

Corridor Beautification

Business Improvement Rebates, Business Start-Up Grants, Enterprise Zone, Business Loans, Business Assistance



Commercial Improvement Rebate Program Success in CDBG Funded Areas

The **Neighborhood Services Bureau's Commercial Improvement Rebate Program** is a program that provides a reimbursement of **up to \$2,000 per business** to **commercial property and business owners** located on **22 business corridors** to improve the exterior of their properties. This program is funded through the **Department of Housing and Urban Development's Community Development Block Grant (CDBG)**.

In the **1st Quarter** of **FY 2010-2011** (October 2010 thru December 2010), **Commercial Improvement Rebate Program** received **41** applications and reimbursed **30** commercial property and business owners for the amount of **\$57,592**.



2179 Pacific Avenue ("Before" Picture)



2179 Pacific Avenue ("After" Picture)

While no match is required to utilize this program, business and property owners frequently invest substantial additional funds to improve the exteriors of their businesses which further enhance the appearance of our commercial corridors. For instance, **Frances E McKenna Trust**, the property owner of **2179 Pacific Avenue** and **YMCA Play and Learn Preschool**, the business owner, utilized the **Commercial Improvement Rebate Program** to replace the awning and replace three windows with anti-graffiti film. They invested an additional **\$295.75** in exterior improvements for a total project that cost **\$4,295.75**.

Since February 2003, this program has reimbursed **939** commercial property and business owners to make **\$1.791 million** in improvements to our commercial corridors.

For more information about the **Commercial Improvement Rebate Program**, please call **Phillip Jennings** at **(562) 570-6007** or e-mail **Phillip.Jennings@longbeach.gov**.

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\$2,000 City Neighborhood Business Investment Program

The City's **Neighborhood Business Investment Program (NBIP)** provides **\$2,000** start-up grants to new Long Beach businesses within their first year of operation and that are located within Community Development Block Grant areas (CDBG).

The program provides education and technical assistance to assist new businesses to prosper in the community. The program requires a business to have a current business license and the business owner must complete one business development-training course such as "Starting a Small Business", "Smart Marketing & Promotional Tactics", or "Writing an Effective Business Plan". The program also offers free business counseling on a one-on-one basis with the **Long Beach Small Business Development Center**.

In the month of January 2011, a total of **two** grants were awarded. Recent recipients include:



**Olufemi Kolawole,
Centigrade Medical
Supply**
2201 East Anaheim
Street



**Vanna Khem,
Hair Fashion**
2434 East
Pacific Coast Highway



For more information, please contact **Phillip K. Jennings** at **(562) 570-6007** or e-mail **Phillip.Jennings@longbeach.gov** regarding the **Neighborhood Business Investment Program**.