

RESOLUTION NO. RES-25-0009

A RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF LONG BEACH CONFIRMING, FOLLOWING
HEARING, THE ANNUAL REPORT OF THE ZAFERIA
BUSINESS ASSOCIATION, CONTINUING THE LEVY OF
ANNUAL ASSESSMENT AS SET FORTH IN SAID REPORT,
AND SETTING FORTH OTHER RELATED MATTERS

WHEREAS, pursuant to Section 36533 of the California Streets and
Highways Code, the Zaferia Business Association ("ZBA") has caused a Report to be
prepared for October 1, 2024 through September 30, 2025 ("Report"), relating to the
Zaferia Parking and Business Improvement Area ("ZPBIA"); and

WHEREAS, said Report contains, among other things, all matters required
to be included by the above cited Section 36533; and

WHEREAS, on January 7, 2025, at 5:00 p.m., the City Council conducted a
public hearing relating to the Report in accordance with its Resolution of Intention No. RES-
24-0184, adopted December 3, 2024, at which public hearing all interested persons were
afforded a full opportunity to appear and be heard on all matters relating to the Report; and

WHEREAS, a majority protest not having been received, it is the City
Council's desire to confirm the Report as originally filed and impose and continue the levy
of the Annual Assessment without change to the basis and method of levying the
assessment;

NOW, THEREFORE, the City Council of the City of Long Beach resolves as
follows:

Section 1. A public hearing having been conducted on January 7, 2025,
at 5:00 p.m., and all persons having been afforded an opportunity to appear and be heard,
the City Council hereby confirms the Report of the Zaferia Business Association, previously

1 filed and approved by Resolution No. RES-24-0184, adopted December 3, 2024, and
2 declares that this resolution shall constitute the levy of the Assessment, without change to
3 the assessment methodology, for the period October 1, 2024 through September 30, 2025,
4 as more specifically set forth in Exhibit "A".

5 Section 2. This resolution shall take effect immediately upon its adoption
6 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

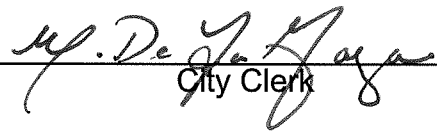
7 I hereby certify that the foregoing resolution was adopted by the City Council
8 of the City of Long Beach at its meeting of January 7, 2025, by the
9 following vote:

10
11 Ayes: Councilmembers: Kerr, Saro, Uranga, Thrash-Ntuk,
12 Ricks-Oddie.

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15 Noes: Councilmembers: None.

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17 Absent: Councilmembers: Zendejas, Allen, Duggan, Supernaw.

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19 Recusal(s): Councilmembers: None.

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23 City Clerk

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EXHIBIT "A"



2024-2025 Annual Report Zaferia Parking and Business Improvement Area

SUBMITTED BY ZAFERIA BUSINESS ASSOCIATION
AUGUST 20, 2024

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DISTRICT OVERVIEW

District Background

Conceived by a coalition of business owners located along Anaheim Street, the Zaferia Parking and Business Improvement Area (formerly known as the East Anaheim Street Parking and Business Improvement Area) (the "District") is a benefit assessment district whose goal is to provide a more attractive and vibrant business environment in the Zaferia business area, including a sidewalk cleanliness program, marketing and promotions of our members and the general Zaferia area, and support of local programs.

The organization overseeing the management of the District is the Zaferia Business Association (ZBA), an IRS 501 C-6, tax-exempt organization.

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

Zaferia Parking and Business Improvement Area Boundary

The District is bounded by Junipero Avenue to the west, Pacific Coast Highway to the east, 11th Street to the south, and 14th Street to the north. Historically, this area is known as Zaferia.



Proposed Changes

The ZBA Board of Directors proposes no changes to the district boundary for 2024-2025.

District Advisory Board

OFFICERS		TERMS
President Dylan Davis	Owner – Port City Tavern	2024 - 2026
Vice President Jennifer Little	Owner – The Park Hotel	2024 - 2026
Secretary Erica Norton	Owner – Supply & Demand	2023 - 2025
Treasurer Lisa Lowe	President and Creative Director – Ore' Originals	2024 - 2026

DIRECTORS

TERMS

Aimee Echo	Owner – Community Yoga	2023 - 2025
Tommy Barnes	Owner – ACE Hardware	2024 - 2025
Robert Rivera	Branch Manager – Farmers & Merchants Bank	2024 - 2026

District Personnel

Executive Director

Marissa Pfeifer

Part-time, Independent Contractor

director@zaferia.org

(562) 305-7102

Member Outreach Coordinator

Tracy Ames

Part-time, Independent Contractor

outreach@zaferia.org

(562) 668-6762

METHOD OF ASSESSMENT

Assessments are currently calculated as follows:

- **Type 1 Businesses:** Retail, recreation and entertainment, unique businesses, and banking institutions, shall pay annual assessment fees of:
 - Base fee: \$375 per year except that secondary licensees in these classes are exempt;
 - Employee Fee: \$15 per employee up to \$300 maximum.
- **Type 2 Businesses:** Service, vending, professional, wholesale, contractor, manufacturing and miscellaneous mobile, shall pay annual assessment fees of:
 - Base Fee: \$250 per year except that secondary licensees in these classes shall pay a base fee of \$120;
 - Employee Fee: \$15 per employee up to \$300 maximum.
- **Type 3 Businesses:** Non-residential space rental businesses shall pay an annual assessment fee of:
 - Base Fee: \$150 per year;
 - Employee Fee: not applicable.
- **Type 4 Businesses:** Non-profit businesses shall pay an annual assessment fee of:
 - Base Fee: \$100 per year;
 - Employee Fee: not applicable.
- **Type 5 Businesses:** Home-based businesses that voluntarily choose to be a member of the organization shall pay an annual assessment fee of:
 - Base Fee: \$100 per year;

- Employee Fee: not applicable.

Residential property rental is exempt from the assessment.

Consumer Price Index Adjustment

The ZBA Board of Directors is not requesting a Consumer Price Index Adjustment for the 2024-2025 contract year.

BUDGET

Projected Budget

The following expenses are anticipated. Outlined revenue is based on the 25% increase in assessment fees implemented in the previous fiscal year.

ZBA		
Budget Overview: ZBA FY 2024-2025		
October 2024 - September 2025		
Income		
Member Assessments		147,537.00
Total Income	\$	147,537.00
Gross Profit	\$	147,537.00
Expenses		
Administrative Expense		
Accounting		3,072.00
Annual Mailing		1,750.00
Cell Phone		1,090.00
Hardware Purchases		1,200.00
Insurance		2,400.00
Management Fee		36,000.00
Member Appreciation		250.00
Member Outreach Coordinator		12,000.00
Office Supplies		250.00
Professional Services		500.00
Rent		1,360.00
Software Fees		2,165.00
Total Administrative Expense	\$	62,037.00
Program Expense		
Events		10,000.00
Food & Drinks		
BOD Meetings		550.00
Member Meetings		500.00

Member Socials	1,500.00
	<u>\$ 12,550.00</u>
Marketing	
Social Media Marketing/Content Creator	12,000.00
Content Creation Discretionary Fund	1,200.00
Pole Banners & Maintenance	5,000.00
Sponsorship	1,000.00
	<u>\$ 19,200.00</u>
Streetscape and Cleanliness	
Streetscape and Cleanliness	52,500.00
Water	400.00
	<u>\$ 52,900.00</u>
Website	850.00
Total Program Expense	<u>\$ 85,550.00</u>
Total Expenses	<u>\$ 147,537.00</u>
Net Operating Income	<u>\$ 0</u>
Net Income	<u>\$ 0</u>

Surplus or Deficit Carryover

The 2022-2023 fiscal year saw a shortfall of \$4,300.00 in assessment revenue. The current fiscal year is tracking at an increase in revenue from this time the previous years only because of the assessment increase, however, there are many businesses with unpaid and delinquent assessments in the district.

Reserves have been set aside are for light pole banner replacement and future monument signage and/or lighting in the soon-to-be installed medians for a portion of E. Anaheim St. within our area as part of the Pedestrian Safety Grant work by the city.

Contributions from Other Sources

The ZBA received American Recovery Act Grant funding in accordance with our Scope of Work submitted and approved in April/May of 2022 and utilized it in full for activation events, social media, cleaning, and more till the end of the 2023 calendar year, per the requirements of the grant. The ZBA also received Fiscal Year 2023-2024 BID Support Grant funding in accordance with our Scope of Work Submitted and approved in April 2024. The ZBA is utilizing the grant to increase activation events within the district, expand the Clean Team program, and enhance community spaces through placemaking initiatives.

ZAFERIA BUSINESS ASSOCIATION PROGRAM

2024 – 2025 Program

Cleanliness

The ZBA will continue to manage our cleanliness program. Weeds, trash, gum, graffiti, and stickers continue to be an ongoing issue in the district. Compounded with an increase in the homeless population in our area, the ZBA is making attempts to keep ahead of this issue by working closely with our cleaning contractor, our members, and the City. The ZBA's Member Outreach Coordinator assists with reporting and follow-up in this area.

Support of Area Events

The ZBA Board of Directors intends to financially support area events for the 2024-2025 fiscal year, as reflected in the proposed budget. In prior years, the ZBA supported with funding and promotion the Happy Sundays multi-venue, free and open to the public music event on the last weekend of August. The ZBA intends to continue supporting this program in 2025.

The ZBA has also previously supported with funding and promotion of the Open Art Studio Tour in October, and will continue to do so in 2025. This event includes several artists' studios on the city-wide tour. It is free and open to the public. The ZBA has also previously supported with funding and promotion the annual Orizaba Park Halloween Party for area children, providing games and candy in a safe environment. It is free and open to the public. The ZBA Board of Directors will continue to review all requests for support on an individual basis. The ZBA also supports the summer series concerts at Recreation Park by sponsoring the nonprofit Friends of Recreation Park Bandshell, the organizer of the summer concert series. Their concerts are free and open to the public.

It is our hope that the City of Long Beach Special Events & Filming Department will move forward with another "Beach Streets" weekend event on the E. Anaheim St. corridor sometime during the 2024-2025 fiscal year. The ZBA will support this event in whatever manner we can.

Member & Area Marketing & Promotion

The ZBA will continue with our social media program and will continue to provide a district website, www.zaferia.org, which includes a directory of members and provides the opportunity for members to share promotions, events, and be highlighted. The ZBA has launched a weekly newsletter to promote local businesses and events to foster community engagement and economic growth within the district.

The ZBA will continue to hold six community mixers per fiscal year. The ZBA provides funding to cover the cost of food and drinks, and advertises the event. This program provides the opportunity for Long Beach residents to visit a business they might not have otherwise, and get to know the owners and operators.

Member Representation & Communication

The ZBA will continue to support and participate in the Council of Business Associations (COBA) and relay information about City programs and topics of interest to ZBA members by way of email communications and the Member Resources page on our website. The ZBA's Member Outreach Coordinator assists with reporting and follow-up in this area. The ZBA continues to represent members on important topics by having a spokesperson at many of the

city's important functions, including but not limited to the Mayor's community budget meetings, Grow Long Beach talks, and city council meetings when topics that affect the district and/or businesses or property owners in the district are a topic of discussion.

We hope to improve upon relations with area neighborhood associations.

Member Support

The ZBA will provide support to members on an as-needed basis with assistance on city fees within the limitations of the proposed budget.