

**Agenda Date:** 5/15/2018

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**TO:**

Honorable Mayor and Members of the City Council

**THROUGH:**

Bruce Moe, City Manager

**FROM:**

Steve S. Charelian, Interim Finance Director

**SUBJECT:**

Resolution No. 18-0050 Declaring the City Council's Intention to Provide for Annual Levy and Collection of Assessments for the Downtown Business Improvement District and Setting June 19, 2018 for a Public Hearing (Interim Finance Director Charelian).

**ADOPT RESOLUTION NO. 18-0050**

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**RECOMMENDATION:**

The Downtown Business Improvement District Advisory Board and City Staff recommend that the City Council adopt Resolution No. 18-0050 announcing the City's intention to set assessments for the Downtown Business Improvement District (BID) for fiscal year (FY) 2018-2019, and setting the public hearing for June 19, 2018.

**FISCAL IMPLICATIONS:**

There is no budgetary or other financial implication associated with the adoption of the Resolution of Intention.

**BACKGROUND:**

In 1998, the City Council, at the request of the downtown business owners, dissolved an existing parking district and created a new Business Improvement District (BID) for the downtown area. The new district was created under the Parking and Business Improvement Area Law of 1989, which provides flexibility with respect to the use of funds. The previously existing parking district restricted the use of the funds to the acquisition and construction of parking facilities.

The Parking and Business Improvement Area Law of 1989 requires that the district and associated assessments be renewed annually. Therefore, the City Council will hold a public hearing at its meeting of June 19, 2018, to consider the request from the Downtown Business Improvement District Advisory Board to renew the district for fiscal year 2018-2019 and levy the

associated assessments (80% surcharge on business license fees to a maximum of \$600).

**DISCUSSION:**

The purpose of the Resolution is to announce the City’s intention to renew the BID assessment, outline the activities and services to be funded by the assessment, and to set the date for a formal public hearing (June 19, 2018). The funding for the BID is an assessment in the amount of 80% of the business license tax, not-to-exceed \$600 for any individual business.

On April 26, 2018, the Downtown Manhattan Beach Business Improvement District Advisory Board met to discuss the proposed activity plan and associated budget for FY 2018-2019. At that time, the Board approved various documents, including the FY 2018-2019 activity plan (Attachment 3). Subsequently, the Chairperson of the Advisory Board (Mike Zislis) submitted a letter (Attachment 2) requesting the City Council adopt the Resolution of Intention (Attachment 1).

**PUBLIC OUTREACH/INTEREST:**

After analysis, staff determined that public outreach was not required for this issue.

**ENVIRONMENTAL REVIEW**

The City has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the activity is not a “Project” as defined under Section 15378 of the State CEQA Guidelines; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines the activity is not subject to CEQA. Thus, no environmental review is necessary.

**LEGAL REVIEW**

The City Attorney has reviewed this report and determined that no additional legal analysis is necessary.

**CONCLUSION:**

If adopted by the City Council, this Resolution of Intention will be circulated to all business owners within the BID as notification of the public hearing on June 19, 2018. In addition, a notice advertising the public hearing will be placed in The Beach Reporter. At the public hearing, all proponents and opponents of the annual assessment will have an opportunity to present information to the City Council.

Attachments:

1. Resolution No.18-0050
2. Chairperson Letter From BID Advisory Board
3. Fiscal Year 2018-2019 DBID Activity Plan and Budget

RESOLUTION NO. 18-0050

A RESOLUTION OF THE MANHATTAN BEACH CITY COUNCIL DECLARING ITS INTENTION TO PROVIDE FOR ANNUAL LEVY AND COLLECTION OF ASSESSMENTS FOR THE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT, PURSUANT TO CALIFORNIA STREETS AND HIGHWAYS CODE SECTION 36500 AND SETTING A TIME AND PLACE FOR PUBLIC HEARING THEREON

THE MANHATTAN BEACH CITY COUNCIL HEREBY RESOLVES, FINDS AND DETERMINES:

Section 1. The City Council hereby finds:

- A. A business improvement district (BID) is a defined area within which businesses pay an assessment in order to fund services and improvements within the district's boundaries to specially benefit the assessed businesses; and
- B. BIDs provide services, such as cleaning streets, providing security, making capital improvements, construction of pedestrian and streetscape enhancements, and marketing the area; and
- C. The services provided by BIDs supplement those already provided by the municipality to attract customers to the assessed businesses; and
- D. This City Council has previously formed a Property and Business Improvement District in Downtown Manhattan Beach, pursuant to Streets and Highways Code Section 36500 et seq. (SB 1424 - Parking & Business Improvement Law of 1989, Chapter 2); and
- E. The Downtown Manhattan Beach Business Improvement District Advisory Board met on April 26, 2018, supported the proposed operating program and budget of the Downtown Business Improvement District for FY 2018-19, and prepared a report in accordance with Streets and Highways Code Section 36533; and
- F. The Business Improvement District is known as the Downtown Manhattan Beach Business Improvement District (herein referred to as "District").
- G. This City Council desires to continue the assessment on businesses within the District to allow the business owners within the District to utilize the funds for a range of services and activities that will promote and enhance Downtown Manhattan Beach.

Section 2. This Resolution is Categorically Exempt from review under the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15061(b)(3) because it can be seen with certainty that there is no possibility that the approval may have a significant effect on the environment.

Section 3. The exterior boundary of the District is the general area bounded by the

Southwest corner of 15<sup>th</sup> Street and Ocean Drive, the Southwest corner of 8<sup>th</sup> Street and Ocean Drive, the Southeast corner of 8<sup>th</sup> Street and Valley Drive, and the Northeast corner of 15<sup>th</sup> Street and Valley Drive. The specific legal description is as follows:

Beginning at the intersection of the southerly line of 15<sup>th</sup> Street with the westerly line of Highland Avenue; thence southerly along said westerly line of Highland Avenue to the southerly line of 13<sup>th</sup> Place; thence easterly along the prolongation of said southerly line of 13<sup>th</sup> Place; which prolongation is the southerly line of Tract 2541, to the westerly line of Valley Drive; thence southerly along said westerly line of Valley Drive to the northerly line of 10<sup>th</sup> Place; thence westerly along said northerly line of 10<sup>th</sup> Place to the easterly line of Morningside Drive; thence northerly along said easterly line of Morningside Drive to the southerly line of 11<sup>th</sup> Place; thence westerly along said southerly line of 11<sup>th</sup> Place to the westerly line of Crest Drive thence southerly along said westerly line of Crest Drive to the northerly line of 11<sup>th</sup> Street; thence westerly along said northerly line of 11<sup>th</sup> Street to the westerly line of Bayview Drive; thence southerly along said westerly line of Bayview Drive to the northerly line of 8<sup>th</sup> Street; thence westerly along said northerly line of 8<sup>th</sup> Street to the southwesterly corner of Lot 10, Block 9 Manhattan Beach Tract; thence northerly to the southwesterly corner of Lot 10, Block 12 Manhattan Beach Tract, said corner being on the northerly line of 11<sup>th</sup> Street; thence westerly along said northerly line of 11<sup>th</sup> Street to the easterly line of Ocean Drive; thence northerly along said easterly line of Ocean Drive to the northerly line of Center Place; thence easterly along said northerly line of Center Place to the southwesterly corner of Lot 15, Block 13 Manhattan Beach Division No. 2; thence northerly to the northerly line of 12<sup>th</sup> Street; thence easterly along said northerly line of 12<sup>th</sup> Street to the southwesterly corner of Lot 11, Block 14, Manhattan Beach Division No. 2; thence northerly to the southerly line of 13<sup>th</sup> Street; thence easterly along said southerly line of 13<sup>th</sup> Street to the easterly line of Manhattan Avenue; thence southerly along said easterly line of Manhattan Avenue to the northerly line of 12<sup>th</sup> Street; thence easterly along said northerly line of 12<sup>th</sup> Street to the southwesterly corner of Lot 10, Block 65, Manhattan Beach Division No. 2; thence northerly to the northwesterly corner of Lot 13, Block 65, Manhattan Beach Division No. 2; thence northerly to the southwesterly corner of Lot 10, Block 64, Manhattan Beach Division No. 2; thence northerly to the northwesterly corner of said Lot 10; thence northwesterly to the southwesterly corner of Lot 34, Verano Beach Tract; thence northerly to the northwesterly corner of Lot 2 Verano Beach Tract, said corner being on the southerly line of 15<sup>th</sup> Street; thence easterly along the southerly line of 15<sup>th</sup> Street to the point of beginning.

A map identifying the specific, legal boundary for the Manhattan Beach Downtown Business Improvement District is available for review in the Office of the Finance Director.

Section 4. The City Council hereby declares its intention to levy and collect assessments within the District for the FY 2018-2019.

Section 5. All businesses within the boundaries of the District as described herein are subject to the provisions of the additional assessment, which will be levied annually to pay for all improvements and activities within the District.

Section 6. The assessment methodology for funding the services and activities of the Manhattan Beach Downtown Business Improvement District shall be a surcharge of 80% on the business

license tax, not to exceed \$600.00 per business license.

Section 7. The funds generated by the business license surcharge shall be used for the following purposes:

Parking & Transportation  
Marketing and Promotions  
Special Events  
Management Services

Section 8. The report describing the improvements and activities to be provided for FY 2018-2019, the District boundaries, and the proposed assessments is on file with the City Clerk in City Hall, 1400 Highland Avenue, Manhattan Beach, California 90266.

Section 9. The City Council shall convene a Public Hearing regarding the levying of assessments by the Manhattan Beach Downtown Business Improvement District on June 19, 2018 at 6:00 p.m. in the City Council Chambers located at 1400 Highland Avenue in said City. At that time, the City Council will hear testimony of all interested parties for or against the levying of assessments by the District, the extent of the District, and/or the activities and services which shall be provided through the District. Written and oral protests may be made at the public hearing, the form and manner of which shall comply with Streets and Highways Code Sections 36524 and 36525.

Section 10. This Resolution shall be circulated to each business owner within seven days of the date of adoption by the City Council.

Section 11. This resolution shall take effect immediately upon adoption.

Section 12. The City Clerk shall certify to the passage and adoption of this resolution.

ADOPTED June 19, 2018.

Ayes:  
Noes:  
Absent:  
Abstain:

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AMY HOWORTH  
Mayor

ATTEST:

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LIZA TAMURA  
City Clerk



**BUSINESS**

**IMPROVEMENT**

**DISTRICT**

## DOWNTOWN MANHATTAN BEACH

April 26, 2018  
Mayor Amy Howorth  
Members of City Council  
City of Manhattan Beach  
1400 Highland Avenue  
Manhattan Beach, CA 90266

Re: BID Fund Renewal

Dear Members of City Council,

The Downtown Manhattan Beach Business Improvement District (BID) Advisory Board met on Thursday, April 26, 2018 with a quorum present. Upon reviewing the 2017-2018 year end progress report and the 2018-2019 projected BID Activity Plan and Budget, the Board is requesting the City Council to approve the Resolution of Intent.'

Sincerely,

BID Advisory Board

Michael Zislis  
BID Board Chairman

# **DOWNTOWN MANHATTAN BEACH BUSINESS IMPROVEMENT DISTRICT**

## **Business Improvement & Activity Plan May 2018**

*Prepared pursuant to the State of California  
And The Parking and Business Improvement Area Law of 1989  
To maintain the Business Improvement District for  
Downtown Manhattan Beach, California.*

Prepared by

**Downtown Manhattan Beach Business & Professional Association**

**DOWNTOWN MANHATTAN BEACH  
BUSINESS IMPROVEMENT DISTRICT  
INFORMATION AT-A-GLANCE**

This Business Improvement District has been in existence since April of 1969 under the authority of the “Parking and Business Improvement Area Law of 1965”. This law was restrictive with respect to the use of funds. In 1989 the State Legislature adopted Senate Bill 1424, “Parking and Business Improvement Area Law of 1989”. In 1998 a group of concerned merchants and a growing coalition of downtown stakeholders, developed the proposal to establish a new Downtown Manhattan Beach Business Improvement District (BID) under the new legislation. In October 1998, that legislation was approved and adopted as City Ordinance No. 1989. In January 1999, the BID contracted with the Downtown Manhattan Beach Business & Professional Association (DBPA), a 501 (c) 6 not-for-profit corporation established in 1985, to provide specific benefits to the members of the BID.

***Location:*** The Existing Business District of Downtown Manhattan Beach.

***Stakeholders:*** Downtown Businesses - All business license holders in the Downtown area except commercial property owners.

***Improvements  
And Activities:***

- A. Parking, Transportation & Community Programs
- B. Marketing & Advertising
- C. Promotions & Special Events
- D. Professional Management & Communications

***Method of  
Financing:***

Benefit-based assessments on City Business License Tax.

***Assessment:***

Based on the existing assessment. An 80% surcharge on the City Business License Tax not to exceed \$600.

***Collection of  
Assessment:***

The fees are collected in March/April of each year and disbursed through contract, to the Downtown Manhattan Beach Business & Professional Association (DBPA).

***Governance:***

**Advisory Board:** Annual recommendations on Downtown Manhattan Beach Business Improvement District (BID) budgets and assessments will be submitted to the Manhattan Beach City Council by a seven–nine (7-9) member Advisory Board composed of business owners located within the boundaries of the BID. The Advisory Board will also monitor the delivery of improvements and activities, which will be the day-to-day responsibility of the Downtown Manhattan Beach Business and Professional Association (DBPA).



Business owners that are assessed within the BID, and, per State law, appointed by the Manhattan Beach City Council can nominate members of the Advisory Board.

Representation should consist of business on Manhattan Beach Boulevard, Manhattan Avenue and Highland Avenue. It should also contain a mix of retail, service and restaurants.

It is anticipated that the Advisory Board will meet at least once annually.

**Downtown Association:** The BID will contract with the DBPA to carry out improvements and activities described in the Plan, as well as the day-to-day operations.

In delivering BID improvements and activities, the DBPA will aim to meet the following objectives:

- Maximize coordination with the City and other civic organizations to leverage resources;
- Deliver programs through a cost-effective and non-bureaucratic organization that features one executive director that works for all Downtown Manhattan Beach stakeholders;
- Provide for accountability to business owners who pay assessments.

***Maintaining the District:***

The City Council can maintain the district by adopting a Resolution of Intention. A public hearing shall be held not less than 20 or more than 30 days after the adoption of the Resolution of Intention. If there is not written protest from owners representing over 50% of the assessments to be paid, the BID assessment will continue.

***Benefits Of the District:***

The BID costs no more than the prior assessment and allows the district's funds to be self-governed and to go beyond parking issues.

The BID allows for integrated marketing efforts such as valet parking, cooperative promotions, advertising and publishing downtown directories and calendars of events.

The DBPA provides key promotional and organizational support through a variety of functions that directly benefit its ratepayers as well as the City. Such as:

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- Creating a public/private partnership to manage the Downtown environment to ensure high standards for signage, security, maintenance, parking and marketing;
- Increasing sales and revenues throughout the district as well as tax and parking revenue to the City;
- Advocating Downtown interests and for the City at large;
- Establishing and implementing a Downtown vision, an image of a thriving city center that reflects the good health and economic vitality of the entire city, making the city an attractive venue for businesses;
- Assisting the City in policy making, administration and implementation of City programs;
- Streamlining communications and saving time and energy, by providing the City with a single, unified Downtown entity.

**BUSINESS IMPROVEMENT, 2017-2018 GOALS ACHIEVED,  
2018-2019 ACTIVITY PLAN**

As a result of the concerns identified through surveying business owners and the accomplishments of the DBPA since 1999, the DBPA Board of Directors proposes the following plan.

**A. Parking, Transportation & Community Programs**

- Continue working with the City & PPIC to promote Downtown-parking alternatives for both merchants', employees, customers, and residents.
- Work with the City and MBPD to identify desired "drop off" zones for Ride-share and taxi transportation
- **Maintain the valet parking** service operating Friday – Saturday
- **The Downtowner** ride-hailing operation discontinued service in January 2018
  - The Downtowner transported 55K passengers in just 11 months of service
  - The Downtowner created zero emissions, zero waste and had a flawless safety record. No alternative has been identified
- The **Ocean Express** Shuttle Service discontinued service in October 2017
  - NOTE: DBPA contribution was \$10K/year and the City of Manhattan Beach contributed \$12,000 annually. Over 850,000 passengers visited the downtown area in the past 14 years of the partnership.
    - Explore a partnership with Rideshare services and the LAX hotels to continue to attract the LAX traveler to Manhattan Beach
    - No alternative has been identified
- Continue promoting and supporting the weekly **Manhattan Beach Certified Farmers' Market**.
  - NOTE: The Farmers Market is working in conjunction with City MB on their employee wellness program.
  - NOTE: The MBEFM hosts monthly Chef driven cooking demos
- Support non-profit organizations that benefit the community through proceeds from the Farmers' Market and other events, not to exceed 10% of Gross combined revenue of BID funds and MB Farmers Market funds
  - NOTE: The Farmers Market continues to support the community, youth and wellness by contributing a percentage of quarterly market proceeds to MBEF, Growing Great, and Grades of Green. In addition the Farmers Market income also contributes to the Roundhouse Aquarium, MBLL, MBX, MCHS Drug and Alcohol Prevention, Coordinating Council, Catalina Classic and more
- Continue to work with the Public Works Department to support the CART Trash & Recycling Programs for Downtown businesses and Waste Management on programs they offer that benefit our businesses and environmental goals
  - NOTE: The DBPA continues to support and encourage all Sustainable MB practices including, but limited to Recycling, Trash and Food Waste, Breathe Free MB, Wellness and Earth Day initiatives
    - Strawless Saturdays was created in April 2018 in anticipation of the City Council exploring a city-wide ban of single use plastic straws.

## **Parking, Transportation & Community Programs cont'd**

- Continue to support the Fireworks Festival, Jimmy Miller Foundation, Neptunian Women's Club, Tour de Pier, Skechers' Friendship Walk, CHOICE Program, Pumpkin Races, Walk With Sally, American Red Cross and in-kind donations when appropriate
- Work with the City & Public Works Department to improve the Downtown curb appeal through signage, landscaping, lighting, and Way-finding program

## **B. Marketing & Advertising**

Continue to promote the downtown as a special place with quaint shops, dining & services. Downtown is the heart & soul of the City and community needs to be reminded that the charm comes through independent business owners offering unique merchandise and personal service

- The DBPA recently took on a re-branding and launched a new and more merchant friendly and interactive website.
  - The new logo was developed by Graphic Element, a downtown business
  - The re-branding and website design project was executed by Buckland Co. Two former Dealer.com employees are a part of the Buckland Co. team that is leading the effort
  - Employ new social media tactics to maximize advertising/marketing reach
- Keep visitor guides fresh to reflect the tenant changes
- Continue to cultivate the Concierge and hotel relationships in the area
- Develop a Blogger relationship program similar to the Concierge program
- Work with the City to update the permanent Way-Finding program and to make sure directional signage in the Downtown BID is effective for the merchants as well as the visitors
- Continue to support the Chamber of Commerce and their various advertising and marketing mechanisms, such as the Chamber Map and Destination Guide
- Utilize social media to promote downtown (i.e. facebook, Instagram, Twitter)
- Continue to negotiate and make available cooperative advertising opportunities.
  - NOTE: The DBPA requests that the City of Manhattan Beach allocate the \$20K, formerly contributed to the Ocean Express Program, to the DBPA so that we might engage ride-share partners and advertising partnerships outside of the South Bay
- Continue working with the Chamber of Commerce to promote commerce in Manhattan Beach & seek their continued support of how important small business is to our City and local economy

## **C. Promotions & Special Events**

- Sponsor the (3) annual “**Sidewalk Sales**” to promote Downtown merchants
- Family Movie Nights with Parks & Recreation Department
- Sunset Beach Party at the AVP/MB Open with a portion of proceeds being donated to the Roundhouse Aquarium educational programs
- Weekly Farmers Market and monthly Chef demos

### **C. Promotions & Special Events cont'd**

- Host the “**Holiday Open House** together with the **Pier Lighting** to kick-off the holiday shopping season
- Continue to work with the ‘**Beach Events**’ such as **6-Man/International Surf Festival, Catalina Paddleboard & Manhattan Open** to ensure the downtown benefits from the events and that there

### **D. Professional Management & Communications**

- Maintain professional management to ensure this cohesive Business Improvement and Activity Plan is implemented and continued.
- Reach out to new businesses to make them feel welcome and invite their participation in our efforts as an Association to keep downtown thriving
- Stay active on Chamber committees including the Tourism and Leadership
- Work closely with the MB Property Owners Association
- Work closely with the MB Residents Association
- Work closely on the Homeless Initiatives with City of Manhattan Beach
- Work closely with all merchants and the Farmers Market on all Sustainable MB practices
- Work with the City to execute the Downtown Specific Plan once adopted
- Meet regularly with City Manager and Department heads
- Continue informing members of important issues affecting their business
- Communicate needs and concerns and work closely with MBPD
- Continue to inform businesses through the Crime Alert bulletins (EZ Text)
- Increase public relations opportunities for promoting the Downtown
- Communicate with BID Board as often as needed regarding larger BID concerns and opportunities, such as parking and revenue streams

## **BUSINESS IMPROVEMENT & ACTIVITY PLAN BUDGET**

### **I. INCOME**

#### **A. 2018-2019 Operating Budget**

The 2018-2019 operating budget breakdown of income for the Downtown Manhattan Beach BID is provided in the following. The improvement and activity plan budget is projected at approximately \$303,000 with the following components:

- **Assessments**

\$110,000 has been budgeted. The assessment methodology will remain the same, a surcharge on the City of Manhattan Beach Business License Tax. Calculation of individual assessments for one year is determined by one factor; an 80% surcharge on the business license tax, not to exceed \$600.00.
- **DBPA Contribution**
  - \*\$11,000 Holiday income for the Open House/Pier Lighting
  - \*HOH income is a suggested \$100 contribution from each business and is allocated towards entertainment and activities that evening as well as Small Business Saturday and December Advertising
  - The Annual Sunset Beach Party income is projected at \$20,000
- **Farmers Market**
  - \$156,000 Please note the market will be closed for both Christmas Day and New Year's Day as they fall on a Tuesday. This will represent an approximate loss of \$5600.
  - \$6,000 from the Trackless Train operated at the Market

### **II. FISCAL YEAR**

- Net income for 2017-2018 was \$15,000 and the net retained earnings are \$98,690 of which approximately the following is allocated:
  - \$31,510 in BID reserves
  - \$1,400 in BID funds to be used for Interpretive Services for the hearing impaired member of the DBPA
  - Approximately \$35,000 is allocated for operating costs and payroll expense thru July of 2018 and until the BID funds are received in July 2018
  - \$10,000 is allocated towards transportation solutions
  - \$23,000 is allocated towards Community Relations
  - Approximately \$64,000 is appropriated for marketing and advertising in the fiscal year 2018-19

## BUSINESS IMPROVEMENT & ACTIVITY PLAN BUDGET CONT...

### III. EXPENSES

#### A. 2018-2019 Operating Budget

The 2018-2019 operating budget breakdowns of expense for the Downtown Manhattan Beach BID are provided below. The improvement and activity plan budget is projected at \*\$303,000.00

- **Community Relations/Programs:**

- \$66,000 is provided which accounts for approximately 22% of the budget, including the Farmers Market

\$23,101 is community donations and sponsorships, representing 7.6% of the budget

(Comprised of expenses under the Farmers Market and the Community Relations sections on the DBPA 2018-2019 Proposed Budget)

- **Marketing, Promotion & Misc:**

\$70,250 is provided which accounts for 23% of the budget.

(This number is comprised of the expenses under the Marketing & Promotion and the Misc. heading on the DBPA 2018-2019 Proposed Budget)

- **Special Events:**

\$22,127 is provided which accounts for 7% of the budget.

\*Does not include advertising for each event as relevant

(This number is solely comprised of the Special Events and Event Income headings on the DBPA 2018-2019 Proposed Budget)

- **Professional Mgt., Rent, Supplies, Insurance & Communications:**

\$121,522 is provided which accounts for 40% of the budget.

(This number is solely comprised of the General Administration heading on the DBPA 2018-2019 Proposed Budget)

# Downtown Manhattan Beach Business & Professional Association

## 2018-2019 PROPOSED BUDGET

	Projected Income	Projected Expense	Net Funds
<b>General Administration</b>			
BID Contribution	110,000	0	110,000
Payroll Totals		-74,500	-74,500
Medical Allowance		-6,000	-6,000
Interpretive Services		-1,400	-1,400
Rent		-11,000	-11,000
Insurance Premiums		-7,000	-7,000
Operating Expenses		-11,500	-11,500
<b>SUBTOTAL</b>	<b>110,000</b>	<b>-111,400</b>	<b>-1,400</b>
<b>Farmers Market Income</b>			
Farmers' Market	156,000	-66,000	90,000 closed 12/25 and 1/1/2019
A 1 Promotions/Train	6,000		6,000
<b>SUBTOTAL</b>	<b>162,000</b>	<b>-66,000</b>	<b>96,000</b>
<b>Event Income</b>			
Holiday Open House	11,000	-8,200	2,800
(MBO) SUNSET BEACH PARTY	20,000	-12,000	8,000
<b>SUBTOTAL</b>	<b>31,000</b>	<b>-20,200</b>	<b>10,800</b>
<b>Special Events</b>			
Pumpkin Race		-200	-200
Small Business Saturday		-727	-727
January Sidewalk Sale		-200	-200
April Sidewalk Sale		-200	-200
August Sidewalk Sale		-200	-200
Misc. Events		-200	-200
Easter		-200	-200
<b>SUBTOTAL</b>		<b>-1,927</b>	<b>-1,927</b>
<b>Parking/Transportation</b>			
Ride share options		-10,000	-10,000
<b>SUBTOTAL</b>		<b>-10,000</b>	<b>-10,000</b>
<b>Community Relations</b>			
Dig 4 Kids		-221	-221
Coordinating Council		-500	-500
Fireworks Festival		-1,000	-1,000
MBEF		-4,700	-4,700
Grades of Green		-4,700	-4,700
Growing Great		-4,700	-4,700
GRAD Nite		-250	-250
MB Little League		-500	-500
Roundhouse Aquarium		-4,000	-4,000
Chamber Events		-2,300	-2,300
Chamber Dues		-230	-230
<b>SUBTOTAL</b>		<b>-23,101</b>	<b>-23,101</b>
<b>Marketing &amp; Promotion</b>			
Website Mgmt Fees		-12,500	-12,500
Website/Logo Design		-5,000	-5,000
Advertising		-10,000	-10,000
Banners		-6,000	-6,000
Banner Permits		-2,000	-2,000
Chamber Advertising		-3,000	-3,000
Design/Agency Fees		-10,000	-10,000
Visitor's Guide Brochure		-5,000	-5,000
Blogger Program		-4,000	-4,000
Downtown Maps/Directory		-850	-850
Holiday Lights		-5,400	-5,400
Holiday Décor/Metlox		-500	-500
<b>SUBTOTAL</b>		<b>-64,250</b>	<b>-64,250</b>
<b>Misc</b>		<b>-6,000</b>	<b>-6,000</b>
<b>TOTAL</b>	<b>303,000</b>	<b>-302,878</b>	<b>122</b>