

12. 24-55961 Recommendation to adopt 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)

**Office or Department:**

**Suggested Action:** Approve recommendation.

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.

Honorable Mayor and City Council  
January 7, 2025  
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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



Bo Martinez  
Economic Development

ATTACHMENTS: RESOLUTION  
FSPBIA 2024-2025 ANNUAL REPORT

APPROVED:



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THOMAS B. MODICA  
CITY MANAGER

RESOLUTION NO.

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

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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 \_\_\_\_\_, 2025, by the  
following vote:

Ayes: Councilmembers: \_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

Noes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

Absent: Councilmembers: \_\_\_\_\_

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Recusal(s): Councilmembers: \_\_\_\_\_

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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

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### 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!

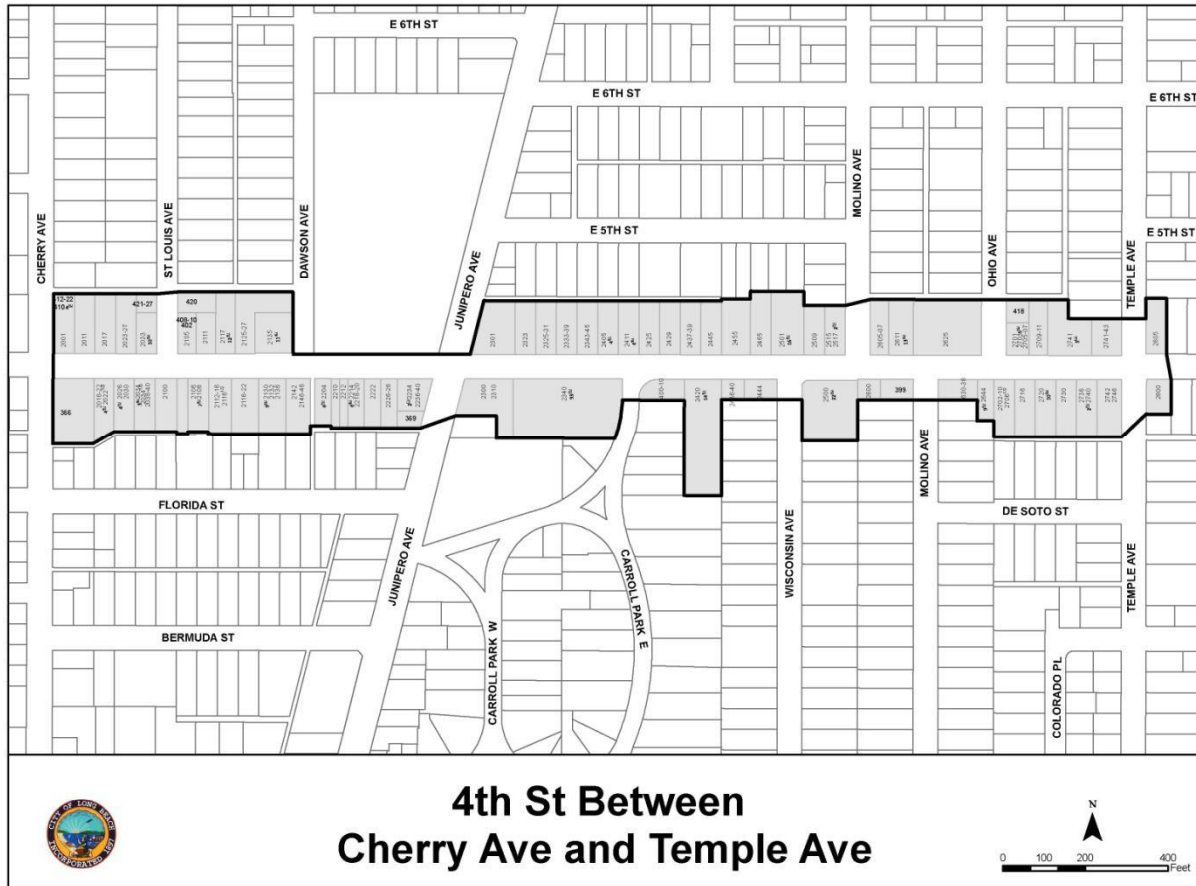
Conceived by a coalition of Fourth Street business owners, the Fourth Street Parking and Business Improvement Area (FSPBIA) is a benefit assessment district formed on September 11, 2007 by Ordinance 07-0043 to attract customers to the Fourth Street shopping area.

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

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Assessments are calculated as follows:

<b>Business License Category</b>	<b>Annual Rate</b>
Financial/Banking & Insurance	\$200
Service: Real Estate Offices	\$200
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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
<b><i>TOTAL INCOME</i></b>	<b><i>\$174,968.00</i></b>

#### EXPENSES

##### Marketing

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

**Events**

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

**Maintenance & Beautification**

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

**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>	<b>\$81,200.00</b>

**TOTAL EXPENSES** **\$169,457.00**

**Surplus or Deficit Carryover**

**RESERVES** **\$5,511.00**



# FOURTH STREET BUSINESS IMPROVEMENT ASSOCIATION PROGRAM

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## 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 4<sup>th</sup> 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 4<sup>th</sup> 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 4<sup>th</sup> and Cherry parking lot, tax and insurance preparation, and the rental of a utility storage space on 4<sup>th</sup> 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.

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  
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WHEREAS, pursuant to Section 36533 of the California Streets and  
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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  
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WHEREAS, having approved such Report, the City Council hereby declares  
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B. Provide that each business shall pay the assessment annually, at the

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5 ORD-07-0043, Section 5, as adopted by the City Council on September 18, 2007; and

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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.

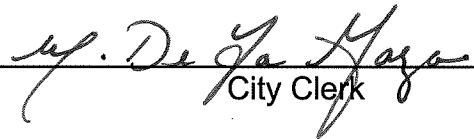
  
City Clerk

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

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### District Background

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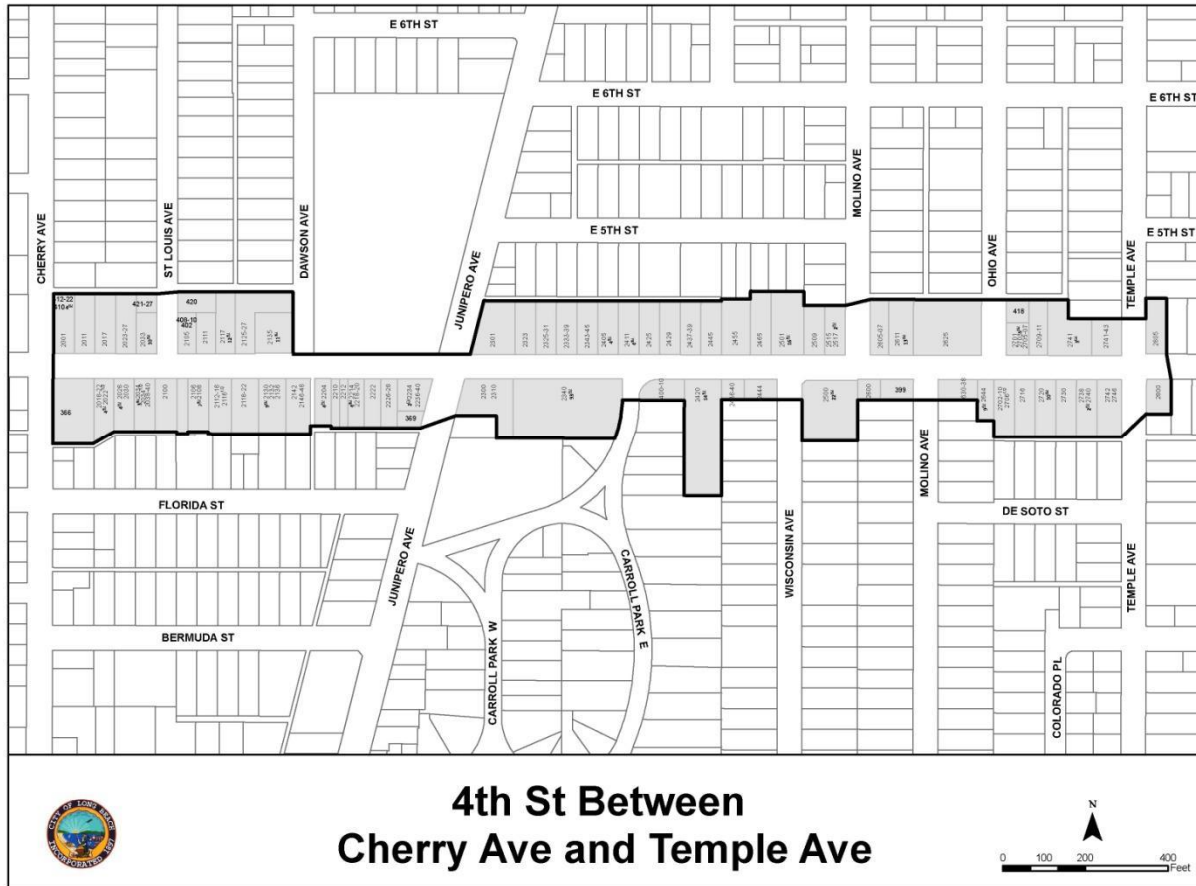
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## Fourth Street Parking and Business Improvement Area Boundary

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### Proposed Changes

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### **Officers**

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Vice President	Kerstin Kansteiner, Art du Vin / Art Theatre
Treasurer	Kathleen Schaaf, Meow
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Luis Navarro, Lola's  
May Salem, Native Sol  
Ty Ward, Earthing

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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
<b><i>TOTAL INCOME</i></b>	<b><i>\$174,968.00</i></b>

#### EXPENSES

##### Marketing

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

**Events**

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

**Maintenance & Beautification**

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

**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>	<b>\$81,200.00</b>

**TOTAL EXPENSES** **\$169,457.00**

**Surplus or Deficit Carryover**

**RESERVES** **\$5,511.00**

# FOURTH STREET BUSINESS IMPROVEMENT ASSOCIATION PROGRAM

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## 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 4<sup>th</sup> 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 4<sup>th</sup> 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 4<sup>th</sup> and Cherry parking lot, tax and insurance preparation, and the rental of a utility storage space on 4<sup>th</sup> 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.