

RESOLUTION NO. RES-24-0005

A RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF LONG BEACH CONFIRMING, FOLLOWING
HEARING, THE ANNUAL ASSESSMENT REPORT OF THE
FOURTH STREET PARKING AND BUSINESS
IMPROVEMENT AREA, 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 Fourth Street Business Improvement Association has caused a
Report to be prepared for October 1, 2023 through September 30, 2024 relating to the
Fourth Street Parking and Business Improvement Area ("FSPBIA"); and

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

WHEREAS, on January 16, 2024 at 5:00 p.m., the City Council conducted a
public hearing relating to that Report in accordance with its Resolution of Intention No.
RES-23-0193, adopted December 12, 2023, 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 as described in the Report;

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

Section 1. A public hearing having been conducted on January 16, 2024
at 5:00 p.m., and all persons having been afforded an opportunity to appear and be heard,

1 the City Council hereby confirms the Report of the Fourth Street Business Improvement
2 Association, previously filed and approved by Resolution No. RES-23-0193, adopted
3 December 12, 2023, as originally filed, and declares that this resolution shall constitute the
4 levy of the Assessment referred to in the Report for October 1, 2023 through September
5 30, 2024, as more specifically set forth in Exhibit "A".

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

8 I hereby certify that the foregoing resolution was adopted by the City Council
9 of the City of Long Beach at its meeting of January 16, 2024, by the
10 following vote:

11
12 Ayes: Councilmembers: Zendejas, Allen, Duggan, Supernaw,
13 Kerr, Saro, Uranga, Austin,
14 Ricks-Oddie.
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16 Noes: Councilmembers: None.
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18 Absent: Councilmembers: None.
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20 Recusal(s): Councilmembers: None.
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24 City Clerk
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EXHIBIT "A"



2023-2024 Annual Report Fourth Street Parking and Business Improvement Area

SUBMITTED BY FOURTH STREET BUSINESS IMPROVEMENT
ASSOCIATION

OCTOBER 3, 2023

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DISTRICT OVERVIEW

District Background

Colloquially nicknamed “Retro Row,” the area along Fourth Street between Cherry and Temple Avenues is known locally, regionally as well as internationally for its eclectic style and storefronts, independent spirit, sustainability efforts, retro-inspired mix of shops and services and variety of attractions which can fulfill an entire day and/or evening for any age group. Retro-Row proudly offers shopping including vintage, kitsch, new boutique, designer high-end furniture and fixtures, books, plants, art and music as well as a broad variety of restaurants, coffee shops, vegan ice cream and juice bars, salons and barber shops, the last independent art house movie theatre in Long Beach, bars and live music!

Conceived by a coalition of Fourth Street business owners, the Fourth Street Parking and Business Improvement Area (FSPBIA) is a benefit assessment district formed on September 11, 2007 by Ordinance 07-0043 to attract customers to the Fourth Street shopping area.

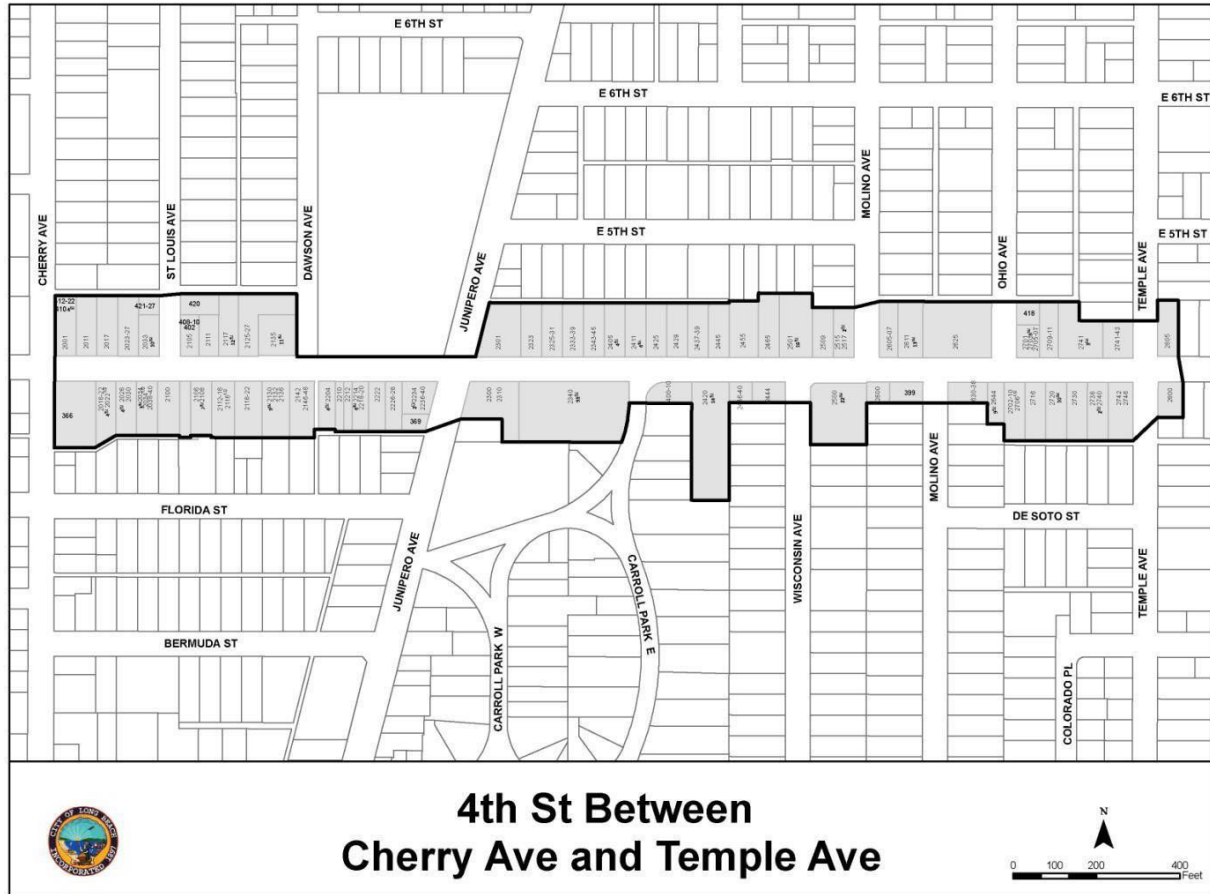
The purpose of FSPBIA is to actively promote and market the Fourth Street shopping district as a destination through events, neighborhood activation, community outreach, and advertising. The Fourth Street Business Improvement Association (FSPBIA) manages FSPBIA under contract with the City of Long Beach.

Sixteen years after the inception of the Business Improvement District, the FSPBIA continues to evolve, expanding its already unique mix of shopping, dining, and entertainment experiences. Since the eastward expansion of FSPBIA to Temple Ave in 2015, FSPBIA continues to solicit the participation of new affiliate member businesses. The Association continues to actively encourage participation of existing members through quarterly meetings, events meetings, regular and transparent communications, and improved access to BID resources. Building on the ongoing successes of hiring our first BID Executive Director, City Council approved parking meters and continuous community outreach, the BID continuously reviews its persona to the physical consumers that visit the area as well as our perception on social media. Using Retro Row’s established reputation for sustainability, diverse and unique offerings, additional emphasis is being placed on street-wide events and attractions in order to broaden its appeal to a changing consumer demographic, and to creatively manage the ever-increasing effects of online shopping habits on traditional retail sectors.

Since the outbreak of COVID-19, the BID has concentrated its efforts on recovery in the aftermath, along with the ever-changing protocols and management of information surrounding it. A large portion of our budget continues to be used on admin services to keep our stakeholders informed and up to date with the most current status of protocols. This has been especially beneficial in the ongoing recovery phase, as COVID-19 forced many of our businesses to operate under a limited scope.

Fourth Street Parking and Business Improvement Area Boundary

Fourth Street between Cherry Avenue and Temple Avenue East.



Proposed Changes

The Fourth Street Business Improvement Association Board of Directors proposes no changes to the district boundary for 2023-2024.

District Advisory Board

Officers

Co-President	Ty Ward, Earthing
Co-President	Dynelly de Valle, PIPPI + LOLA
Treasurer	Kathleen Schaaf, Meow
Secretary	Kerstin Kansteiner, Art du Vin / Art Theatre

Directors

Luis Navarro, Lola's
Brenda Rivera, The Socialist
Dan Rossiter, Old Gold
May Salem, Native Sol

Monthly Board Meetings

First Tuesday of the month at Alder & Sage, 366 Cherry Avenue, Long Beach, CA 90814 at 9:00am.

District Personnel

Sierra Sky Crabtree, BID Executive Director. Sierra is responsible for attending all BID meetings and documentation, representing the BID in official capacity and other administrative support that the BID and Board of Directors needs.

METHOD OF ASSESSMENT

Assessments are calculated as follows:

Business License Category	Annual Rate
Financial/Banking & Insurance	\$200
Service: Real Estate Offices	\$200
Retail: Restaurant w/Alcohol & RTE	\$200
Retail: Other	\$200
Consulting	\$200
Construction Contractor	\$200
Professional	\$200
Service: Other	\$200
Miscellaneous: Rec/Ent, Vend, Manf, Uniq, Whlsl,	\$100

Commercial Space Rental	\$100
Non-profit Business Operations	\$100
Residential Property Rental	n/a
All Secondary Licensees	n/a

Proposed Changes

The Fourth Street Business Improvement Association Board of Directors proposes no changes to the method and basis of levying the assessment.

Consumer Price Index Adjustment

The Fourth Street Business Improvement Association Board of Directors is not requesting a Consumer Price Index adjustment for the 2023-2024 contract year.

BUDGET

Projected Budget

INCOME

Assessment Revenue	\$16,000.00
Associate Member Dues	\$1,200.00
Parking Lot Revenue	\$120,000.00
Fourth Friday Space Rentals (Stripe)	\$18,000.00
TOTAL INCOME	\$155,200.00

EXPENSES

Marketing

Social Media Management (Curated \$2,700 monthly)	\$32,400.00
Print Advertising & Promotion	\$1,200.00
<i>Sub Total</i>	\$33,600.00

Events

Fourth Friday Entertainment & Engagement	\$12,000.00
Collateral Design	\$1,200.00
Art / Vendor Coordinator	\$6,500.00
Fourth Friday church parking lot rental	\$960.00
Event Security	\$6,240.00

Portaloos	\$3,600.00
Annual Permit	\$1,200.00
Event Supplies	\$900.00
Fourth Friday Setup and Breakdown	\$1,200.00
Other Event: No Parking on the Dance Floor	\$2,500.00
<i>Sub Total</i>	\$36,300.00

Maintenance & Beautification

Maintenance & Upkeep - Gardeners	\$1,880.00
Misc / Maintenance	\$2,000.00
Emptying trash cans and sweep street	\$600.00
Sidewalk Cleaning	\$2,510.00
Landscaping	\$800.00
<i>Sub Total</i>	\$7,790.00

Management Expenses

Rent for Parking Lot (monthly \$2,000.00)	\$24,000.00
Insurance	\$4,010.00
4th Street BID Executive Director Salary	\$38,400.00
Garage Rent (monthly \$175.00)	\$2,100.00
Website updates	\$1,200.00
Bookkeeper / Accounting / Tax Prep	\$7,800.00
<i>Sub Total</i>	\$77,510.00

TOTAL EXPENSES	\$155,200.00
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Surplus or Deficit Carryover

RESERVES	\$0
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FOURTH STREET BUSINESS IMPROVEMENT ASSOCIATION PROGRAM

2023 – 2024 Program

Marketing

The Fourth Street Business Improvement Association has retained the services of Islett Media Services to manage all social media content, updates, and postings for the 4th Street Instagram, Facebook, TikTok and Threads platforms to promote Retro Row and its affiliated merchants in conjunction with existing marketing and advertising efforts.

Events

A significant investment has been made into 4th Street events with a major focus on our monthly Fourth Friday's event. Fourth Friday's activates the business district with live music, a variety of other entertainers, artists and vendors to promote the district, and increase foot traffic.

Maintenance & Beautification

Continued dedicated funding retains the monthly services of a landscaping company to maintain the parking lot at the corner of 4th and Cherry, and the Garden Walk alongside Burbank Elementary School. Since the pandemic, the BID has focused on continuous recovery including maintenance, safety, sidewalk washing, encampment clean ups and monitoring abandoned storefronts.

Management

A volunteer board made up of business owners within the district manages the Fourth Street BIA. Aside from ongoing insurance and accounting service expenses, the Association has hired their first Executive Director and relies on this dedicated administrative position to take and post monthly board meeting minutes, general meeting minutes, maintain and update email contact lists, run reports, represent the BID in an official capacity, and perform ongoing miscellaneous administrative support. This portion of our budget is also utilized for the lease expense of the 4th and Cherry parking lot, tax and insurance preparation, and the rental of a utility storage space on 4th St. Additionally, we also contract an outside company to patrol the parking lot on 4th and Cherry which will ensure that our income for the parking lot remains consistent. Part of the patrol's responsibilities is to collect the parking lot revenue. The patrol company deducts the payment for their services and issues a check for the remaining funds to FSBIA.

The FSPBIA Service Plan Budget provides for funding for marketing, promoting and maintaining the cleanliness and attractiveness of the 4th Street district. Although a relatively small district with a relatively small number of participants, the Association continues to aggressively and creatively manage a modest budget to facilitate and promote events, as well as to maintain the overall cleanliness and "curb appeal" of the Retro Row corridor.

Effective January 2016, the FSPBIA became the official lessee of the parking lot at the corner of 4th and Cherry, which was previously managed directly by the City of Long Beach. The installation of a parking meter system, in combination with adjusted parking rates, are projected to result in additional monthly revenue for the BID.

FOURTH STREET BUSINESS IMPROVEMENT ASSOCIATION GOALS 2023-2024

Clean and Safe

- **Additional Security Lighting, Bulb Replacement**

- Pursue sponsorship (City Light & Power, SCE) to replace dead light bulbs and bring additional security lighting where needed

- **Custodial Staff**

- Increase hours for custodial staff position to regularly monitor overall street cleanliness and address issues as needed.

- **Programming**

- Organize meetings and workshops to provide safety information and other resources to the community.

Placemaking

- Pursue sponsorship (SCE) to install charging stations for electric vehicles in our parking lot
- 4th Street Mural Creation

Revenue

- Increase BID assessment rates