

Corridor Beautification

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



Commercial Improvement Rebate Program Success in Community Development Block Grant 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 along one of the 22 targeted 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 **May 2011**, the **Commercial Improvement Rebate Program** received **16** new applications from business and/or property owners and reimbursed **11** commercial property and business owners in the amount of **\$17,858**.

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, **Obal Family Trust**, property owner of **2082 Santa Fe Avenue**, and **Douglas Kim**, business owner of **La Mexicana Market**, utilized the **Commercial Improvement Rebate Program** to paint the building and install new signs. They invested an additional **\$754.00** in exterior improvements for a total project cost of **\$4,754.00**.



2082 Santa Fe Avenue ("Before" Picture)



2082 Santa Fe Avenue ("After" Picture)

Since February 2003, **\$1,813,000** in improvements were made along our commercial corridors benefiting **962** commercial properties and business owners.

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

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

The NBIP provides educational and technical assistance to help new businesses prosper in the community. The program requires a new business to have a current business license, and also requires the business owner to complete one business development-training course, such as “Starting a Small Business”, “Smart Marketing and Promotional Tactics”, or “Writing an Effective Business Plan.” The NBIP offers free one-on-one business counseling with the **Long Beach Small Business Development Center**. In the month of April 2011, **five** grants were awarded. The recipients include:



Teves Lee & Vonetta Mobley
Afros of Hollywood
1767 Pacific Ave.



Ana M. Rivera
Constelacion
246 E. 7th St.



Russell C. Walters
KingCuts Hair Care Factory
1230 Martin Luther King Jr. Ave.



K-Now Management Consultant
Liberty Tax Service
1432 Atlantic Ave.



Sharif Abedrado
Tobacco Express
730 L.B. Blvd. # F

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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** provides funds for these projects. The newest creation is located at **Atlantic Avenue** and **52nd Street** in North Long Beach. **Artist Daniel Martinez** was selected to paint the box. This utility box was completed in July 2011.

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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The **Redevelopment Agency** provides funds for these projects. The newest creation is located at **Promenade and 1st Street**. **Artist Anne Bridges** was selected to paint the box. The utility box was completed in March 2011.

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**.