

Bixby Knolls

BUSINESS DEVELOPMENT GUIDE

Simple steps guaranteed to build your business.



WHY BIXBY KNOLLS IS DIFFERENT

And what it can do for you

Bixby Knolls is a unique community even within our city limits. It's a district with a personality all to itself, and that personality holds the key to your business success. How do you fit in? What are the residents like? What are they looking for? Who are they talking to? What's happening around you? These are all questions you need to be able to answer.

Since the 1920s the formerly expansive lima bean farm has been on a mission to fulfill its originally stated goal, "to be the most attractive residential section of Long Beach."

You are a part of that mission. It's an ongoing effort happening around you led by the Bixby Knolls Business Improvement Association alongside your fellow businesses and residents. Taking pride in that mission means recognizing that your business is a key part of it.

But before you focus on your own business, you need to understand your town and its residents. They can be your biggest advocates. Word spreads in Bixby Knolls, and we want to make sure it spreads in your favor.

SOME FACTS ABOUT OUR RESIDENTS:

Area: 3,408 square miles

Population: 31,531

Median household income in 2011: Bixby Knolls: \$63,416

Median age: Males: 36.0 years / Females: 40.4 years

Married-couple families (among all households): 40.5%

Married-couple families with children

(among all households): Bixby Knolls: 26.2%

Average estimated value of detached houses in Bixby Knolls: \$599,027

BKBIA MISSION:

We promote the interests of professional, service and retail members. We enhance the common areas within the BIA area. We facilitate the exchange of business information and ideas. We promote the highest business and ethical standards.

YOUR PRIMARY GOAL

Inspire positive word of mouth

BY THE NUMBERS

This should be the foundation of your business. Everything you do is about getting people to care and share.

PEOPLE TRUST PEOPLE

74% of consumers identify word of mouth from peers as the primary driver of purchase decisions.

PEOPLE DO THEIR RESEARCH

70% of Americans refer to online reviews before making online or in-store purchase decisions.

PEOPLE WANT TO LIKE YOU

66% of all business mentions on social media are positive.

IT'S NOT ALL ONLINE

9^{OUT} OF 10 word of mouth conversations about brands and businesses occur offline.

IT'S ALL ABOUT TRUST

84% of consumers somewhat or completely trust recommendations from friends & family compared to 10% who trust traditional advertising from businesses or brands.

1. GET FOUND

Your location isn't enough.
You need to attract, inspire and
retain customers.

WHY THIS MATTERS

43% of social media users report buying a product after interacting with it online. Over half of those purchases occur within one week of the interaction.

QUICK WINS

Get your website working and telling the right story.
Set up a Yelp account to help customers talk about their experience.
Make sure you're visible on Google Maps.

"BUT I CAN'T DO IT!"

Don't overthink it. Start small. Don't worry about follower counts or "Like" numbers. One picture a day uploaded to Instagram. Ask one customer to share their experience on Yelp. Shift your expectations from changing the world to starting a new habit, one day at a time.

BE A DESTINATION

Make the experience exciting and different from that of your competitors.

MAKE YOUR WEBSITE WORK HARD FOR YOU.

It's usually the first touchpoint for those looking at you from a distance. Make sure you have the basics right. Does it function on mobile phones and in browsers? Does it echo the look and feel of your business or service delivery? Can your location and contact information be found quickly? Get the basics right: attractive, informative, engaging, and frequent updates.

SOCIAL MEDIA NEEDS A REASON TO EXIST

Why would someone use it to interact with your business? Next, find the mediums you're most comfortable using. You don't need to be everywhere. You just need to be in the right places. One tool won't solve everything, but one tool could make one very large impact.

- Is yours a visual business? Think about Instagram or Pinterest to share pictures and inspiration.
- Want to share deals? Twitter helps you share quickly and cost effectively.
- Have a bunch of friends or fans you want to gather together? Go with Facebook.

CHANGE THE WAY YOU THINK - IT'S NOT ABOUT A SCREEN

If you're not tech savvy, don't worry. There are plenty of other ways to make an impact. What can you give away? How can you help one customer share their experience with another? Understanding that it's about people sharing experiences can make all the difference, especially when it comes to getting them to talk, recommend and return.

2. CLEAN UP

Pride in your appearance improves your performance and those around you. A few simple actions can make your business more inviting.

WHY THIS MATTERS

Presentation and interactions matter. A happy customer is likely to tell 5 people about their experience. An unhappy customer is likely to share his or her negative experience with upwards of 100 people.

QUICK WINS

Make sure your business is well lit. Ask your friends and family to critique your appearance honestly, then act. Clean your windows. Play music. Offer a “frequent buyer/shopper/visitor” program or punch card.

“BUT I CAN’T DO IT!”

Don’t think you have the time or it’s not a big deal? Don’t forget even the simplest of efforts can go a long way to improve perception. Your customers will remember the experience they’ve had. Make sure they remember it on your terms.

MIND YOUR PHYSICAL PRESENCE

Do something each day that makes your business look better than it did the day before.

1. Sweep in front of the business and pick up trash every day.
2. Regularly wash your windows.
3. Keep things interesting by moving inventory around and add features that make it memorable or helpful, i.e. magazines, TV, books, games, kids area.

EACH EMPLOYEE IS A REFLECTION OF YOU

Each interaction an employee has can result in positive or negative word of mouth. How are you empowering them to inspire a great experience?

1. Make sure they look the part – clean, unique uniforms.
2. Greet all customers/clients immediately; establish an immediate and memorable rapport.
3. Stress the importance of customer service – each person/interaction has the potential to be a long-term advocate.
4. Make sure your employees feel a sense of ownership.

CREATE AN ENVIRONMENT

Build an ambience! Make it fun. Make it inviting. Give customers an experience they’ll remember and talk about.

1. What are you giving away that they can take with them and talk about?
2. Make them participate – How are you making them an active part of your business? Ask them what they like, what they’d improve. An appeal to expertise is a powerful driver of loyalty.
3. Say “thank you.” At the end of your experience with the customer, thank customers for their purchase or their visit. Show them that you value their business and want to see them again.

3. BECOME A CONVERSATION

People need to be talking about you. The worst thing that can happen is they're not talking about you at all. What are you doing to help them talk?

WHY THIS MATTERS

Businesses that inspire a high emotional intensity receive 3 times as much word of mouth as those that don't.

QUICK WINS

Treat your customers like people, not transactions. Personalize the experience. Write them a hand written note of thanks. Recommend something you particularly like or think they'd enjoy. Connect them with or introduce them to other customers with similar interests. Get them to feel that you are invested in them and they will be invested in you.

BE AN AMBASSADOR FOR YOURSELF

Show them that you LOVE what you do. Your business isn't a location, it's a story. Human nature dictates that we respond to personal stories. So use your space to tell that story. How did you start? What do you care about? What are your hobbies? All of these are elements that make up your personal story and that give your customers a reason to care, remember and share.

TALK TO YOUR CUSTOMERS

Know their names, birthdays, favorite drinks. They'll remember that and it will pay off.

1. Learn names, birthdays, and families.
2. Learn the habits of your regulars and identify them as regulars. If they feel appreciated and recognized, they'll want to show that off to others.
3. Offer an occasional complimentary dessert, treat, extra item, or service for loyal customers and clients. Treat them as special and the results will follow.

GIVE THEM SOMETHING TO SHARE

They need to leave with something they can share with others. That can be as simple as the way you greet them or a different kind of packaging. Start by thinking about what happens when they leave your store. How can you get people to ask, "Where did you get that?" Suddenly, they're sharing your story.

"BUT I CAN'T DO IT!"

Perception is reality. Whatever your customers leave thinking about you is exactly how you'll be perceived by others. Make that conversation something you believe in and want shared.

“

*How are you working with your
fellow business owners to help*
BOTH *of your causes?* ”

”



4. COLLABORATE

Your fellow business owners can be a huge asset. How are you working with them to help both of your causes? Sharing ideas and cross-promoting is a fast track to new customers.

QUICK WINS

Talk to your neighboring businesses on either side of you about their customers and potential opportunities to work together. Reach out to other businesses in the district to partner, they might be opposites yet complementary.

WHY THIS MATTERS

Consumer-to-consumer word of mouth is responsible for more than twice the annual worldwide sales than that driven by paid advertising.

CREATE NEW OPPORTUNITIES

Even though you might do completely different things, how do your customers' interests align? Can you bring them together in new and interesting ways? Here are some local examples:

1. The Factory Gastrobar and goFETCH organized "Yappy Hour"
2. The Bixby Bridal Collective features wedding-related businesses working together on event packages and "pocket weddings"
3. "Kid-lantic Summer Camps" are offered by businesses that focus on kids
4. Willmore Wine Bar & Rocks Cocktail Lounge partner with restaurants for food delivery to their locations

PARTICIPATE IN EXISTING OPPORTUNITIES

There are plenty of chances for you to get involved in community events and activities. Are you making sure to leverage these?

Get out and meet and greet the community by attending:

- Supper Club
- Kidical Mass
- Community Happy Hour
- Strollers
- Parking Lot Concerts

Tell people who you are and where your business is. Set up a table at First Fridays – all BKBIA businesses are invited and encouraged to do so.

"BUT I CAN'T DO IT!"

This applies to you. Think big! Customers have diverse sets of needs, interests and responsibilities. While there may not be an obvious connection with your neighboring businesses, a customer's needs might say differently. Stop thinking like a business and start thinking like a consumer.

SO, WHERE DO I START?

This is a set of guidelines intended as a starting point. We don't expect you to adopt them all at once. Regardless of your particular challenges or interests, there are items in here that you can do right away to help yourself. Start with what inspires you most and watch how a little effort can make a huge impact.

CAN I CALL AND ASK FOR HELP?

Of course, but first, look beyond us for an answer. We're here to help with recommendations and ideas. But there are countless resources out there with answers and inspiration specific to your needs.

WE'RE IN THIS TOGETHER. WE ALL WANT TO SUCCEED, AND WE ALL WILL SUCCEED. SO LET'S ALL HELP EACH OTHER REACH OUR ULTIMATE GOALS OF SUCCESS, RELEVANCY, AND LONGEVITY.

Let's be, "the most attractive residential section of Long Beach," but let's also strive to be the most attractive and successful businesses corridor, too.

HERE ARE SOME GOOD STARTING POINTS:

1. Subscribe to some helpful resources that provide ongoing advice and case studies. Consider things like, "Damniwish.com" and "Ducttapemarketing.com". Consult an online resource. The answers are out there if you're willing to look. Start with the SBDC at Long Beach City College and Fiverr.com.
2. Ask for help from the right people. People and organizations with an expertise love to help. Ask their opinion. They want you to succeed.

Here are some key words to help start your search down the right path:

- "Best practices for small businesses"
- "Benefits of supporting local businesses"
- "Marketing success stories for small businesses"

CAN YOU HELP ME TRACK MY PROGRESS?

Of course. We're here to help. So, in addition to meeting with the BKBIA every few months to discuss programs and successes, here are a few more ideas:

- Create specific accounting reports to compare sales
- Create a client referral report

MEET 4 *Successful Businesses*

that applied

best Practices

AND WON.

GOODWILL OF PHOENIX MAILS EMPTY BOXES

In 2008 as the recession roared through U.S. homes, Goodwill suffered. Donations are the lifeblood of the Goodwill business model and without them, there's nothing to sell and worse, no one to put to work. The Phoenix Goodwill chapter took matters into their own hands. Instead of billboards, TV ads or Facebook posts, the company shipped large empty boxes to target neighborhoods. Once open, the recipient would find nothing but a map from their neighborhood to the local Goodwill alongside a clever plea for donations. In no time, donations in the area rose over 75 percent. The rise wasn't due to recipients rushing to fill their boxes. Rather, it was because each box recipient was so struck by the surprising delivery that they were compelled to tell others about their experience. It was that word of mouth that led to the upswing in donations and ultimately the biggest year for donations on record amidst the challenging economic times.

JIMYZ CAR SERVICE WRITES HANDWRITTEN NOTES

Never underestimate the power of a personal touch. Jim of Jimyz Car Service in Streetsboro, Ohio, has a habit of writing hand written notes to customers. He's just always done it because he enjoys it and gets a good response. He always thought it meant something to them but never really understood until one appreciative customer posted the note online. Thousands upon thousands of comments about the gesture flooded online social circles and many even knew of or had received a note themselves. Business took off like never before all because of a simple gesture. Jim demonstrated a simple appreciation for his customers and the return on that investment has paid beyond measure.

WYNN LAS VEGAS TAXI CAB LAUNCH

Let's travel to Las Vegas for the opening of the Wynn Hotel. Instead of launching to high rollers and Vegas elite, the night before the grand opening the hotel opened its doors to Las Vegas cab drivers. Everything from the rooms to restaurants to pool and gaming was completely free for cabbies. Taxi drivers aren't the typical Wynn customer but they're the first people visitors see when coming to Las Vegas. Nine years later, The Wynn is still the most recommended experience in town.

OUTBACK STEAKHOUSE ASKS CUSTOMERS TO SHARE

The most likely way to get positive word of mouth is to ask for it. But give customers something to share and they'll take their love to the next level. Outback Steakhouse recognized they had a loyal fan following. They found these people and gave each of them 40 vouchers for free "Bloomin' Onions." But instead of just rewarding them, Outback asked recipients to pay it forward and share with their friends. The result was a groundswell of conversation and attendance all generated from just a few passionate fans. The definition of word of mouth Marketing is, "give people a reason to talk and help them spread the message." That's exactly what Outback did and the results paid off dramatically.

OUR HISTORY

Article by Mary Hancock Hinds – Long Beach Historian

Formerly a humble Lima bean farm, known unglamorously and unimaginatively as the Bean Ranch, the Bixby family sought to transform the area to “the most attractive residential section of Long Beach.”

Timing is everything and certainly that was true for Bixby Knolls. On October 17, 1929, the front page of the Long Beach Press Telegram announced the Bixby family’s plan for a residential area that would “be to Long Beach what the Wilshire section is to Los Angeles.” One week later, on October 24, 1929, the New York Stock Exchange collapsed; and ushered in the Great Depression. But, the Bixby wealth was in land, so plans continued to convert this tract into what the Press-Telegram described as “a high class residential district.” Landscapers and engineers were engaged to beautify the area. The Deeble Chapman Corporation, a real estate development firm, was hired to sell lots, starting at \$2,750; the average income at the time was \$500 a year. Opening day was March 9, 1930. Hopes were literally sky high as the “Ace of Sky Jumpers,” Harold Whitby, jumped from a plane’s wing at 3,000 feet underscoring the promise of their first ad: “Your New Home Can be so Distinctive in Design that Passers-by will Stop to Admire.” Roy E. Deeble, principal in Deeble Chapman, promised to “safeguard the entire tract from unsightly structures. Rigid architectural control is being exercised over all buildings.” An architectural jury reviewed each home’s plan to ensure the high-end aims of the developers. The depression was taking its toll: by September 1930, sales needed prodding. Deeble Chapman built the first exhibition home at 4252 Lime Avenue; a sevenroom, one-story Spanish style home designed by Raymond Sites. Throughout 1931 only a few homes were built, but they reflected a range of architecture, from Monterey colonial to English Tudor. Two more exhibition homes went up but the Depression, the 1933 Long Beach earthquake and its reconstruction aftermath caused Deeble-Chapman to cease sales. In August 1935, the New Deal’s FHA loan program reopened sales. Lot prices were halved to \$1,375 and began to sell. Over the next two years, more than 30 homes would be built each with a distinctive and impressive architectural style. The buyers were the prestigious community leaders envisioned in 1929. Many of the homes were designed by Kenneth S. Wing including his own residence at 4320 Olive Avenue. Carson Street was the only area zoned for multiple-unit housing with design approval still required from the architectural jury. As World War II was beginning in 1941, stylish apartment buildings began appearing along Carson. In the early 1950s, businesses that matched the high-end homes came to Atlantic Avenue: the multi-million dollar Bixby Knolls Shopping Center.

OUR ACHIEVEMENTS

BIXBY KNOLLS LOOKS GREAT

- Ongoing landscape projects, including new parks
- Over **40** properties painted
- Over **50** feet of sidewalk repairs
- Over **200** trees planted
- **3 ½** miles of streets repaved
- Over **1500** hours of cleaning
- **300** graffiti tags removed
- Over **100** lights repaired

BIXBY KNOLLS IS EVERYWHERE:

- **85** Branding Sidewalk Decals
- **9** signs on the 405 Freeway
- Light pole banners on both corridors to create a “district destination”

DIRECTORY

BIXBY KNOLLS BUSINESS IMPROVEMENT ASSOCIATION

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WORD OF MOUTH MARKETING STATISTIC SOURCES:

Word Of Mouth Marketing Association (Womma)
The Keller Fay Group
Forbes
Wordofmouth.org
Damniwish.com
Brains On Fire

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TO REPORT A FALLEN TREE OR BRANCHES

Tel (562)570-2770 during business hours
Tel (562)435-6711 after-hours or on weekends