

# Corridor Beautification

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



## Neighborhood Business Investment Program \$2,000 Start-up Grant

The **Neighborhood Business Investment Program (NBIP)** provides a **\$2,000 Start-up Grants** to new Long Beach businesses located within **Community Development Block Grant** areas in their first year of operation.

The NBIP program provides education and technical assistance to assist new businesses to prosper in the community. The program requires a new 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 and 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 February 2011, **two** grants were awarded. The recent recipients include:



**Freedom of Expressions,  
Patricia Harris,  
3134 E. 7<sup>th</sup> Street**



**The Underground Spot,  
Romel and Michael  
Smith,  
1092 E. 7<sup>th</sup> Street**



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

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## North Long Beach Spring Forward Event

On Saturday March 19, 2011 staff from the **Neighborhood Services Bureau (NSB)** participated in the **North Village Springs Forward** event in the **North Redevelopment Project Area**. Sponsored by the **Redevelopment Agency** and **Councilwoman Rae Gabelich (District 8)** and **Councilmember Steven Neal (District 9)**, the event took place along the 5600 block of Atlantic Avenue from 10:00 a.m. to 2:00 p.m. Neighborhood Services Bureau staff hosted a booth to share information about citywide **Home Improvement Rebate Program (HIRP)** to improve eligible residential properties.

Two business services workshops were held at the event and NSB staff **Phillip Jennings** presented information about the **Commercial Improvement Rebate Program (CIRP)** that provides a reimbursement of **up to \$2,000** per business to commercial property and business owners to improve the exterior of their properties and the **Neighborhood Business Investment Program (NBIP)** that provides **\$2,000** start-up grants to eligible new Long Beach businesses within their first year of operation and that are located within Community Development Block Grant areas (CDBG).

**Don Caldwell** with the **Redevelopment Agency (RDA)** discussed the **Commercial Facade Improvement Program (CFIP)** that has provided matching funding for exterior improvements to the front of commercial buildings including paint, signage, landscaping and lighting. Other workshop presenters included **Craig Johnson** from the **Pacific Gateway Workforce Investment Network** who provided information about **Enterprise Zones, Work Opportunity Tax Credits (WOTC)** and the **California New Jobs Tax Credits (CNJTC)**. **Michael Daniel** from the **California Small Business Development Center (SBDC)** shared resources for new businesses that need to create a business plan and seek capital funding. **Moon Joo Won** from the **Redevelopment Agency** spoke about the **City of Long Beach Business Loan Program**.

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

For more information about the **Commercial Facade Improvement Program**, please contact **Don Caldwell** at **(562) 570-6087** or via e-mail **Don.Caldwell@longbeach.gov**.

For more information about the **Home Improvement Rebate Program (HIRP)**, please contact **Jason Fraley** at **(562) 570-3815** or via e-mail **Jason.Fraley@longbeach.gov**.

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## Traffic Signal Control Box Art Project



The **Neighborhood Services Bureau** continues to combat graffiti by having artists paint murals on many traffic signal control boxes located throughout Long Beach. Talented artists have been busy giving utility boxes facelifts while at the same time discouraging people from tagging these white metal boxes.

The **Redevelopment Agency** provides funding assistance for this project.

The newest creation is on Atlantic Avenue and 20<sup>th</sup> Street in Central Long Beach. **Artist Robert Lebsack** was selected to paint the newest mural.

For more information regarding **Traffic Signal Control Box Art Projects**, please contact **Dora Cortes** at **(562) 570-6848** or e-mail **Dora.Cortes@longbeach.gov**.

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## 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 **2nd Quarter of FY 2010-2011** (January 2011 thru March 2011), the **Commercial Improvement Rebate Program** received **56** new applications from business and/or property owners and reimbursed **20** commercial property and business owners in the amount of **\$38,208**.

Before

6725 Long Beach Boulevard

After



Before

6743 Long Beach Boulevard

After



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## Commercial Improvement Rebate Program Success in CDBG Funded Areas (Continued)

While no match is required to utilize this program, business and property owners frequently invest substantial additional funds to improve the exteriors of their business, further enhancing the appearance of our commercial corridors. For instance, **Amusement Industry Inc.**, the property owner of **6725** and **6743 Long Beach Boulevard**, utilized the **Commercial Improvement Rebate Program** to paint these buildings for a total project cost of **\$4,000**.

Since February 2003, this program has reimbursed **947** commercial property and business owners, with a total of **\$1.806 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**.