

City of Long Beach
Department of Development Services
Neighborhood Services Bureau
100 W. Broadway, Suite 550
Long Beach, CA 90802



Corridor Beautification

Business Improvement Rebates, Business Start-Up Grants



City of Long Beach

Helping businesses get started, grow and prosper!

Business Assistance Resources Guide

ESTA INFORMACIÓN ESTA DISPONIBLE EN ESPAÑOL SI LLAMA AL (562) 570-6866.

បើសិនលោកអ្នកត្រូវការនូវព័ត៌មាននេះជាភាសាខ្មែរ សូមទូរស័ព្ទទៅលេខ ៥៦២-៥៧០-៦៨៦៦

Revised: 11/13



100 W. Broadway, Ste. 550, Long Beach, CA 90802 T 562.570.6866 F 562.570.5248 TTD 562.570.5832 www.longbeach.gov/cd/neighborhood_services



Dear Business Owner,

Thank you for taking time to read through this **Business Assistance Resource Guide** prepared by the Neighborhood Services Bureau. The success of businesses in the City of Long Beach is important, and to address this we have put in place various business assistance programs designed to help you achieve this goal.

This guide was created to help share information about business assistance programs, including information for each program.

If you are starting a new business, you may qualify for one of our **Neighborhood Investment Program** grants of up to \$2,000 as reimbursement of costs incurred in starting your business.

If the building in which your business is located would benefit from exterior improvement, you may qualify for our **Commercial Improvement Rebate Program** and receive a grant of up to \$2,000 to help cover some of the associated costs for work done.

In addition, we have included a list of other resources that you may find useful. This list includes contact information for other City of Long Beach agencies, as well as State of California and federal agencies.

We hope you find this resource guide useful. If you have any questions, and for more information about any of these programs, please feel free to contact the Neighborhood Services Bureau at (562) 570-6866.

Sincerely,

A handwritten signature in blue ink, appearing to read "Angela Reynolds".

Angela Reynolds, AICP
Deputy Director of Development Services
100 W. Broadway, Suite 550
Long Beach, CA 90802
(562) 570-6866

Long Beach City College, Long Beach Small Business Development Center
(562) 938-5100
www.longbeachsbdc.org
Low cost business training seminars, free one-on-one consulting

Port of Long Beach, Small Business Enterprise Program
(562) 283-7598
www.thenetworkbidsystem.com
Promotes small and very small business participation with Port of LB contracting, consulting and procurement opportunities

Long Beach Public Library, Biz Connect
(562) 570-7500
<http://www.lbpl.org/bizconnect/default.asp>
On-site and on-line business assistance services, as well as pertinent referrals

California Tax Service Center
(800) 829-1040
www.taxes.ca.gov/small_business_assistance_center

IRS Small Business and Self-Employed Tax Center
(562) 491-7751
www.irs.gov/businesses/small/index.html

U.S. Small Business Administration
(800) 827-5722
www.sba.gov

The City of Long Beach intends to provide reasonable accommodations in accordance with the Americans with Disabilities Act of 1990. This information is available in an alternative format by request to Meg Rau at (562) 570-7744.

ADDITIONAL BUSINESS ASSISTANCE RESOURCES

City of Long Beach, Enterprise Zone
Pacific Gateway Workforce Investment Network
(562) 570-3842
www.pacific-gateway.org
Enterprise Zone tax incentives

City of Long Beach, Neighborhood Services Bureau
(562) 570-6866
www.longbeach.gov/cd/neighborhood_services
Business start-up grant and exterior improvement rebate program

City of Long Beach, Purchasing Division
(562) 570-6200
www.longbeach.gov/purchasing
Procurement opportunities with the City of Long Beach, outreach and workshops

City of Long Beach, Development Services
(562) 570-5237
www.lbds.info
Building & planning, permits, zoning and site feasibility

City of Long Beach, Business Licensing
(562) 570-6211
http://www.longbeach.gov/commercial/business_licenses.asp

Long Beach International Trade Office
(562) 495-6075
www.lbito.org
Free or low-cost international trade services

Pacific Gateway Workforce Investment Network
(562) 570-9675
www.longbeach.gov/cd/workforce
Assistance with hiring needs

NEIGHBORHOOD INVESTMENT PROGRAM

The Neighborhood Investment Program is designed to encourage an increase in the number of new businesses along certain commercial corridors in the City of Long Beach. The program can provide up to a \$2,000 reimbursement grant to eligible businesses.

CRITERIA FOR PARTICIPATION

1. The business is located within the boundaries of the Community Development Block Grant (CDBG) target areas and on one of the City's active commercial corridors. Call (562) 570-6866 to verify site eligibility.
2. Applications to participate in the program are submitted within the first year of business operations.
3. The new business is located in a commercial storefront located on the ground floor of a building with an individual address and an entrance accessible to the public.
4. The business owner must complete a one on one counseling session with the Small Business Development Center (SBDC).
5. The business is licensed in the City of Long Beach.
6. Copy of identification (DUNS Number) is required.
7. Other restrictions may apply.

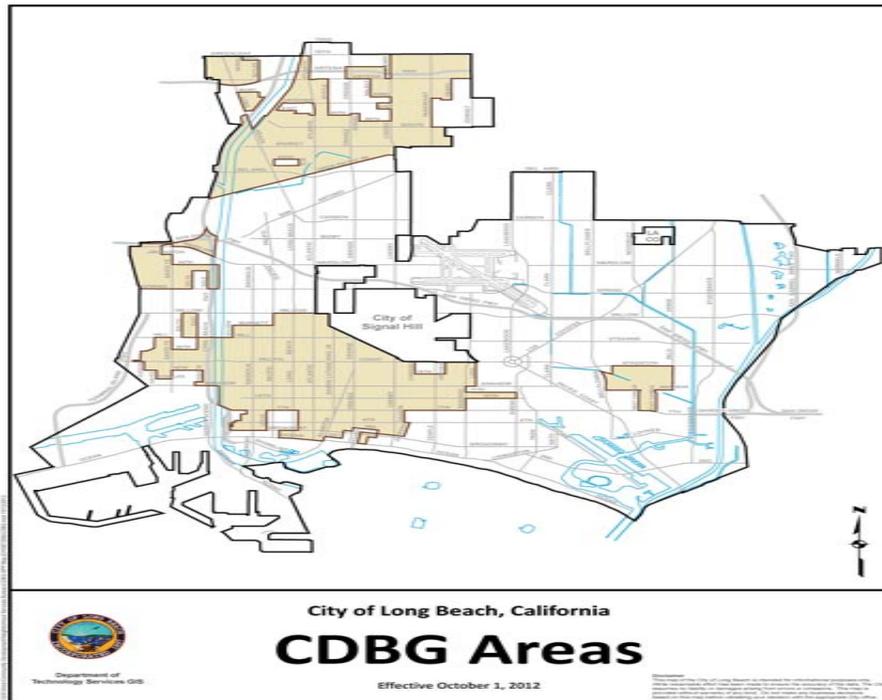
NOTE: Grant Funds (a maximum of \$2,000) can only reimburse legitimate start-up costs associated with opening the business.



Continued on next page. . .

NEIGHBORHOOD INVESTMENT PROGRAM (Cont.)

The map below highlights in beige the Community Development Block Grant (CDBG) eligibility areas. A new business must be located in one of these areas in order to be eligible to apply for the \$2,000 reimbursement grant.



GRAFFITI REMOVAL PROGRAMS

FREE PAINT PROGRAM

WHAT IS THE FREE PAINT PROGRAM?

The Free Paint Program provides free paint to be used specifically for removing graffiti from the exterior of buildings.

WHO IS ELIGIBLE FOR THE FREE PAINT PROGRAM?

Any owner or occupant of private property located in the City of Long Beach is eligible to receive free paint for the purpose of removing graffiti.

HOW DO I GET THE FREE PAINT?

Call the 24-hour GRAFFITI HOTLINE at (562) 570-2773. Leave your name, address, daytime telephone number, and the exact location of graffiti on the property that you own or occupy. City staff will then verify the location of graffiti. You will receive a voucher number and information on how to pick up your free paint.

GRAFFITI REMOVAL PROGRAM

WHAT IS THE GRAFFITI REMOVAL PROGRAM?

It is a City-operated program to remove graffiti from private property as quickly as possible in order to improve neighborhoods and discourage further graffiti. The program is offered citywide at no cost to property owners or tenants.

HOW DOES THE PROGRAM WORK?

Just call the 24-hour GRAFFITI HOTLINE at (562) 570-2773. Leave your name, address, daytime phone number, and the exact location of graffiti on your property. After we have your written consent to remove graffiti from the property, a licensed painting contractor or volunteers will remove the graffiti within about two weeks. Every effort will be made to match colors, but the cleaned, processed, or coated area may not match precisely.

WHAT PROPERTIES ARE ELIGIBLE FOR THE PROGRAM?

Properties eligible for continuous removal services are limited to single-family homes, apartment buildings of 4 units or less, and small neighborhood serving commercial/retail buildings of less than 2,000 square feet.

WILL ALL GRAFFITI BE REMOVED FROM MY PROPERTY?

Graffiti will be removed only from portions of the property visible from a street. In alleyways, graffiti will be removed only within 100 feet of the alley entrance as measured from the street curb.

HOW DO I REPORT GRAFFITI ON OTHER PROPERTY?

Just call the GRAFFITI HOTLINE. Report the exact address location of the graffiti, your name, address, and daytime telephone number. City staff will then contact the property owner to obtain consent to have the graffiti removed.

**COMMERCIAL IMPROVEMENT REBATE PROGRAM
(Continued)**

Before:

After:



For More Information Contact:

City of Long Beach
Neighborhood Services Bureau
100 W. Broadway, Suite 550
Long Beach, CA 90802
(562) 570-6866

Or visit our website:
www.longbeach.gov/cd/neighborhood_services

**NEIGHBORHOOD INVESTMENT PROGRAM
(Cont.)**



For More Information Contact:

City of Long Beach
Neighborhood Services Bureau
100 W. Broadway, Suite 550, Long Beach, CA 90802
(562) 570-6866

Or visit our website:
www.longbeach.gov/cd/neighborhood_services

COMMERCIAL IMPROVEMENT REBATE PROGRAM

WHAT IS THE COMMERCIAL IMPROVEMENT REBATE PROGRAM?

It is a program that provides a reimbursement of up to **\$2,000 per business** to commercial property owners and business owners located in the federally designated Community Development Block Grant (CDBG) area.

HOW DO I APPLY?

You must complete an application form and submit it to the Neighborhood Services staff. Upon receipt of your completed application, ownership of the property will be verified and eligibility will be determined. If you qualify, a Certificate of Eligibility will be sent to you authorizing you to proceed with improvements. PLEASE NOTE: Structures built prior to 1940 require environmental approval by the State of California before a Certificate can be issued. This process may take two to three months to complete. **Do not purchase any materials or take any action until you receive Certificate of Eligibility.**

WHAT KIND OF IMPROVEMENTS ARE ELIGIBLE?

The correction of City Health, Building and Safety Code violations that involve the exterior of the structure are especially encouraged.

ONCE THE WORK IS COMPLETE, HOW SOON WILL I RECEIVE THE REBATE CHECK?

The City will process and mail your rebate check within four to six weeks of receipt of required receipts and invoices and a completed Owner Invoice.

WHO IS ELIGIBLE?

Commercial property owners and business owners located in the federally designated Community Development Block Grant (CDBG) area (*see map on page four for eligibility*).

The following major corridors are eligible for this program:

- 4th St.** - Long Beach Blvd. to Junipero Ave.
- 7th St.** - Los Angeles River to Redondo Ave.
- 10th St.** - Maine Ave. to Ximeno Ave.
- Alamitos Ave.** - Ocean Blvd. to Pacific Coast Hwy.
- Anaheim St.** - Harbor Ave. to Loma Ave.
- Artesia Blvd.** - West City limit to Butler Ave.
- Artesia Blvd.** - Los Angeles River to Myrtle Ave.
- Artesia Blvd.** - Cerritos Ave. to east City limit
- Atlantic Ave.** - Ocean Blvd. to Willow St.
- Atlantic Ave.** - Linden Ave. to 70th St.
- Broadway St.** - Maine Ave. to Cedar Ave.
- Broadway St.** - Pine Ave. to Cerritos Ave.

COMMERCIAL IMPROVEMENT REBATE PROGRAM (Continued)

WHO IS ELIGIBLE? (Continued from previous page)

The following major corridors are eligible for this program:

- Broadway St.** - Esperanza Ave. to Gaviota Ave.
- Cherry Ave.** - Anaheim St. to Pacific Coast Hwy.
- Cherry Ave.** - Market St. to north City limit
- Long Beach Blvd.** - 7th St. to Willow St.
- Long Beach Blvd.** - 48th St to Bort St.
- Long Beach Blvd** - 91 Freeway to north City limit
- Magnolia Ave.** - 7th St. to Pacific Coast Hwy.
- Market St. and South St.** - Los Angeles River to east City limit
- Orange Ave.** - Del Amo Blvd. to 60th St.
- Pacific Ave.** - 7th St. to Willow St.
- Pacific Coast Hwy.** - San Gabriel Ave. to Junipero Ave.
- Pacific Coast Hwy.** - Orizaba Ave. to Loma Ave.
- Paramount Blvd.** - Candlewood St. to north City limit
- Santa Fe Ave.** - Cowles St. to Hill St.
- Santa Fe Ave.** - Spring St. to Arlington St.
- South St.** - Los Angeles River to Paramount Blvd.
- Willow St.** - Baltic Ave. to Easy Ave.

Before:



After:

