

RESOLUTION NO. RES-25-0005

A RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF LONG BEACH APPROVING AN ANNUAL
ASSESSMENT REPORT FOR OCTOBER 1, 2024 TO
SEPTEMBER 30, 2025 FOR THE FOURTH STREET
PARKING AND BUSINESS IMPROVEMENT AREA AND
DECLARING ITS INTENTION TO LEVY THE ANNUAL
ASSESSMENT FOR THAT FISCAL YEAR

WHEREAS, pursuant to Section 36533 of the California Streets and
Highways Code, the Fourth Street Business Improvement Association Board of Directors
has caused a Report to be prepared for October 1, 2024 to September 30, 2025 relating
to the Fourth Street Parking and Business Improvement Area ("FSPBIA") which is located
generally in that section of the City of Long Beach bounded by Cherry Avenue and Carroll
Park North with frontage along Fourth Street and as more specifically described in the
Report; and

WHEREAS, said Report contains, among other things, with respect to
October 1, 2024 to September 30, 2025 all matters required to be included by the above
cited Section 36533; and

WHEREAS, having approved such Report, the City Council hereby declares
its intention to:

A. Confirm levy of and direct collecting within the Area, assessments for
the FSPBIA for October 1, 2024 to September 30, 2025. Said assessments are proposed
to be levied on such classifications and at such rates as are set forth in Exhibit "A" attached
hereto and incorporated herein. These assessments are not proposed to be levied on
owners of commercial or residential property;

B. Provide that each business shall pay the assessment annually, at the

1 same time the business license is due. This is the same collection procedure which
2 occurred in the previous fiscal year; and

3 WHEREAS, to this end, the proposed activities and improvements
4 undertaken by the Area include those generally specified in the establishing Ordinance No.
5 ORD-07-0043, Section 5, as adopted by the City Council on September 18, 2007; and

6 WHEREAS, a copy of the Report is on file with the City Clerk and includes a
7 full description of the activities and improvements to be provided from October 1, 2024 to
8 September 30, 2025, the boundaries of the area, and the proposed assessments to be
9 levied on the businesses that fiscal year and all other information required by law; and

10 WHEREAS, it is the desire of this City Council to fix a time and place for a
11 public hearing to be held regarding the Report, the levy and the proposed program for
12 October 1, 2024 to September 30, 2025;

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

15 Section 1. That certain Report entitled "2024-2025 Annual Report Fourth
16 Street Parking and Business Improvement Area" attached hereto as Exhibit "A" and
17 incorporated herein, for the period October 1, 2024 to September 30, 2025, as filed with
18 the City Clerk is hereby approved.

19 Section 2. On February 4, 2025 at 5:00 p.m., in the Civic Chamber, City
20 Hall, 411 West Ocean Boulevard, Long Beach, California 90802, the City Council of the
21 City of Long Beach will conduct a public hearing on the levy of proposed assessments for
22 October 1, 2024 to September 30, 2025 for the FSPBIA. All concerned persons are invited
23 to attend and be heard, and oral or written protests may be made, in accordance with the
24 following procedures:

25 A. At the public hearing, the City Council shall hear and consider
26 all protests. A protest may be made orally or in writing by any interested
27 person. Any protest pertaining to the regularity or sufficiency of the
28 proceedings shall be in writing and shall clearly set forth the irregularity or

1 defect to which the objection is made.

2 B. Every written protest shall be filed with the City Clerk at or
3 before the time fixed for the public hearing. The City Council may waive any
4 irregularity in the form or content of any written protest and at the public
5 hearing may correct minor defects in the proceedings. A written protest may
6 be withdrawn in writing at any time before the conclusion of the public
7 hearing.

8 C. Each written protest shall contain a description of the business
9 in which the person subscribing the protest is interested sufficient to identify
10 the business and, if a person subscribing is not shown on the official records
11 of the City as the owner of the business, the protest shall contain or be
12 accompanied by written evidence that the person subscribing is the owner of
13 the business. A written protest which does not comply with this section shall
14 not be counted in determining a majority protest.

15 D. Testimony is also invited relating to any perceived irregularities
16 in or protests to previous years' proceedings/assessments.

17 Section 3. The City Clerk shall give notice of the public hearing called for
18 in Section 2 by causing this Resolution of Intention to be published once in a newspaper
19 of general circulation in the City not less than seven days before the public hearing.

20 Section 4. This resolution shall take effect immediately upon its adoption
21 by the City Council, and the City Clerk shall certify to the vote adopting this resolution.

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

Ayes: Councilmembers: Zendejas, Kerr, Saro, Uranga, Thrash-Ntuk,
Ricks-Oddie.

Noes: Councilmembers: None.

Absent: Councilmembers: Allen, Duggan, Supernaw.

Recusal(s): Councilmembers: None.

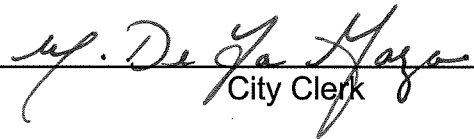

City Clerk

EXHIBIT "A"

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2024-2025 Annual Report Fourth Street Parking and Business Improvement Area

SUBMITTED BY FOURTH STREET BUSINESS IMPROVEMENT
ASSOCIATION

NOVEMBER 14, 2024

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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!

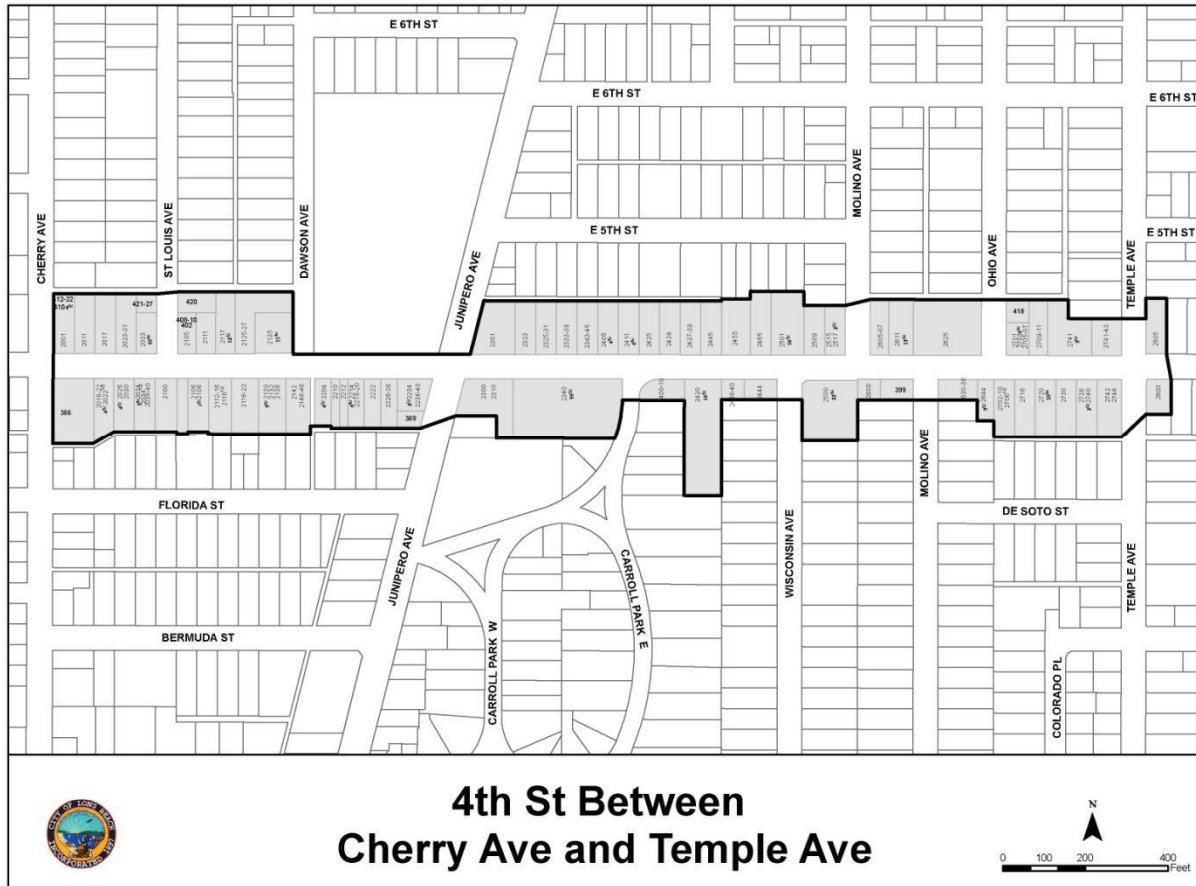
Conceived by a coalition of Fourth Street business owners, the Fourth Street Parking and Business Improvement Area (FSPBIA) is a benefit assessment district formed on September 11, 2007 by Ordinance 07-0043 to attract customers to the Fourth Street shopping area.

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.

Seventeen 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, and 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.

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 2024-2025.

District Advisory Board

Officers

President	Brenda Rivera, The Socialist
Vice President	Kerstin Kansteiner, Art du Vin / Art Theatre
Treasurer	Kathleen Schaaf, Meow
Secretary	Jennifer Hill, Songbird

Directors

Luis Navarro, Lola's
May Salem, Native Sol
Ty Ward, Earthing

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 Director's 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 2024-2025 contract year.

BUDGET

Projected Budget

The following expenses are anticipated.

INCOME

Assessment Revenue	\$16,000.00
Associate Member Dues	\$1,968.00
Parking Lot Revenue	\$112,000.00
Event Space Rentals (Stripe)	\$45,000.00
<i>TOTAL INCOME</i>	<i>\$174,968.00</i>

EXPENSES

Marketing

Social Media Management	\$32,400.00
Print Advertising & Promotion	\$3,000.00
<i>Sub Total</i>	<i>\$35,400.00</i>

Events

Events & Engagement	\$30,657.00
Events Vendor Coordinator	\$12,000.00
Annual Permit	\$1,200.00
<i>Sub Total</i>	\$43,857.00

Maintenance & Beautification

Maintenance & Repairs	\$7,000.00
Landscaping	\$1,000.00
Misc / Maintenance	\$1,000.00
<i>Sub Total</i>	\$9,000.00

Management Expenses

Rent for Parking Lot (monthly \$2,000.00)	\$26,000.00
Insurance	\$3,000.00
ED Salary	\$38,400.00
Garage Rent	\$2,100.00
Website updates	\$1,000.00
Alarm / Camera Security	\$1,000.00
Bookkeeper / Accounting / Tax Prep	\$9,700.00
<i>Sub Total</i>	\$81,200.00

TOTAL EXPENSES **\$169,457.00**

Surplus or Deficit Carryover

RESERVES **\$5,511.00**

FOURTH STREET BUSINESS IMPROVEMENT ASSOCIATION PROGRAM

2024 – 2025 Program

Marketing

The FSPBIA will continue retaining the services of a local marketing agency 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. These efforts include monthly newsletters to our email subscribers, and maintaining the 4streetlongbeach.com district website. The website includes a directory of members and promotes resources available to them.

Support of Area Events

A significant investment has been made into our 4th Street events. While historically the major focus has been our monthly Fourth Friday's event, the FSPBIA is now expanding these efforts to include car meet ups, vinyl swaps, book fairs and more. These various events are free for the public to attend; aim to foster community engagement, activate the business district with music, entertainers, artists and vendors to promote the district, as well as increase visibility, foot traffic, and economic growth for all.

Maintenance, Beautification & Safety

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 and with the uptick of the homeless population in our area, the FSPBIA has focused on continuous recovery efforts including maintenance, safety, sidewalk washing, encampment clean ups and monitoring abandoned storefronts. The need for increased security is an ongoing discussion and we hope to continue to work with the City towards progress in addressing ongoing concerns regarding safety in the community.

Management

A volunteer board made up of business owners within the district help to oversee the FSPBIA. Aside from ongoing insurance and accounting service expenses, the FSPBIA relies on their Executive Director to provide member outreach, advocate for resources, to take and post monthly board meeting minutes, general meeting minutes, maintain and update email contact lists, run reports, collaborate with area neighborhood associations, represent the FPSBIA 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.

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 FSPBIA continues to aggressively and creatively manage a modest budget to facilitate and promote events, as well as to maintain the overall cleanliness and inviting “curb appeal” of the Retro Row corridor.