





# WELCOME TO BIXBY KNOLLS!

 (562) 595-0081

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 4321 Atlantic Ave.  
Long Beach, CA 90807



## BKBIA Mission

The purpose of the Bixby Knolls Business Improvement Association is to promote the interests of its professional, service and retail members, to enhance the common areas within the BIA area, to facilitate the exchange of business information, ideas and to promote the highest and ethical standards.



### What is a "BIA"?

A "Business Improvement Association" is a proactive organization of business people who join together to pool their resources to promote the area for the benefit of the business district.



### What is a "BID"?

A "Business Improvement District" (BID) is a defined area within which businesses pay an additional fee in order to fund improvements within the district's boundaries. BIDS are regulated according to the California Streets and Highways Code. The code that applies is the 1989 Law that starts with Section 36500. BIDs offer local businesses the chance to join together and assess themselves for agreed-upon improvements. BIDs provide cleaner streets and sidewalks, landscape beautification, enhanced security, capital improvements, special events and area marketing. BIDS offer supplemental services already offered by the city.

## Benefits

A business improvement district (BID) offers many benefits and services beyond what the city can provide. The BKBIA can assist with marketing & promotion of your business and connect you with other business members for collaboration. The BKBIA also connects you with helpful resources such as the Small Business Development Center and the city's loan program. Our goal is to produce and promote events to engage the local community to support our business corridors. The BKBIA hires a Clean Team to ensure the district remains litter & graffiti-free and maintains the many trees and landscaping projects. We also hire a private security company for daily patrols to help keep the business areas safe. One of the most essential features of a BID is being an advocate for its members. If you have any issues with city processes while preparing to open or even remodel/expand your business, please contact us for assistance.



# BKBIA Membership Benefits

## Newsletter

Members can send events and promotions to be included in the Bixby Brief (BKBIA newsletter).

## Social Media Marketing

The BKBIA can share your events and promotions on our social media accounts. Combined 20k + followers on Instagram and Facebook.

## Discounted or Free Admission to BKBIA Events

This includes our Holiday Party, Annual Meeting and Business Breakfasts.

## Clean Team

The BKBIA employs a clean team to service the district during the work week, this includes but not limited to, trash pickup, landscaping and powerwashing.

## Private Security Patrol

The BKBIA employs CSI Patrol Services to monitor the district day and night. You may also call CSI to address any non-emergency issues. (562) 981 8988

## Automatic approval as a vendor for First Fridays

Your business can be assigned a table during First Fridays at the main hub of the Event (Expo Arts Center) or a high traffic area.

## Listing on BKBIA Online Directory

Your business name, address, phone and business category will be added.

## For Eating and Drinking Establishments

Businesses can request any of the following BK events: Supper Club, Good Spirits Club and Flash Events.

## Members Only Informational Emails from BKBIA

This includes legal updates, advertising, city resources and more.

## Advocacy with the City of Long Beach

The BKBIA is your advocate with the city. We can help expedite permits, direct contact with departments and more.

## Mobile Office Hours

Any business can request that the BKBIA operate for an hour in its business. This is shared on social media to bring another way of promotion & foot traffic to your business.

## Highlight your business on our website and social media

We will interview you and create a business story to share with the community. This will be posted on our business profile website page coming soon.



Business Growth



Safety



Resources

# Monthly Events + Programming Calendar

Members enjoy opportunities to meet, greet, mix and mingle with other business owners and local residents each month in a variety of ways. We encourage members to host a "Mobile Office Hour," "Flash Event," or attend one of our other events.



## First Fridays Art Walk

Our monthly art walk and prime event! Includes activation of the whole corridor highlighting our businesses and local artists.

When: First Friday of the month  
Time: 6:30pm-9:30pm



## Brewery Knolls

Participants can ride the Beer Bus/Trolley for free to be safely shuttled around to the best bars, breweries and restaurants Bixby Knolls has to offer.

When: July-October  
Time: 2:00pm-6:00pm



## Strollers

A neighborhood walking group organized by the business association with new routes created each week to explore & discover our neighborhood and business district. Meet at Coffee Bean (4105 Atlantic Ave A).

When: Every Saturday Morning  
Time: 7:15am-9:00am



## Kidical Mass

Our monthly community bike ride. We explore the neighborhood and return to the meeting location where riders are treated to complimentary treats.

When: Third Sunday of the Month  
Time: 11:00am-12:30pm





## Literary Society

Our monthly community book club. The discussions bring more people onto the corridor and can often spill over to an informal after-meeting session at a restaurant

When: Second Wednesday of the month  
Time: 7:00pm-8:30pm



## Knights of the Round (Turn)Table

Each month we choose a different historically significant album (covering all genres), listen to both sides, and discuss it over dinner and drinks.

When: Fourth Thursday of the month  
Time: 6:30pm-8:30pm



## Concerts in the Parking(ing Lot)

Our annual free summer concert series that brings our community together with dancing, singing, local food and a good time.

When: June through August  
Time: 6:30pm-8:30pm



## Good Spirits Club

Meet your neighbors, have a drink, eat some delicious food, and relax. That's it! Complete stamp cards receive our custom cocktail or beer glasses.

When: As Scheduled



## Supper Club

Monthly dinner club. The dinners make a great impact on the businesses and we encourage you to keep going back to all of our restaurants and meet your neighbors.

When: As Scheduled







## Additional Events

### **BKBIA Annual State of the District**

Wondering what we did all year? Come by, enjoy tasty treats and hear a recap of our last year, plus get a peek into our future plans.

When: Once a year around February/March

Time: As scheduled

### **BKBIA Board Meetings**

Monthly meetings with our executive board with 5th District Council Office, 8th District Council Office, and guests. Committee reports and monthly finance updates discussed.

When: Fourth Thursdays (Except Nov./Dec.)

### **BKBIA Members Only Business Breakfast**

Quarterly meeting to connect with members

When: Once per quarter

Time: 8:00am-9:30am

### **Small Business Saturday**

Nationwide Shop Small movement to help small businesses and communities thrive.

When: Saturday after Thanksgiving

Time: All Day



## BKBIA Contact Information

### Bixby Knolls BIA Office:

(562) 595-0081 | [info@bixbyknollsinfo.com](mailto:info@bixbyknollsinfo.com)

Blair Cohn, Executive Director | [blair@bixbyknollsinfo.com](mailto:blair@bixbyknollsinfo.com)

### Social Media, Newsletters, Programs, Website, Graphics, and Projects

Myra Pimentel, Project Manager | [myra@bixbyknollsinfo.com](mailto:myra@bixbyknollsinfo.com)

Ines Torres, Content Manager | [ines@bixbyknollsinfo.com](mailto:ines@bixbyknollsinfo.com)

## Media Contacts

### Bixby Neighbors Magazine

Mary Zerafa | [maryzerafa@gmail.com](mailto:maryzerafa@gmail.com)

### Cal Heights Newsletter

Stacey Morrison | [staceyanmorrison@gmail.com](mailto:staceyanmorrison@gmail.com)

### Gazette Newspapers

[editor@gazettes.com](mailto:editor@gazettes.com) | [advertising@gazettes.com](mailto:advertising@gazettes.com)

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[editor@gazettes.com](mailto:editor@gazettes.com) | [advertising@gazettes.com](mailto:advertising@gazettes.com)

### Long Beach Post

Andrea Estrada, Advertising Manager | [andrea@lbpost.com](mailto:andrea@lbpost.com)


### Travel Host Magazine


Dan Lipton | [travelhostdan@gmail.com](mailto:travelhostdan@gmail.com)

## Stay Connected

 [@bixbyknolls](https://www.instagram.com/bixbyknolls)  
[@firstfridayslb](https://www.instagram.com/firstfridayslb)

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