

January 7, 2025

Honorable Mayor and City Council
City of Long Beach
California

RECOMMENDATION:

Recommendation to adopt a Resolution approving the Annual Report for October 1, 2024, to September 30, 2025, for the Fourth Street Parking and Business Improvement Area, declaring its intention to levy the annual business assessment, and setting the date of hearing for February 4, 2025. (District 2)

DISCUSSION

The Fourth Street Parking and Business Improvement Area (FSPBIA) was established by the City Council in 2007, allowing for the levy of an annual business license assessment to be paid by businesses located in the FSPBIA. The City of Long Beach (City) contracts with the Fourth Street Business Improvement Association (FSBIA) to manage the FSPBIA and the FSBIA Board of Directors serves as the Advisory Board to the City Council on matters related to the FSPBIA. The FSBIA promotes and markets the FSPBIA using funds generated through the FSPBIA business license assessment.

State law governing Parking and Business Improvement Areas requires that an annual report be submitted to the City Council by the Advisory Board designated for this Assessment District. The FSBIA Board of Directors voted to recommend to the City Council approval of the 2024-2025 FSPBIA Annual Report (Annual Report) (Exhibit A to the Resolution).

The Annual Report describes boundaries, proposed activities, budgetary information, and the method and basis for the continuation of the assessment. The Annual Report proposes no change to the FSPBIA boundaries or the method of levying the assessment and no significant change to proposed activities.

The Annual Report, transmitting the recommendations of the FSBIA, proposes the following assessment rates.

Method of Assessment

Business License Category	Annual Rate
Financial/Banking and Insurance	\$200
Service: Real Estate Offices	\$200
Retail: Restaurant w/Alcohol and RTE	\$200
Retail: Other	\$200
Consulting	\$200
Construction Contractor	\$200
Professional	\$200
Service: Other	\$200
Misc.: Recreation/Entertainment, Vendors, Manufacturing, Wholesale	\$100
Commercial Space Rental	\$100
Nonprofit Business Operations	\$100
Residential Property Rental	N/A
All Secondary Licensees	N/A

Each year, the City calculates the Consumer Price Index (CPI), an adjustment for consumer goods and services, and applies the CPI to various City fees on July 1 of each year. Parking and Business Improvement Area Advisory Boards may request a CPI adjustment for business license assessments. The FSBIA is not requesting a July 2025 CPI adjustment.

The recommended Resolution grants approval of the Annual Report, declares the intention of the City Council to levy the assessment for proposed activities, and sets the date of the public hearing for February 4, 2025.

This matter was reviewed by Deputy City Attorney Marsha Yasuda on December 3, 2024, and by Budget Management Officer Nader Kaamouch on December 12, 2024.

TIMING CONSIDERATIONS

City Council action is requested on January 7, 2025, to set the date of the public hearing for February 4, 2025. The new contract year began on October 1, 2024.

FISCAL IMPACT

It is estimated that the FSPBIA will generate \$16,000 in FY 25 through the proposed continuation of the assessment. Assessment funds are collected by the City on behalf of the FSPBIA through additional fees attached to FSPBIA business licenses and passed directly through to the FSBIA for implementation of annual programs. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



Bo Martinez
Economic Development

ATTACHMENTS: RESOLUTION
FSPBIA 2024-2025 ANNUAL REPORT

APPROVED:



THOMAS B. MODICA
CITY MANAGER