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FOR IMMEDIATE RELEASE

MEDIA ADVISORY

New Business Improvement District coming to North Long Beach

North Long Beach Property Owners establish Uptown Property and Business Improvement District (Uptown PBID) to bring economic development, security, and maintenance to the Atlantic corridor.

- What:** Establishment of the Uptown Property and Business Improvement District
- When:** The Long Beach City Council approved the request by the Uptown Property and Community Association to form the Uptown PBID. The Uptown PBID will become effective on January 1, 2014.
- Where:** Atlantic Ave. (between Artesia Blvd. & Market St.) and Artesia Blvd. (between Atlantic and Orange Ave.)
- Who:** Uptown Property & Community Association, Councilmember Steven Neal, Councilmember Al Austin, and North Long Beach Business Alliance
- Why:** After three years of organizing, North Long Beach property owners worked together to establish the Uptown PBID.

The PBID will provide special services to the north Atlantic Ave. corridor and portions of Artesia Blvd., such as security, maintenance, marketing, and economic development. The PBID will have an annual budget of \$188,367. The city council approved the balloting results, which indicated a vote of 56.58% in support of formation, and established the new district, effective January 1, 2014.

The Uptown Property and Community Association (UPCA) will be the new non-profit organization that will administer the Uptown PBID. The Board of Directors of the UPCA, currently in formation, will manage the newly formed district.

"This district represents the commitment of North Long Beach property owners to the revitalization of our business corridors and the entire community," said Yanki Greenspan, principal at Westland Real Estate group and Uptown PBID property owner. "We had a spirited discussion amongst stakeholders, and tonight's vote was a major leap in the right direction."

"We have seen such benefit from the great work of BIDs in Long Beach neighborhoods like Bixby Knolls and Downtown," said 9th District Councilmember Steven Neal. "With the loss of redevelopment, this new district will be a crucial tool to bring economic vitality and a sense of community pride to North Long Beach. I applaud the Uptown Property and Community Association, commercial property owners, businesses, and all of the stakeholders on the formation of this historic new PBID."

"I am encouraged by the positive support of the property owners in the Uptown PBID, and I look forward to the positive accomplishments that our property owners, business, and the City will be able to achieve together along these key commercial corridors," said 8th District Councilmember Al Austin.

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