



**Agenda Date:** 8/18/2020

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**TO:**

Honorable Mayor and Members of the City Council

**THROUGH:**

Bruce Moe, City Manager

**FROM:**

Steve S. Charelian, Finance Director  
Cynthia Mickschl, Revenue Services Manager

**SUBJECT:**

Consideration of City Council's Intention to Provide for Annual Levy and Collection of Assessments for the Downtown Business Improvement District and Setting September 15, 2020, for a Public Hearing (Finance Director Charelian).

- a) **ADOPT RESOLUTION NO. 20-0095**
  - b) **SET PUBLIC HEARING DATE TO SEPTEMBER 15, 2020**
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**RECOMMENDATION:**

The Downtown Business Improvement District Advisory Board and City Staff recommend that the City Council adopt Resolution No. 20-0095 announcing the City's intention to set assessments for the Downtown Business Improvement District (BID) for fiscal year (FY) 2020-2021 and setting the public hearing for September 15, 2020.

**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 on September 15, 2020, to consider the request from the Downtown

Business Improvement District Advisory Board to renew the district for Fiscal Year 2020-2021 and levy the associated assessment (80% surcharge on business license tax 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 (September 15), not-to-exceed \$600 for any individual business in the BID.

On July 16, 2020, the Downtown Manhattan Beach Business Improvement District Advisory Board met to discuss the proposed activity plan and associated budget for FY 2020-2021. At that time, the Board approved various documents, including the FY 2020-2021 activity plan, which has been included as an attachment. Subsequently, the Chairperson of the Advisory Board (Mike Zislis) submitted a letter requesting the City Council adopt the Resolution of Intention; both documents are included as attachments.

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 September 15, 2020. 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.

**PUBLIC OUTREACH:**

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.

**ATTACHMENTS:**

1. Resolution No.20-0095
2. Chairperson Letter From BID Advisory Board
3. Fiscal Year 2020-2021 DBID Activity Plan

RESOLUTION NO. 20-0095

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 July 16, 2020, supported the proposed operating program and budget of the Downtown Business Improvement District for FY 2020-21, 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 2020-2021.

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 2020-2021, 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 September 15, 2020, 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 on August 18, 2020

AYES:  
NOES:  
ABSENT:  
ABSTAIN:

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RICHARD MONTGOMERY  
Mayor

ATTEST:

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LIZA TAMURA  
City Clerk



July 17, 2020

Mayor Richard Montgomery  
Members of City Council  
City of Manhattan Beach  
1400 Highland Avenue  
Manhattan Beach, CA 90266

Re: BID Fund Renewal

Dear Mayor and Councilmembers,

The Downtown Manhattan Beach Business Improvement District (BID) Advisory Board met on Thursday, July 16, 2020 with a quorum present. Upon reviewing the 2019-2020 year-end progress report and the 2020-2021 projected BID Activity Plan and Budget, the Board is requesting the City Council approve the Resolution of Intent.

This year the BID needs more from the City than just the approval of the Resolution. The Board discussed **the urgency of action needed to ensure businesses survive this pandemic**. Studies, expensive permits and detailed processes are not what we need. We need flexibility, urgency, innovation and partnership with the City. The Business Relief Subcommittee's first meeting was very encouraging, and we urge the City to support swift action on items put forth by that group; every day of lost potential revenue is critical for the survival of downtown businesses.

We need the City to think about both accommodations and financial concessions that can be made to protect downtown businesses. Every decision needs to support business survival. We realize City funding has been compromised during these times, but if our businesses are to survive, they need every financial opportunity. This is a time to think creatively about utilizing City funds. Could the Parking Fund be utilized to subsidize parking space rentals, additional short-term parking signs or off-site parking options? What other City budget lines could be creatively adapted to assist businesses? We have all taken pay decreases, laid off employees and asked our landlords for concessions to survive; we need the City to also make some sacrifices to ensure sales tax revenues continue after this pandemic.

The 2020-21 BID Activity Plan has all of the same A-H items, but our nearly singular focus this year will be A. (Work with City on COVID Relief Measures to Assist Businesses). Please make this the City's priority as well.

Respectfully,

BID Advisory Board  
BID President, Michael Zislis



**DOWNTOWN MANHATTAN BEACH  
BUSINESS IMPROVEMENT DISTRICT**

Business Improvement & Activity Plan  
July 2020

*Prepared by the **Downtown Manhattan Beach Business & Professional Association**  
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.*

## **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 businesses 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 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:

- 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.

## ACHIEVEMENT vs. ACTIVITY PLAN 2019-2020

### A. Downtown Manhattan Beach Lighting and Beautification

#### Lighting

**Goal:** Increase ambiance Downtown with new lighting.

**Achievement:** The DBPA allocated \$20,000 to purchase LED lights to be installed and maintained by the City of Manhattan Beach Public Works Department. Research was done and it was determined that the most practical first step is to install lights in the trees where power exists (non-palm trees). The first set of test lights has been purchased.

#### Beautification

**Goal:** Enhance landscaping, seating and walkway options throughout the District.

**Achievement:** The DBPA worked with a professional landscape architect to map out every planter within the BID and provided the City with suggestions for each area (see attached). Most beds require some construction, such as raising the borders around the planters to contain and protect plantings, or adding bench seating, which is outside the scope of the funding of the BID. The DBPA created and submitted plant diagrams we recommend for each planter and allocated \$20,000 to purchase plants that will be installed and maintained by the City of Manhattan Beach Public Works Department.

**Goal:** Improve overall aesthetics and sanitation of shared recycling bins in Lot 3 which have been problematic for years.

**Achievement:** The DBPA and Public Works met with all participating businesses to discuss solutions. New rules were established, and it was determined a locked enclosure would ensure only our businesses used the area to maintain responsibility for its cleanliness. The DBPA paid the City of Manhattan Beach Public Works Department \$5,491.02 to build a locked enclosure surrounding the shared recycling bins in Lot 3. The cleanliness and aesthetics have been greatly improved since this installation.

### B. Parking and Transportation Strategies

**Goal:** Eliminate valet parking in Downtown Manhattan Beach due to rising operational costs and lack of vendor interest. Request that City updates parking meters previously utilized for valet parking to allowing payment during what were valet. The signs on these meters should also be updated so they no longer indicate they are reserved for valet parking.

**Achievement:** Complete.

**Goal:** Request final implementation of smart parking technology originally installed during construction of the Metlox parking structure. This technology should be utilized with parking space count displays at both entrances to the structure. This would eliminate the unsafe and unhealthy circling of vehicles in the garage looking for spaces that are not available.

**Achievement:** DBPA met with Public Works to determine feasibility and timeline for this project as a part of the meter replacements and enhancements within the BID. Project was approved and was due to be installed prior to summer 2020 but has been delayed due to COVID.

**Goal:** Re-instate the two “merchant only” spaces in Lot 1 that were removed when the Lot 1 retaining wall project was completed in late 2017.

**Achievement:** Complete.

**Goal:** Allow immediate Permit Parking access to the approximately 75 parking spaces previously allocated to dealer.com in Lot 1.

**Achievement:** To be completed by July 31, 2020. DBPA worked with City Traffic Engineer to determine need and availability of spaces available for merchant parking in Lots 1 & 2, concluding that up to 75 permits may be issued. Merchants on waiting lists for these lots have been contacted and permits are in the process of being distributed this month.

**Goal:** Request dedicated rideshare and taxi loading zones. Streets within the BID experience unnecessary congestion when ride share vehicles stop in the middle of a street or in front of a specific business, creating both a safety issue and traffic problems.

**Achievement:** Discussed, but not finalized. Will remain in 2020-2021 Plan.

**Goal:** Install a traffic light or flashing light crosswalk at the highly traveled and dangerous intersection at Manhattan Beach Boulevard & Morningside Drive.

**Achievement:** Public Works has completed this project.

**Goal:** The DBPA was directed to continue to explore hotel/concierge relationships and potential ride share options, partnering with the MB Chamber of Commerce and City where applicable.

**Achievement:** Initial conversations occurred with a local provider (ZiiP) to determine if an on-demand service was a possibility, but it was determined the service was very similar to Uber and less cost-effective. Subsequently, the DBPA Marketing Committee created a campaign through Facebook, targeting travelers near LAX and offering them a \$5 Uber voucher to visit Downtown Manhattan Beach. The campaign received over 14,000 impressions, but only created two conversions, so the campaign was suspended. This will remain an ongoing goal, particularly as travel resumes post COVID restrictions.

**Goal:** Continue to work with the City to explore options similar to the Downtowner EV shuttles.

**Achievement:** The DBPA met with the Chamber of Commerce as well as Councilmembers Hadley and Napolitano to discuss creative options through the LADOT as well as other alternatives. No progress has been made on this issue to date, but this remains a continued goal for 2020-2021.

### **C. Support Weekly Manhattan Beach Certified Farmers' Market**

**Goal:** Continue to increase revenue of Farmers Market to support additional initiatives within the BID.

**Achievement:** Farmers Market sales increased by 12% over the prior year (pre-COVID).

**Goal:** Complete and execute a Farmers Market Agreement with the City of Manhattan Beach

**Achievement:** Complete.

### **D. Community Marketing Partners**

**Goal:** Beginning in 2020-2021, the DBPA will create paid marketing partnerships with local organizations that are mutually beneficial, instead of providing cash donations. Some examples of marketing partnerships we have pursued are MBEF, Growing Great and the Roundhouse Aquarium.

**Achievement:** Support of partnerships will be determined based on revised revenue to the BID.

### **E. Marketing & Advertising**

**Goal:** The DBPA is directed to continue with marketing programs that benefit all businesses in the BID, including:

- Creating and distributing materials in print, social media, posters, banners
- Participating in local visitor and destination guides; partnering with local hotel concierges (when travel resumes post COVID)
- Maintaining the website and email databases to ensure promotion and ease of use for public and businesses.
- Working in tandem with the Chamber of Commerce and their various advertising and marketing mechanisms, such as the Chamber Map and Destination Guide as well as seek their continued support in marketing and promotion of Downtown businesses.

**Achievement:** Ongoing effort.

## **F. Promotions & Special Events**

**Goal:** The BID believes the Holiday Open House has been a tremendous success in bringing together the community and our Downtown Businesses. The BID directs the DBPA to consider adding an additional event this year.

**Achievement:** DBPA partnered with MBPD to co-host a Car Show to raise funds for the Police K-9 unit. The event was considered a great success for both the Police and for businesses and we were excited to plan another event this year, prior to COVID.

**Goal:**

- Sponsor (3) annual “Sidewalk Sales” to promote Downtown merchants
- Operate Sunset Beach Party at the AVP/MB Open with a portion of proceeds being donated to the Roundhouse Aquarium educational programs
- Conduct weekly Farmers Market and monthly Chef demos, business promotion booths
- 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

**Achievement:** Successful events held for previous year, and ongoing annual effort.

## **G. Professional Management & Communications**

**Goal:** The DBPA is directed to continue to meet with and provide regular, professional and effective communications with the MB Residents’ Association, various City employees, Department Directors, MBPD/MBFD, City Council, DBPA membership and the BID Board.

**Achievement:** Ongoing effort.

**Goal:** The DBPA is directed to continue to provide affordable resources to businesses within the BID to assist with government mandated training or HR related issues through private vendors or coordination with the Chamber of Commerce, as well keep members apprised of important issues affecting their businesses.

**Achievement:** Ongoing effort.

**Goal:** The DBPA is directed to maintain professional management to ensure this cohesive Business Improvement and Activity Plan is implemented and continued maintain professional management to ensure this BID Activity Plan is implemented and that new businesses in the District are welcome and their participation is invited to ensure an economically thriving Downtown.

**Achievement:** Ongoing effort.

## ACTIVITY PLAN 2020-2021

### A. Work with City on COVID Relief Measures to Assist Businesses

**Goal:** DBPA is directed to meet with the City's Finance Committee to discuss Business License Tax calculations and adjustments.

**Goal:** For the 2020-2021 Plan year, the BID Board will meet quarterly (July, October, January, April) to continually adjust and amend the Plan based on COVID developments and will communicate such changes to the DBPA and City.

**Goal:** DBPA is directed to support and promote outdoor dining as long as possible, not only as a substitute for indoor seating, but also as a means to regain losses suffered by months of closure.

**Goal:** DBPA is directed to work with City Staff/Council Subcommittee to:

- Identify potential new traffic/parking strategies to most effectively utilize streets and parking for outdoor dining and retail use.
- Eliminate rental costs for parking spaces to allow all businesses the opportunity to expand outdoors.
- Determine cooperative initiatives to drive business to the BID.
- Immediately allow all applicants the ability to use adjacent walk streets for commercial use.
- Explore remote parking and shuttle options for beach or employee parking (including City employees).
- Brainstorm opportunities for businesses to operate outdoors in public spaces, such as hair and nail salons, fitness studios or other services.
- Regularly brainstorm, create and implement ideas that will support and maintain a healthy business community in response to COVID.
- Allow flexibility in operational hours when and where it makes sense.
- Collaborate to identify activities or entertainment (as allowed) that would enhance the Downtown environment.

**Goal:** DBPA is directed to collaborate with City resources and the Chamber of Commerce to create a coordinated Shop Local campaign. This should include the need for locals to spend locally but also to promote the level of service provided by local businesses as well as the enhanced benefits of shopping and dining in our vibrant community.

## **B. Downtown Manhattan Beach Lighting and Beautification**

**Goal:** DBPA is directed to increase ambiance Downtown with new lighting. Coordinate with Public Works to install first set of LED string lights (already purchased) in one tree and request feedback from the BID and the community. Based on feedback, work with City to install lights in approximately 40 trees in the BID at a cost up to \$20,000.

**Goal:** Coordinate with Public Works to install plants in high visibility planters throughout the BID, according to our designs at a cost of up to \$20,000.

## **C. Parking and Transportation Strategies**

**Goal:** DBPA is directed to ensure earliest possible implementation of smart parking technology in Metlox parking lot.

**Goal:** DBPA is directed to partner with Public Works and the Traffic Engineer to create dedicated Rideshare and Taxi Loading Zones.

**Goal:** The DBPA is directed to continue to explore hotel/concierge relationships and potential ride share options, partnering with the MB Chamber of Commerce and City where applicable.

**Goal:** The DBPA is directed to continue to work with the City to explore options similar to the Downtowner EV shuttles.

**Goal:** The DBPA is directed to continue red-bagging parking meters during the 2020 Holiday Season.

**Goal:** The DBPA is directed to continue to explore opportunities to provide event/employee/beach event shuttle (with parking located outside of Downtown) and/or ride share codes to attendees and staff

## **D. Support Weekly Manhattan Beach Certified Farmers' Market**

**Goal:** The DBPA is directed to continue to work with the City's Environmental Sustainability department and Waste Management to further "green" the market and ensure all vendors are in compliance with local environmental ordinances.

**Goal:** The DBPA is directed to continue to increase revenue of the market while ensuring all LA County COVID safety measures are maintained.

**Goal:** The DBPA is directed to continue to cross promote businesses and farmers market to increase pedestrian traffic for both.



## **E. Community Marketing Partners**

**Goal:** Beginning in 2020-2021, the DBPA will create marketing partnerships with local organizations that are mutually beneficial, instead of providing cash donations. Some examples of marketing partnerships we have pursued are MBEF, Growing Great and the Roundhouse Aquarium.

## **F. Marketing & Advertising**

**Goal:** The DBPA is directed to continue with marketing programs that benefits all businesses in the BID, including:

- Create and distribute materials in print, social media, posters, banners
- Visitor and destination guides; hotel concierges (when travel resumes post COVID)
- Maintain the website and email databases to ensure promotion and ease of use for public and businesses.
- Maintain social media presence and increase number of social media followers, as of 7/15/20: Instagram – 15.5K; Twitter – 2,750; Facebook – 6,211
- Work in tandem with the Chamber of Commerce and their various advertising and marketing mechanisms, such as the Chamber Map and Destination Guide as well as seek their con

## **G. Promotions & Special Events**

**Goal:** The DBPA is directed to successfully promote and execute any Special Events that would make sense and support businesses once COVID restrictions are lifted.

## **H. Professional Management & Communications**

**Goal:** The DBPA is directed to continue to meet with and provide regular, professional and effective communications with the MB Residents' Association, various City employees, Department Directors, MBPD/MBFD, City Council, DBPA membership and the BID Board.

**Goal:** The DBPA is directed to continue to provide affordable resources to businesses within the BID to assist with government mandated training or HR related issues through private vendors or coordination with the Chamber of Commerce, as well keep members apprised of important issues affecting their businesses.

**Goal:** The DBPA is directed to maintain professional management to ensure this cohesive Business Improvement and Activity Plan is implemented, that new businesses in the District are welcome and their participation is invited to ensure an economically thriving Downtown and that the BID Board is aware of larger concerns and opportunities such as parking and revenue streams.

## ACTIVITY PLAN BUDGET

### I. INCOME

#### 2020-2021 Operating Budget

**\$229,769** total income has been budgeted.

This fiscal year's operating budget breakdown of income for the Downtown Manhattan Beach BID is outlined below.

#### BID Contribution

**\$61,800** has been budgeted.

Unless changes are made at the July 31, 2020 Finance Committee meeting, 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 Event Income

**\$10,115** projected income for the Holiday 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.

#### Farmers Market Sales

**\$157,836** projected income in total sales (market sales, merchandise, additional vendors, Carrot Coins and other sources).

### II. FISCAL YEAR CAPITAL PLANS

**Net income for 2019-2020 was \$55,209 contributing to the total equity of \$212,883, of which approximately the following \$102,058 is allocated:**

- \$37,058 in BID reserves
- \$40,000 is allocated towards Beautification (lighting and plants)
- \$25,000 is appropriated for potential Parking and Transportation initiatives

### III. EXPENSES

#### 2020-2021 Operating Budget

\$229,769 is the Activity Plan budget

- **Professional Management & Administration (Rent, Supplies, Insurance, Accounting, Permits, Utilities, Security Patrol, etc.):**  
\$111,255 is provided which accounts for 48% of the budget
- **Farmers Market Operations:**  
\$82,340 is projected, comprising approximately 36% of the budget
- **Marketing, Advertising:**  
\$61,526 is projected, comprising 27% of the budget
- **Special Events:**  
\$14,408 is projected, comprising 6% of the budget (does not include advertising or marketing associated with events)
- **Budgeted Deficit:**  
\$-108,163 is budgeted due to reduced BID and Farmers Market Income. This can be offset by changing capital expenditures or drawing from retained earnings.

