

# THE PROPERTY BASED IMPROVEMENT DISTRICT

## FOR AN IMPROVED & ENHANCED DOWNTOWN LONG BEACH

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

## PROPOSED PBID MANAGEMENT PLAN

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

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

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



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



Clean and safe is fundamental



Strengthen existing businesses, encourage entrepreneurship & innovation



Promote Downtown and its unique neighborhoods



Showcase Downtown's beauty, creativity and sense of place



Be a leading voice for Downtown



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

**Denise Carter**  
Resident  
Global VP, Designory



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

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



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

**Sheva Hosseinzadeh**  
Business Representative  
VP, Coldwell Banker Commerical

## PBID Renewal Services Overview

### Clean and Safe (enhanced services)

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

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

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

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

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

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

## MEASURABLE RESULTS

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

**44**  
million sq ft.  
Pressure  
Washing

**9,400**  
Graffiti/  
Stickers  
Removed

**85,500**  
pounds  
Trash Collected

**52,600**  
Visitor and  
Resident  
Assistance

**5,900**  
Business  
Assistance

**\$210,000**  
Business and  
Community  
Grants

• DLBA generated \$317,000 of earned media coverage promoting businesses and neighborhoods in Downtown. (Ad equivalency)

# What are some key benefits of the proposed PBID?

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

## How common are PBIDs?

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

## What is the advantage of a PBID?

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

## What is the PBID renewal process?

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

## How much will it cost?

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

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

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

**Endorse PBID Renewal at [www.dlba.org/pbid](http://www.dlba.org/pbid)**



## Proposed PBID Boundaries and Benefit Zones



## Proposed Service Budget\*

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

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

## Proposed PBID Assessment Standard Zone

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

## Proposed PBID Assessment Premium Zone

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

**Who can I contact if I have any questions?**  
 Go to the PBID section on the DLBA website ([www.dlba.org/pbid](http://www.dlba.org/pbid)) and submit the online question form or reach out to the DLBA office at **562-436-4259**.

