding programs (e.g. the Seattle Arts & Culture Office funding opportunities).
- The OIS website contains up-to-date business district news and resources, including features like "Business District Wins" which highlights success stories of district's using OIS grant funding.
- Some of the BIAs share vendors. For example, many of the district's contract with the same local bookkeeper. However, there is no shared cost structure in place.

OTHER NOTES

- The City collects assessments on behalf of the BIA and reimburses monthly expenses.
- While the OIS does not directly contract on behalf of the BIAs, the City administrates a contract agreement between the BIA Program Manager and the City.
- Aside from the City department, there is not a separate BIA consortium like Long Beach's COBA. While the Seattle BIAs have talked about forming an alliance model, that has yet to materialize.
- The OIS prepares Annual Reports to highlight BIA trends and accomplishments.

The above information was obtained through the Only in Seattle Initiative website and email correspondence with the OIS's Business Improvement Advocate, Phillip Sit (phillip.sit@seattle.gov).

CITY OF SAN DIEGO

The City of San Diego's Economic Development Department is the administrator of the BID program and, therefore, essential in the creation and continuation of San Diego's BIDs. Further, BIDs work individually and together with City Councilmembers and staff to express concerns, monitor business regulations, and obtain funding and support for their business development projects.

Specifically, BIDs work together through the **San Diego BID Alliance**, a 501(c)3 organization that provides members with a platform to support one another and creates a shared voice to better connect members to technical and financial resources. Established in 2017, this consortium of BIDs formed with the mission to "assist in the development and dissemination of information, resources, and expertise to its association of San Diego's BIDs." This Alliance is comprised of all 18 San Diego BIDs in addition to 8 smaller geographically based business groups within the City. The organization's Board of Directors includes 9 leaders from key BIDs across the City.

SERVICES PROVIDED (SAN DIEGO BID ALLIANCE)

- During monthly meetings, San Diego BID Alliance members educate one another on the latest individual and industry-wide best practices to encourage innovation and broaden the group's collective perspective.
- The BID Alliance partners with government and private organizations to bring in both technical and financial resources for members.

» To cut down on costs, members of the BID Alliance share resources in the form of low-to-no cost equipment for special events including canopies, tables, and chairs.

» Rather than having individual BIDs work on similar projects, the Alliance efficiently carries out programming on a citywide scale.

SERVICES PROVIDED (CITY OF SAN DIEGO)

» The City of San Diego provides financial assistance to BID members through grants and other programming such as their Storefront Improvement Program; this provides small businesses with design assistance and incentive payments to renovate storefronts.

» The City also provides technical assistance through the provision of mapping resources, event support, and general support of the San Diego BID Alliance.

» The City collects assessments on behalf of BIDs and returns these funds through annual contract agreements with each BID.

OTHER NOTES

» 25% of San Diego's small businesses are located within the boundaries of City BIDs.

» The City of San Diego's BID program is the largest tenant-based program in California.

The above information was obtained through the City of San Diego's "About BIDs" webpage, the San Diego BID Alliance website and email correspondence with the BID Alliance's Policy and Programs Coordinator, Chris Clark (chris@bidalliance.org).

CITY OF SAN FRANCISCO

The City of San Francisco's Office of Economic and Workforce Development supports the city's 17 Community Benefit Districts (CBDs) – the equivalent to Long Beach's BIDs/BIAs – through the provision of and connection to both technical and financial resources. A program director within the OEWD serves as a primary liaison between CBDs, their stakeholders, and City partners. The OEWD also designates funds to support the establishment of CBDs through their **Invest in Neighborhoods Initiative (IIN)**. This initiative generally aims to strengthen neighborhood commercial corridors through partnerships between City agencies and nonprofits. In specific regard to CBD support, this initiative centers on "helping neighborhoods form CBDs to improve the overall quality of life in targeted commercial areas and mixed-use neighborhoods." Small business members of the city's CBDs can also take advantage of programming offered through IIN that aims to improve business's physical conditions, increase the quality of life for business owners and neighbors, and build community capacity.

SERVICES PROVIDED

» Comprehensive provision of CBD-specific resources through the City's CBD Resource Center. This site connects CBDs and those interested in establishing a CBD to the below information:

  » Legislation Research Center

  » Interactive Property Information Map

  » Interactive Lot Line Map

  » San Francisco's Registered Business Database

  » Neighborhood-specific Assessment Collection information

» OEWD's Invest in Neighborhoods Initiative offers direct funding and technical support to neighborhoods interested in establishing a CBD. Additionally, this initiative supports the city's commercial corridors through the below programs:

  » Jobs Squad: Team of experts provides free outreach to small businesses connecting them to resources that help them save money, navigate City processes, access vital programs, and stay informed on pertinent issues.

  » Retention and Relocation: Real estate and financing assistance, access to grants and incentive programs, and local government process navigation for businesses that are either looking to grow or are in danger of displacement.

  » SF Shines: Design assistance and matching grant funds to upgrade storefronts.

  » HealthyRetailSF: Personalized workshops, orientations, and one-on-one consulting to help corner store owners strengthen operations and become healthy food retailers.

OTHER NOTES

» Property assessments are collected via the Office of the Treasurer/Tax Collector

» The City Attorney signs off on several legal and technical aspects including CBD assessment formulas and budgets

» The City's Board of Supervisors engages at various points during the CBD formation process to approve work done by property owner leadership

» Each CBD has an Executive Director hired by the collective San Francisco CBD Board of Directors

The above information was obtained through the City of San Francisco's Office of Economic Development and Invest in Neighborhoods Initiative websites and fact sheets.



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APPENDIX C

FULL TESTIMONIAL LIST

TESTIMONIALS

FOURTH STREET BIA

"The 4th Street BID has been an essential part of keeping Retro Row up and running during the pandemic. Without them, a lot of the businesses on 4th wouldn't have known about all of the grants available to help provide financial relief during the pandemic. The CARES Grant in particular was able to help my place of work (4th Street Postal), as well as our neighbor Nick Nicola, owner of Spiro's Barber Shop (a staple on 4th Street for several decades). We are all very thankful." - **Stella C., Manager of 4th Street Postal**

"Twenty years ago, I fell in love and decided to make Long Beach my home. I started out visiting Retro Row for the coffee & vintage shops as well as the diverse friendly faces. I'd both volunteered and been an employee at various 4th Street spots over the years - which eventually led me to becoming the first Administrative Assistant for the 4th Street Business Association. My role is unique in that I've been able to develop relationships with countless people on the street, which allows me to see firsthand how people benefit from BID support. The support we provide includes everything from sharing resources, ensuring inclusion of every business (no matter how large or small), advocacy and outreach. Great effort is put into streamlining the flow of information so that people can focus on their businesses while being assured that outside of their business, the BID and our community is all in this together. These services are all critical to making our streets hum and I look forward to continued growth for us all." - **Sierra Sky, Admin of the 4th Street Business Association**

BELMONT SHORE BIA

"I have experienced many benefits from the BSBA since before we even opened to things the BSBA is working for the future and all the daily needs along the way. Some of the benefits I have experienced first-hand include:

1. *Creating events to bring new people into Belmont Shore to have a fun experience. This includes the Christmas Parade, Stroll & Savor, Car Show, Chocolate Festival, Sidewalk Art Contest, Trick-or-Treating, Roar in the Shore.*
2. *The monthly business meetings provided the ideal place to network with other business owners and service providers in the community. This has been a huge help for me being new to Long beach when I first opened 4 ½ years ago.*
3. *In time of need helping to get the parklets established quickly and guiding through the city paperwork process.*
4. *Managing the cleaning of the street on a daily basis.*
5. *Working with City of Long Beach leaders and staff to create new business opportunity.*
6. *Providing contacts for various business needs at the City of Long Beach*
7. *Attending community meeting and providing a voice for the business owners who are often too busy running their businesses to attend.*
8. *Promoting Belmont Shore in news articles and interviews."* -**Aaron Tofani (Co-Founder & CEO) | Rance's Chicago Pizza**

"The BSBA is a big advocate for the restaurants and small businesses on 2nd St. The BSBA is continuously creating ways to bring more traffic to the Shore with events and promotions. The BSBA has also helped a lot during the pandemic with signage, initiating the parklets, and just being there in general for support and city updates. It is nice to know we have a team behind us." - **Stacy Evans, Domenico's Restaurant and Catering**

"Business associations are critical, in my opinion, in supporting their members with promotions, marketing, and community interactions that foster and grow their businesses. The BSBA has done this through a series of events and promotions. The key events the BSBA has orchestrated over the years have become iconic to the district and not only well attended, but have produced needed revenue to the organization, which allows for the level of service members enjoy. The members and residents recognize and appreciate what the BSBA represents and accomplishes. It's not just promotions, marketing, and events. The BSBA is an important member of the community, providing information, shaping quality of life projects, and working as a liaison between the city and its neighborhood." – **Matt Peterson, Legends Sports Bar**

Over the past 32 years I have witnessed the ups and downs that time throws at all of us, but one thing has always held true is that our business association has always been a positive force for the district. The combination of community events, marketing campaigns and local outreach have unified and benefitted the area, which includes the surrounding residential neighborhood. We know that a prosperous and vibrant retail district makes for a proud and thriving community. – **Kurt Schneiter, BSBA Board President**

BIXBY KNOLLS BIA

"I moved my office from another location in Long Beach and I've seen a dramatic improvement with the tools and resources that the BKBIA provides." - **Norm Cauntay, Local Financial Advisor**

"Blair and his team get down into the weeds - they actually pull the weeds and clean sidewalks and paint buildings. That makes a huge difference in a community like Bixby Knolls that has so much potential and is growing and moving in the right direction. It needs that kind of care." - **Martin Howard, Howard | CDM (President/CEO)**

DOWNTOWN LONG BEACH ALLIANCE

"The Downtown Long Beach Alliance provides us a resource to stay connected to our downtown neighborhood, its residents, and our fellow businesses. This year, more than ever, DLBA helped us navigate the various challenges we faced as a restaurant business in the city of Long Beach. The DLBA will play a very important role in the months and years to come as we work to not only recover, but thrive on the other side of this pandemic." - **Michael, King's Seafood Company**

"As a business and property owner in Downtown Long Beach, we value DLBA as an organization that reminds us of the importance of moving beyond the narrow focus of our professions, disciplines, agendas. The various DLBA initiatives and strategy-setting process are essential in inspiring us to collectively reimagine and reinvent Downtown Long Beach where we call home, whether it be as businesses or residents." - **Julia Huang, Intertrend Beyond 30**

MAGNOLIA INDUSTRIAL GROUP PBID

"I wanted to take this opportunity to thank you for your assistance in successfully obtaining rent relief for our tenants in the Magnolia Industrial Group. We couldn't have done it without you. Your knowledge of the process and assistance with getting them funded was critical in keeping all our businesses afloat during these difficult times. We appreciate your hard work and commitment to protecting and facilitating business in the West Side. Thank you for your service!" - **Cate Sanchez, Executive Assistant to Gregory R. Gill GRG Management Services, Inc.**

"We want to take this opportunity to thank you for all the help you have given Seven J for the many years since we were first introduced to you, especially for your hard work and dedication concerning the homeless problems and illegal dumping in the MIG area. You have always responded quickly and professionally to any concerns that are brought to your attention and lately regarding the homeless situation you have taken the LEAD in contacting the LB City departments to get information as well as arranging meetings with City officials, Officer Cozine and our tenants. We cannot speak for the other MIG property owners but we are confident that you have responded in the same way concerning any of their problems and requests. Your persistence to solve problems is much appreciated. We are grateful to have someone like you representing MIG." - **Phillip Raymond Jebbia, General Partner & Gina Jebbia, Administrative Assistant | Seven J Investment Co.**

MIDTOWN PBID

I opened a new business in the Midtown BID in 2019 after operating a different business in the 4th Street BID for 11 years. To accomplish opening my business, which is a cocktail bar, I was required to apply for a new Conditional Use Permit (CUP) with the city of Long Beach, as well as perform a change of use on the commercial space and transfer a type 48 ABC license. The Midtown BID played a critical role in formally supporting the development of my project so that I could complete all requirements with the city of Long Beach and successfully open Bar ¡Ya Sabes! on Anaheim Street. Without the ongoing support of the BID, obtaining the CUP and successfully transferring my ABC license to my premise would not have been possible. I recognize and appreciate all of the business opportunities that doing business within a business improvement district affords. - **Sophia Sandoval, Rice &Bean, Inc**

The services provided by the Midtown BID has benefited my business by making the area more safe and clean, which makes customers feel welcomed. Services such as security patrol, power wash cleanings, and trash pickup have contributed to the safety and cleanliness of the surrounding area. - **Berly, Star Bakery & Sandwich**

On behalf of Cambodia Town, Inc., I would like to thank you and MidTown BID for keeping the district safe, clean and vibrant. I also greatly appreciated MidTown BID for working with Cambodia Town Inc. to promote the area through the Annual Cambodia Town Parade and Culture Festival. - **Sithea San, Cambodia Town Chair**

"When my wife and I purchased our restaurant nearly 3 years ago on the corner of Anaheim and Orange, our storefront and plaza were infested with homeless, days and nights. We are extremely grateful that Midtown BID has been around through all these times and with their resiliency and persistence, we have been able to clean up the most of the homeless and trashes. Now, Our staff and most importantly our customers are feeling safer dining at our establishment. Thank you Linda & Monorom." - **Adam Van, www.udomkhmer.com**

ZAFERIA BIA

Before the pandemic, they [ZBA] held a district wide event called 'Happy Sundays' that brings visibility to the many bars and venues along the Anaheim St. corridor. This event was helpful in raising awareness for our business as well as others in the area. We spoke to a number of people during the event that were visiting our community for the first time. ZBA is an important partner for small businesses and is needed now more than ever as we rebuild Long Beach. We look forward to our continued partnership with the Zaferia Business Association." - **Kevin Norton, business owner, Supply & Demand**

LONG BEACH

STATE OF BIDS

JANUARY 2022

LONG BEACH COUNCIL OF BUSINESS ASSOCIATIONS (COBA)