

Corridor Beautification

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



Cherry-Temple Neighborhood Business Outreach

On Wednesday, March 2, 2011, staff conducted door-to-door outreach on **Cherry Avenue** in the **Cherry-Temple** neighborhood. On March 16, April 1, April 7 and 14, 2011, staff conducted outreach on **Anaheim Street** in the **Cherry-Temple** neighborhood from **Cherry Avenue** to **Junipero Avenue**. Neighborhood Services Bureau (NSB) staff, **Griselda Perez** and **Phillip Jennings** along with the Long Beach Police Department East Division Patrol Resource Officer, **Claudia Lopez** promoted the various city programs to the area businesses.

Griselda Perez provided information about the **Neighborhood Improvement Programs** such as the **Home Improvement Rebate**, **Housing Rehabilitation Loans** and the **Neighborhood Clean-up Assistance Program**.

Phillip Jennings provided information about the **Neighborhood Business Investment Program (NBIP)** which provides **\$2,000 start-up grants** to new Long Beach businesses within their first year of operation and 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 business.

Claudia Lopez, **East Division Patrol Resource Officer**, provided information regarding their **Security Camera Registration** that allow businesses with security cameras to connect online with the Long Beach Police Department.

Business owners **Rafael and Sara Salazar** of **Rio Rosas Bar** were so delighted to meet staff and learn ways to get involved that they decided to partner with the community and host the **West Eastside Community Association (WESCA)**'s May monthly clean-up in their exterior parking lot.

For more information about the **Cherry-Temple** neighborhood and **Neighborhood Improvement Programs**, please contact **Griselda Perez** at **(562) 570-8281** or e-mail **Griselda.Perez@longbeach.gov**.

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

For more information about the **Security Camera Registration**, please contact **Officer Claudia Lopez** at **(562) 570-5812** or e-mail **Claudia.Lopez@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 month of **April 2011**, the **Commercial Improvement Rebate Program** received **12** new applications from business and/or property owners and reimbursed **4** commercial property and business owners in the amount of **\$8,000**.



621 E. Market Street ("Before" Picture)



621 E. Market Street ("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 business, further enhancing the appearance of our commercial corridors. For instance, **Joseph Miles & Michael G. & Phyllis & Patrick G. Murphy**, property owners of **621 E. Market Street**, utilized the **Commercial Improvement Rebate Program** to paint the building. They invested an additional **\$800.00** in exterior improvements for a total project that cost **\$2,800.00**.

Since February 2003, this program has reimbursed **951** commercial property and business owners, with a total of **\$1.813 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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East Anaheim Street Business Alliance (EASBA) Cherry-Temple Neighborhood

The **East Anaheim Street Business Alliance (EASBA)** celebrated the installation of **128 new light pole banners** promoting the East Anaheim Street business corridor and its roots in the historic **Zaferia Village** of Long Beach on Wednesday, April 13, 2011.



The **Neighborhood Services Bureau's Neighborhood Partners Program** provided a matching grant of **\$5,000** in goods and services to the **EASBA** for the purchase banners, installation and graphic design services.

Rod Wilson, President and Board member of **EASBA**, met with **Fourth District Councilman Patrick O'Donnell**, local business owners and members of the neighborhood at the Omega Burger parking lot located at 2641 E. Anaheim Street.

This was a wonderful day in which business owners and community groups worked together in collaboration to provide an evening to celebrate the past, and exciting future and encourage the public to "Stop, Shop and Dine" along Anaheim Street. The "Zaferia" banners are located along East Anaheim Street from Pacific Coast Highway to Junipero Avenue.

For more information about the **Neighborhood Partners Program (NPP)**, please contact **Jim Osgood** at **(562) 570-5221** or e-mail **Jim.Osgood@longbeach.gov**.

For more information about the **Cherry-Temple** neighborhood, please contact **Griselda Barba-Perez** at **(562) 570-8281** or e-mail **Griselda.Perez@longbeach.gov**.

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Traffic Control Cabinet Art Project

The **Neighborhood Services Bureau** continues to combat graffiti by having artists paint murals on many traffic signal control cabinets (utility 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** is providing funding for this project.

The newest creation is on Promenade and First Street in Downtown Long Beach. There are two utility boxes adjacent to each other and artist **Ann Bridges** was selected to paint both. One was completed in March, 2011.



For more information regarding traffic control cabinet art, please contact **Dora Cortes** at **(562) 570-6848** or email **Dora.Cortes@longbeach.gov**.

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Business Development Outreach

Businesses on Anaheim Street in the **Willmore** and **Washington School neighborhoods** between the **710 Freeway** and **Long Beach Blvd.** were invited to attend business trainings. On **February 10, 17 & 24, 2011**, staff from the **Neighborhood Services Bureau (NSB)** participated in three **Business Development Luncheons**.

The luncheons were sponsored by **California State University, Long Beach, California Hispanic Chamber of Commerce Foundation** and the **City of Long Beach Councilmember Robert Garcia (District 1)** for their businesses on Anaheim Street. The trainings took place at Salon Taco Loco, 1429 Magnolia Avenue from 11:30 a.m. to 1:00 p.m.

Phillip Jennings, Community Development Analyst, presented information about the **Neighborhood Business Investment Program (NBIP)**. The program provides a **\$2,000 Start-up grant** to new Long Beach businesses within their first year of operation. The **Commercial Improvement Rebate Program (CIRP)** provides a reimbursement of **up to \$2,000 per business to commercial property and business owners** to improve the exterior of their properties that are located within **Community Development Block Grant areas (CDBG)**.

Jose A. Perez, DBA Discoteca El Dorado, the business owner of **410 W. Anaheim Street**, recently utilized the **Commercial Improvement Rebate Program** to rehabilitate stucco and new awning with signage to his storefront business.



Before Picture



After Picture

In addition, staff presented information about various **NSB programs: Neighborhood Partners Program, Clean-up Assistance Program, and Neighborhood Resource Center (NRC) Workshops**.

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Business Development Outreach (Continued)

Other business resources included **Access to Capital & Health Care, Credit Card Acceptance, IRS Outreach, Marketing Your Business, Energy Rebates, Business Improvement District Formation and City of Long Beach Programs, Façade Improvements, Trash & Graffiti Abatements.**

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