

Agenda Date: 6/18/2019

TO:

Honorable Mayor and Members of the City Council

THROUGH:

Bruce Moe, City Manager

FROM:

Steve S. Charelian, Finance Director

Cynthia Mickschl, Acting Revenue Services Manager

SUBJECT:

Conduct Public Hearing Adopting Resolution Nos. 19-0051 and 19-0052 Regarding Renewal of Downtown Business Improvement District (BID) for Fiscal Year 2019-2020 Including Authorization to Collect Assessments; Ratification of the District Advisory Board; Authorization to Enter Into an Agreement with the Downtown Manhattan Beach Business and Professional Association; and Authorization to Disburse Fiscal Year 2018-2019 Assessments Collected (Finance Director Charelian).

- a) **CONDUCT PUBLIC HEARING**
 - b) **ADOPT RESOLUTION NOS. 19-0051 AND 19-0052**
 - c) **RATIFY BOARD**
-

RECOMMENDATION:

The Downtown Business Improvement District Advisory Board and City staff recommend that the City Council: a) conduct a public hearing; b) adopt Resolution No. 19-0051 authorizing the collection of assessments; c) ratify the nominees for the Fiscal Year (FY) 2019-2020 Downtown Business Improvement District (BID) Advisory Board; d) adopt Resolution No. 19-0052 authorizing the City Manager and BID Advisory Board Chairperson to enter into an agreement with the Downtown Manhattan Beach Business & Professional Association to provide services to the Business Improvement District; and e) authorize the disbursement of all assessments collected for FY 2018-2019 (approximately \$108,000).

FISCAL IMPLICATIONS:

The Downtown Business Improvement District is funded through an 80% surcharge on the annual business license tax, up to a maximum of \$600 per business. The BID surcharge is collected around April/May of any given year, and disbursed to the Downtown MB Business & Professional Association at the beginning of the next fiscal year in July.

The FY 2019-2020 proposed operating budget for the Downtown MB Business & Professional Association projects revenues of \$339,853 and expenses of \$340,273. Revenues for the Association is comprised of the Business Improvement District assessments, the Farmer's Market, and Downtown Business and Professional Association activities.

BACKGROUND:

In 1996, during the downtown strategic planning process, the creation of a new business improvement district area was identified as a desired project. At that time, there was an existing Business Improvement District in place, pursuant to the Parking and Business Improvement Area Law of 1965, that could use its funds only for "the acquisition and construction of additional parking facilities" per Ordinance No. 1173.

There was a desire on the part of the downtown business owners to create a more flexible Business Improvement District so that the funds could be used for additional purposes as defined by the business owners. Therefore, downtown businesses requested that the City assist with the creation of a new Business Improvement District pursuant to the Parking and Business Improvement Area Law of 1989 (Streets and Highways Code Section 36500). In October 1998, the City Council adopted Ordinance No. 1989 which created a Business Improvement District under this law.

DISCUSSION:

The Downtown Business Improvement District and the associated assessments used to fund the activities of the Business Improvement District must be renewed annually. As required by law, the City Council adopted a resolution at its May 7, 2019 meeting that set June 18, 2019 as the public hearing date to hear testimony regarding the proposed assessment. The public hearing has been properly noticed in accordance with State law. The resolution of intention was circulated to all downtown businesses and was published in The Beach Reporter. If adopted by the City Council, the resolution will become effective immediately and will set the assessment of an 80% surcharge on the business license tax, up to a maximum of \$600, for downtown businesses.

A necessary requirement of the Business Improvement District is the establishment of an Advisory Board. Attached is a list of the FY 2019-2020 elected Advisory Board. State law requires that the City Council ratify the Advisory Board.

A primary role of the Business Improvement District Advisory Board is to review and approve the operating plan for the District. The attached plan contains all information relative to projected revenues and expenses, and it also outlines the services and programs to be funded by the Business Improvement District. This year, the operating plan identifies the following programs for FY 2019-2020:

1. Parking, Transportation, & Community Programs
2. Marketing & Advertising
3. Promotions & Special Events
4. Professional Management & Communications

The District contracts with the Downtown Manhattan Beach Business & Professional Association (DMBBPA) to provide these services and implement the various programs identified in the operating plan. This relationship has been successful with such programs as the Farmers Market, Holiday Open House, advertising campaigns (newspapers, banners and television ads), and sidewalk sales. The DMBBPA has retained the services of an Executive Director, Jill Lamkin, to provide management support.

It is recommended that the City Council authorize the City Manager and the Chairperson of the Advisory Board (Mike Zislis) to enter into an agreement (Attachment) with the DMBBPA to provide the services to the District for FY 2019-2020.

If the City Council performs the following actions tonight, the Business Improvement District and associated assessments will remain in place for FY 2019-2020:

1. Conduct a public hearing
2. Adopt Resolution 19-0051 authorizing the collection of assessments;
3. Ratify the FY 2019-2020 Business Improvement District Advisory Board;
4. Adopt Resolution No.19-0052 authorizing the City Manager and Chairperson of the Business Improvement District Advisory Board (Mike Zislis) to enter into an agreement with the Downtown Manhattan Beach Business & Professional Association to provide the services and implement the programs identified in the Downtown Manhattan Beach Business Improvement District Business Improvement & Activity Plan - April 2019
5. Authorize the disbursement of funds collected for the Business Improvement District for FY 2018-2019 (approximately \$108,000).

PUBLIC OUTREACH:

This public hearing has been properly noticed in accordance with State law. The resolution of intention was circulated to all downtown businesses and was published in The Beach Reporter.

ENVIRONMENTAL REVIEW:

This Resolution is exempt from the requirements of the California Environmental Quality Act (CEQA) pursuant to CEQA guidelines Section 15061(3) in that it has not potential for causing a significant impact to the environment.

LEGAL REVIEW:

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

ATTACHMENTS:

1. Resolution No. 19-0051
2. Resolution No. 19-0052
3. Agreement - DMBBPA (2019-2020)
4. BID Advisory Board Member Nominees (FY 2019-2020)
5. Business Improvement & Activity Plan (April 2019)

RESOLUTION NO. 19-0051

A RESOLUTION OF THE MANHATTAN BEACH CITY COUNCIL
OVERRULING PROTESTS AND PROVIDING FOR THE ANNUAL LEVY
AND COLLECTION OF ASSESSMENTS FOR THE EXISTING
DOWNTOWN MANHATTAN BEACH BUSINESS IMPROVEMENT
DISTRICT, PURSUANT TO CALIFORNIA STREETS AND HIGHWAYS
CODE SECTION 36500 ET. SEQ. (THE PARKING & BUSINESS
IMPROVEMENT LAW OF 1989)

THE MANHATTAN BEACH CITY COUNCIL RESOLVES AS FOLLOWS:

SECTION 1. The City Council hereby makes the following findings:

A. The City Council has previously formed a Property & Business Improvement District pursuant to the provisions of Section 36500 *et seq.* of the California Streets and Highways Code, the Parking & Business Improvement Law of 1989 (the "Act"), for providing services to the businesses within the area designated as the Downtown Manhattan Beach Business Improvement District (hereinafter referred to as the "District").

B. May 7 2019, the City Council adopted Resolution 19-0042 declaring its intention to authorize the collection of assessments to provide services in accordance with the 2019 Downtown Manhattan Beach Property & Business Improvement District Plan for the period beginning July 1, 2019, and ending June 30, 2020 (the "Report"), with the services to be performed within the District. Resolution 19-0042 fixed the time and place for a hearing of any and all protests in relation to the proposed assessment for June 18, 2019.

C. Evidence has been received as to the publication and mailing of notice of the hearing in the time, form and manner required by law.

D. This Resolution is exempt from the requirements of the California Environmental Quality Act (CEQA) pursuant to CEQA guidelines Section 15061(3) in that it has no potential for causing a significant impact to the environment.

SECTION 2. Following notice duly given pursuant to law, the City Council has held a full and fair public hearing regarding the levy and collection of an assessment against businesses within the District for Fiscal Year 2019-2020. At the public hearing, the testimony of all interested persons regarding the levy of an assessment against businesses within the District for Fiscal Year 2019-2020 was heard and considered. The City Council hereby determines that there was no majority protest within the meaning of the Act.

SECTION 3. Based upon its review of the Report, a copy of which has been presented to the City Council and which has been filed with the City Clerk, and other reports and information presented to the City, the City Council hereby finds and determines that (i) the businesses within the District will be benefitted by the expenditure of funds raised by the assessment, (ii) the District includes all of the

businesses so benefitted and that all other businesses located outside of the District will not be charged or assessed as they will derive only, at most, an indirect benefit from the program activities, and (iii) the net amount of the assessment levied within the District for the 2019-2020 Fiscal Year in accordance with the Report is apportioned by a formula and method which fairly distributes the net amount in proportion to the estimated benefits to be received by each such business.

SECTION 4. The City Council hereby confirms the Report as filed.

SECTION 5. The adoption of this Resolution constitutes the levy of an assessment for Fiscal Year 2019-2020.

SECTION 6. This Resolution shall take effect immediately upon adoption.

SECTION 7. The City Clerk shall certify to the passage and adoption of this Resolution.

ADOPTED this June 18, 2019

Ayes:
Noes:
Abstain:
Absent:

NANCY HERSMAN
Mayor

ATTEST:

LIZA TAMURA
City Clerk

RESOLUTION NO. 19-0052

A RESOLUTION OF THE MANHATTAN BEACH CITY COUNCIL APPROVING AN AGREEMENT BETWEEN THE CITY OF MANHATTAN BEACH AND THE DOWNTOWN MANHATTAN BEACH BUSINESS IMPROVEMENT DISTRICT AND THE DOWNTOWN MANHATTAN BEACH BUSINESS AND PROFESSIONAL ASSOCIATION

THE MANHATTAN BEACH CITY COUNCIL HEREBY RESOLVES AS FOLLOWS:

SECTION 1. The City Council hereby approves the Agreement between the City and the Downtown Manhattan Beach Business Improvement District and the Downtown Manhattan Beach Business and Professional Association dated July 1, 2019 through June 30, 2020.

SECTION 2. The Council hereby directs the City Manager to execute the Agreement on behalf of the City.

SECTION 3. The City Clerk shall certify to the passage and adoption of this resolution.

ADOPTED on June 18, 2019.

AYES:
NOES:
ABSENT:
ABSTAIN:

NANCY HERSMAN
Mayor

ATTEST:

LIZA TAMURA
City Clerk

AGREEMENT BETWEEN THE DOWNTOWN MANHATTAN BEACH
BUSINESS IMPROVEMENT DISTRICT, THE CITY OF MANHATTAN
BEACH, AND THE DOWNTOWN MANHATTAN BEACH BUSINESS &
PROFESSIONAL ASSOCIATION FOR PROFESSIONAL SERVICES

This agreement is entered into on this 18th day of June, 2019, by and between the Downtown Manhattan Beach Business Improvement District ("DISTRICT"), the City of Manhattan Beach ("CITY"), and the Downtown Manhattan Beach Business & Professional Association ("ASSOCIATION") (collectively, the "Parties").

RECITALS

- A. The City Council of the City of Manhattan Beach established a Business Improvement Area known as the Downtown Manhattan Beach Business Improvement District pursuant to Section 36500 et seq. of the California Streets and Highway Code ("Act"), by and through the adoption of Ordinance No. 1989 on October 6, 1998. That Ordinance authorized the levy of a special assessment to support improvements within the DISTRICT.
- B. On June 18, 2019, the City Council adopted Resolution No. 19-0051 overriding protests and providing for the collection of assessments within the DISTRICT for improvements and activities to be conducted during Fiscal Year 2019-2020.
- C. Pursuant to the Ordinance, assessments have been levied by the CITY upon the various businesses located within the DISTRICT.
- D. Said assessments are collected by the CITY and shall be used only for the benefit of the DISTRICT.
- E. The funds collected pursuant to the assessment shall be used to provide the services identified in the Downtown Manhattan Beach Business & Professional Association's "Business Improvement & Activity Plan April 2019 attached hereto as Attachment "1" and incorporated herein.

NOW, THEREFORE, in consideration of the recitals, mutual promises, covenants, representations and agreement set forth below, the Parties hereby promise, covenant, agree and represent as follows:

Section 1. TERM OF AGREEMENT

- 1.1 The term of this agreement shall be from July 1, 2019 through June 30, 2020.

Section 2. ASSOCIATION RESPONSIBILITIES.

- 2.1 The ASSOCIATION or an agent of the ASSOCIATION shall render professional services and shall cooperate with the DISTRICT to provide work program coordination consisting of program development and implementation, program administration, and financial reports.
- 2.2 The ASSOCIATION shall submit to the DISTRICT program plans and reports, including the following:

Proposed Program Report

A program plan detailing services to be provided and operational/program budgets for each fiscal year. The report shall be submitted 30 days prior to the end of each fiscal year outlining the plans, goals and budgets for the ensuing fiscal year. The report shall include all documentation as required by Section 36533 of the Act, as well as all other pertinent provisions of the Act.

Quarterly Reports

The ASSOCIATION shall provide the CITY with updated quarterly reports outlining revenue and expenditures for the quarter. These reports shall be submitted to, and reviewed by, the Chairperson of the Downtown Manhattan Beach Advisory Committee & the CITY.

End of Year Report

By July 31, 2019 the ASSOCIATION shall submit to the CITY a complete end-of-year report which includes the following:

- A) A full disclosure financial statement including supporting documentation of all expenditures covering the period from July 1, 2018 to June 30, 2019.
 - B) A statement by the President of the Downtown Manhattan Beach Business & Professional Association certifying that staff time expended and payment requested was for services performed in accordance with the provisions of this Agreement.
- 2.3 The ASSOCIATION shall administer the entire program in a prudent manner, within the parameters of the work program and budget approved by the City Council through the adoption of Resolution No. 19-0042, a Resolution of Intention, on May 7, 2019. The ASSOCIATION assumes full responsibility for contracting support services as required, and paying for all such direct out-of-pocket expenses as may be necessary for the timely completion of work. Obligations or expenditures for items not budgeted shall not be paid through assessments collected by the DISTRICT.
- 2.4 The Chairperson of the Downtown Manhattan Beach Business Improvement District Advisory Committee or his or her designee shall have the authority to make reasonable budget and program adjustments, not to exceed 15 percent of the total budget, between the program elements as necessary, and as limited by the total annual budget for the DISTRICT. Any budgetary changes in excess of 15 percent must be reviewed and

approved by the entirety of the Downtown Manhattan Beach Business Improvement District Advisory Committee.

For fiscal year 2019-2020 the program elements shall include:

- A. Parking, Transportation & Community Programs
 - B. Marketing & Advertising
 - C. Promotions & Special Events
 - D. Professional Management & Communications
- 2.5 The disbursement of funds to the ASSOCIATION does not constitute approval by the CITY for any individual project or program that requires City Council and/or Planning Commission approval, requires use of CITY property or requires appropriate permits/approval from the CITY or any other governmental agency.
- 2.6 The Advisory Board of the DISTRICT shall be responsible for preparation of a Resolution of Intent to continue the establishment of the Business Improvement District and the levying of assessments for the next fiscal year. The Advisory Board shall participate in the public hearing process and make any recommendations to modify boundaries, benefit zones, methodology and activities.

Section 3. CITY RESPONSIBILITIES.

- 3.1 The CITY shall be responsible for collection of assessments, for effecting the collection of delinquent assessments, and for authorizing the disbursement of funds collected by the CITY, on behalf of the DISTRICT, to the ASSOCIATION.
- 3.2 The CITY shall review the ASSOCIATION'S quarterly progress reports and end-of-year financial report.

Section 4. DISBURSEMENTS.

- 4.1 Upon the execution of this agreement, the DISTRICT shall disburse FY 2018-2019 Downtown Business Improvement District assessments to the ASSOCIATION, as approved by the City Council on June 18, 2019.

Section 5. NOTICES.

- 5.1 Notice to the parties shall, unless otherwise requested in writing, be sent to:

DISTRICT: Chair, Downtown Manhattan Beach Business Improvement District Advisory Committee
Attn: Mr. Mike Zislis
321 12th Street, Suite 112
Manhattan Beach, CA 90266

CITY: City of Manhattan Beach

Attn: Steve S. Charelian, Finance Director
1400 Highland Avenue
Manhattan Beach, CA 90266

With one copy to: City of Manhattan Beach
Attn: City Manager
1400 Highland Avenue
Manhattan Beach, CA 90266

ASSOCIATION: Downtown Manhattan Beach Business & Professional Assoc.
Attn: Jill Lamkin
PO Box 3298
Manhattan Beach, CA 90266

Section 6. CONFLICT OF INTEREST

6.1 For the duration of this agreement, the DISTRICT or its employees will not act as consultant or perform services of any kind for any person or entity in regard to the CITY without the prior written consent of the CITY.

Section 7. COST RECORDS.

7.1 In accordance with Generally Accepted Accounting Principles, the ASSOCIATION shall maintain full and complete records of services performed under this agreement. Such records shall be open to inspection by the DISTRICT at any time.

7.2 The records maintained by the ASSOCIATION shall include all receipts for expenditures incurred. The DISTRICT reserves the right to perform a contract compliance audit at least once annually. The DISTRICT shall pay the cost of such an audit. The ASSOCIATION agrees to keep all receipts and other supporting documents available for inspection for a period of two years.

Section 8. FINANCIAL POLICIES

8.1 To maintain fiduciary responsibility, the ASSOCIATION shall, at all times, comply with its established financial policies.

Section 9. EQUAL OPPORTUNITY PROGRAM

9.1 Nondiscrimination and Affirmative Action. The ASSOCIATION shall comply with the applicable nondiscrimination and affirmative action provisions of the laws of the United States of America, the State of California, and the City of Manhattan Beach. In performing this Agreement, the ASSOCIATION shall not discriminate in its employment practices against any employee or applicant for employment because of such person's race, religion, national origin, ancestry, sex, sexual orientation, age, physical handicap,

marital status or medical conditions. The ASSOCIATION shall also comply with all rules, regulations, and policies of the United States of America, the State of California and the City of Manhattan Beach, relating to nondiscrimination and affirmative action, including the filing of all forms required by said agencies. Any subcontract entered into by the ASSOCIATION relating to the agreement, to the extent allowed hereunder, shall be subject to the provisions of this paragraph.

Section 10. AMENDMENTS

10.1 The ASSOCIATION may periodically request a change in the scope of services of the contract to be performed hereunder. Such changes, which are mutually agreed upon by and between the DISTRICT and the ASSOCIATION, shall be incorporated in written amendments to this agreement. This agreement may not be amended except in writing by mutual agreement of both parties. A failure to object to a breach of this agreement shall not constitute an amendment thereof, and it shall not waive any future breach of the agreement.

Section 11. ASSIGNMENT

11.1 Neither this agreement, nor any portion thereof, shall be assigned by ASSOCIATION without prior written consent of DISTRICT.

Section 12. PRESERVATION OF AGREEMENT

12.1 Should any provisions of this Agreement be found invalid or unenforceable, the decision shall affect only the provision interpreted, and all remaining provisions shall remain enforceable.

Section 13. ENTIRE AGREEMENT

13.1 This agreement supersedes any and all other agreements, either oral or in writing, between the parties with respect to the subject matter herein. Each party to this agreement acknowledges that representations by any party not embodied herein, and any other agreements, statements or promises concerning the subject matter of this Agreement, not contained in this Agreement, shall not be valid and binding. Any modification of this Agreement will be effective only if it is in writing signed by all parties. Any issues with respect to the interpretation or construction of this Agreement are to be resolved without resorting to the presumption that ambiguities should be construed against the drafter.

Section 14. AUTHORIZATION TO EXECUTE AGREEMENT

14.1 The Chair of the Downtown Manhattan Beach Business Improvement District & the President of the Downtown Manhattan Beach Business & Professional Association declare that they are authorized to execute this agreement on behalf of the parties.

IN WITNESS WHEREOF, the Parties have executed this Agreement on the date first written above.

DISTRICT:



Chair, Downtown MB Business Improvement District

ASSOCIATION:



President, DMBBRA

CITY:

City Manager

ATTEST:

City Clerk

APPROVED AS TO FORM:



City Attorney

APPROVED BY FINANCE DEPARTMENT:



Finance Director

ATTACHMENT 1

BUSINESS IMPROVEMENT & ACTIVITY PLAN APRIL 2019



**DOWNTOWN MANHATTAN BEACH
BUSINESS IMPROVEMENT DISTRICT**

**Business Improvement & Activity Plan
April 2019**

*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:

- 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 GOALS ACHIEVED, ACTIVITY PLAN 2018-2019

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. Downtown Manhattan Beach Lighting and Beautification

- **Lighting** – The BID believes that the aesthetics and safety of the District will be greatly improved through installation of additional lighting. The BID has directed the DBPA to spend up to \$10,000 to obtain lighting design options specific to our Downtown BID, focusing on safety as well as beautification. The BID would like to see additional lighting installed on the Pier railings, under the Pier, as well as lighting underneath the pier to highlight the ocean.
- **Beautification** – The BID believes its members and visitors would be well served by enhancing landscaping, seating and walkway options throughout the District. The BID has directed the DBPA to spend up to \$10,000 to obtain design options for enhanced landscaping, seating options and specifying a new tile or substitute for walkways to replace the current mismatched, slippery Japanese tile in the District.
- **Recycling Bins in Lot 3** – The recycling bins in this area have been problematic for several years. They are not used, emptied, or maintained properly, resulting in an eyesore and public health nuisance with swarming flies, overflowing boxes and untenable odors. The BID will be sending a letter to the City to recommend an ordinance regarding breaking down boxes, with financial penalties for those who do not comply. Most boxes are traceable by mailing labels, making it easy to fine businesses who do not abide by the rules. Although these bins are in an alleyway, it is highly traveled due to visitors to Lot 3, as well as offices and two nearly adjacent store fronts, Right Tribe and Homie. It may be beneficial to enclose or screen the area to help prevent the eyesore.
- **Sidewalks**—The BID believes that sidewalk cleaning has been reduced and would like to see a more frequent schedule established.

The BID Board respectfully requests City Council consider and approve the following downtown lighting and beautification requests:

- Install lighting on the Pier railings and underneath the Pier to highlight our beautiful oceanfront
- Establish an ordinance to financially enforce breaking down boxes for recycling bins to prevent unnecessary overflow
- Address the eyesore of recycling bins in Lot 3 through screening or other method of keeping these bins out of public view
- Establish a more frequent sidewalk steam cleaning schedule

B. Parking and Transportation Strategies

BID proposed parking and transportation solutions are to benefit employees, visitors and consumers. The Downtown BID, through the DBPA, will continue exploring alternative solutions to attract, transport and park customers and employees to/in Downtown Manhattan Beach.

- Valet - Due to rising operational costs and lack of vendor interest, the downtown valet is no longer considered financially viable and the BID recommends suspending the program indefinitely. The City should note that parking meters previously utilized for valet parking are still not allowing payment during what were valet hours and should be updated to accept payment. The signs on these meters should also be updated so they no longer indicate they are reserved for valet parking.
- Metlox - The BID Board will submit a letter to the PPIC indicating that we would like to request the final implementation of the Smart Parking technology 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.
- Rideshare and Taxi Loading Zones – The BID Advisory Board encourages the City to explore and subsequently approve dedicated ride share 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. This creates both a safety issue and traffic problems within the BID. Vehicular and pedestrian safety would be greatly enhanced by implementing specific loading zones for all ride sharing services.
- LAX Corridor Transportation to Downtown BID – The valuable Ocean Express service ended in October 2017. The DBPA continues to fund a line item for a transportation model to bring travelers from the LAX corridor to the BID area. 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.
- The Downtowner EV shuttles – No replacement program has been identified by the City of Manhattan Beach, leaving parking availability, mobility within the BID, and access to the beach compromised. The BID encourages the DBPA and the City to continue to explore similar options and vendors.

The BID Board respectfully requests City Council consider and approve the following parking and transportation requests.

- 4 weeks of red-bagging the meters during the 2019 Holiday Season
- Prohibit all City and Athens vehicles that park in Metlox, Lot 1, 2, 3, or 6 on a daily basis
- Prohibit City MB employee parking in Metlox, Lot 1, 2, 3 or 6
- Change the lower level of Metlox parking to merchant parking only
- Extend the closing time of the lower pier lots to midnight on Friday and Saturday nights
- Prohibit event staff or VIP reserved parking at metered spots in Downtown, during marquee events
- Require marquee events to provide an event shuttle (with parking located outside of Downtown) and/or ride share codes to attendees and staff
- 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
- Install a traffic light or flashing light crosswalk at Manhattan Beach Boulevard & Morningside Drive. This highly traveled intersection is dangerous for pedestrians.
- Allow immediate Permit Parking access to the approximately 75 parking spaces previously allocated to dealer.com in Lot 1
- Identify and approve dedicated ride share loading zones
- Complete implementation of smart parking technology in Metlox parking garage

C. Support weekly Manhattan Beach Certified Farmers' Market

- Continue to support the City MB's Employee Wellness program through carrot coins to be used at the Farmers Market
- Continue to work with the City's Environmental Sustainability department and Waste Management to further "green" the market
- Ensuring all vendors comply with City environmental standards including providing no polystyrene containers or handled plastic bags, and utilize only paper straws and compostable or bamboo utensils
- Working on further initiatives to greatly reduce plastic produce bags, provide mesh produce bags for sale at minimal cost, and increasing use of compostable serving containers for hot food vendors

D. Community Programs

- 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 other identified local philanthropies with cash or in-kind donations when appropriate
- 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
- 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

E. Marketing & Advertising

- 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
- Continue to promote the downtown as a unique destination for visitors with quaint shops, dining & services
- Utilize more social media advertising
- Cultivate and utilize an email database for direct marketing and communication and newsletters
- More effectively promote our Farmers Market
- Update graphics and collaterals related to last year's rebranding efforts
- Keep visitor guides fresh to reflect the tenant changes
- Continue to cultivate the Concierge and hotel relationships in the area
- Work in tandem with the Chamber of Commerce and their various advertising and marketing mechanisms, such as the Chamber Map and Destination Guide
- 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
- Continue to negotiate and make available cooperative advertising opportunities.

F. Promotions & Special Events

- Holiday Open House Type Events—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. Sponsor (3) annual “Sidewalk Sales” to promote Downtown merchants
- Participate in Family Movie Nights with Parks & Recreation Department
- 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
- 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

G. Professional Management & Communications

- 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
- 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
- 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
- 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
- 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

III. EXPENSES

2019-2020 Operating Budget

The operating budget breakdowns of expenses for the Downtown Manhattan Beach BID and Farmers Market sales are provided below. The improvement and activity plan budget is projected at approximately \$340,000.00

- **Professional Management & Administration (Rent, Supplies, Insurance, Permits, Utilities, etc.):**
\$112,000 is provided which accounts for 33% of the budget
- **City Services:**
\$30,000 is projected, comprising approximately 9% of the budget
- **Community Programs:**
\$101,000 is projected, comprising approximately 30% of the budget
\$75,000 is estimated for the operation of the Farmers Market
\$26,000 is estimated in community donations and sponsorships
- **Marketing, Advertising:**
\$55,000 is available, which comprises 16% of the budget
- **Parking/Transportation:**
\$28,000 is allocated, which comprises 8% of the budget
- **Special Events:**
\$13,000 is allocated, comprising 4% of the budget (does not include advertising or marketing associated with the events)

	TOTAL			
	APR 2018 - MAR 2019	APR 2017 - MAR 2018 (PY)	CHANGE	% CHANGE
Postage (566)	256.70	289.60	-32.90	-11.36 %
Rent	10,325.00	10,900.00	-575.00	-5.28 %
Stationery & Printing (508)		196.21	-196.21	-100.00 %
Supplies (506)	1,008.68	420.86	587.82	139.67 %
Technical Support	699.00		699.00	
Telephone	6,458.10	3,903.86	2,554.24	65.43 %
Total ADMINISTRATION	102,067.21	104,976.14	-2,908.93	-2.77 %
ADVERTISING PROGRAMS				
Advertising and Promotion		320.00	-320.00	-100.00 %
DOWNTOWNER		10,425.00	-10,425.00	-100.00 %
Total ADVERTISING PROGRAMS		10,745.00	-10,745.00	-100.00 %
City Services				
Banner Permits	1,646.00	1,848.00	-202.00	-10.93 %
Holiday Decorations	8,200.00	5,400.00	2,800.00	51.85 %
Total City Services	9,846.00	7,248.00	2,598.00	35.84 %
COMMUNITY PROGRAMS				
Donations (520)		100.00	-100.00	-100.00 %
Coordinating Council	500.00	500.00	0.00	0.00 %
FOLA (520)		180.00	-180.00	-100.00 %
Grad Nite	250.00	250.00	0.00	0.00 %
Grades Of Green	5,422.00	4,727.00	695.00	14.70 %
Growing Great	5,422.00	4,727.00	695.00	14.70 %
Holiday (556)	1,575.00	1,000.00	575.00	57.50 %
MBEF	5,422.00	4,727.00	695.00	14.70 %
MBLL Sponsorship	350.00	350.00	0.00	0.00 %
MBX	800.00	800.00	0.00	0.00 %
Rotary	100.00		100.00	
Roundhouse Donation (536)	5,000.00	4,000.00	1,000.00	25.00 %
Total Donations (520)	24,841.00	21,361.00	3,480.00	18.29 %
FARMERS MARKET EXPENSES				
FM Advertising/Promotions	395.00	1,618.45	-1,223.45	-75.59 %
Concept/Design	1,058.25	2,264.75	-1,206.50	-53.27 %
Flyers & Signage	417.52	495.00	-77.48	-15.65 %
Print Ads	2,058.00	4,064.00	-2,006.00	-49.36 %
Total FM Advertising/Promotions	3,928.77	8,442.20	-4,513.43	-53.46 %
FM Merchandise	3,061.38	2,117.75	943.63	44.56 %
Sales Tax for Baskets	152.33	280.00	-127.67	-45.60 %
Total FM Merchandise	3,213.71	2,397.75	815.96	34.03 %
FM Operations				
Comps, Gifts & Dinners	1,197.06	897.09	299.97	33.44 %
Equipment & Supplies	1,715.61	1,229.74	485.87	39.51 %
Parking		180.00	-180.00	-100.00 %
Permits & Licenses	6,457.00	4,829.00	1,628.00	33.71 %
Programs - FM		250.00	-250.00	-100.00 %
Setup	16,450.00	17,120.00	-670.00	-3.91 %
Vendor Promotions		85.00	-85.00	-100.00 %
Total FM Operations	25,819.67	24,590.83	1,228.84	5.00 %

	TOTAL			
	APR 2018 - MAR 2019	APR 2017 - MAR 2018 (PY)	CHANGE	% CHANGE
Labor				
Manager	34,183.98	30,000.14	4,183.84	13.95 %
Total Labor	34,183.98	30,000.14	4,183.84	13.95 %
Total FARMERS MARKET EXPENSES	67,146.13	65,430.92	1,715.21	2.62 %
Total COMMUNITY PROGRAMS	91,987.13	88,791.92	5,195.21	5.99 %
EMPLOYEE HEALTH EXPENSES				
Company Contributions				
Health Insurance		5,500.00	-5,500.00	-100.00 %
Total Company Contributions		5,500.00	-5,500.00	-100.00 %
Total EMPLOYEE HEALTH EXPENSES		5,500.00	-5,500.00	-100.00 %
EVENTS				
April Sidewalk Sale (550)		2,855.27	-2,855.27	-100.00 %
August Sidewalk Sale (553)		1,054.95	-1,054.95	-100.00 %
Halloween	310.68	173.00	137.68	79.58 %
Holiday Open House (558)	6,678.90	8,204.03	-1,525.13	-18.59 %
January Sidewalk Sale (534.1)		2,511.63	-2,511.63	-100.00 %
Sunset Beach Party	4,964.15	7,775.64	-2,811.49	-36.16 %
Total EVENTS	11,953.73	22,574.52	-10,620.79	-47.05 %
MARKETING & ADVERTISING				
Banners	6,857.64		6,857.64	
Collateral	681.92		681.92	
Directory	750.00		750.00	
Total Collateral	1,431.92		1,431.92	
Concept & Design	13,948.00	20,963.47	-7,015.47	-33.47 %
December Advertising		4,992.00	-4,992.00	-100.00 %
Holiday Open House Advertising		134.50	-134.50	-100.00 %
Holiday Open House Design/Marketing		354.11	-354.11	-100.00 %
Map\Directory (572)		1,950.00	-1,950.00	-100.00 %
Metlox (584)		500.00	-500.00	-100.00 %
Print Advertising		3,050.00	-3,050.00	-100.00 %
Beach Reporter	4,680.00		4,680.00	
Chamber of Commerce	1,995.00	450.00	1,545.00	343.33 %
Chamber Brochure + Directory		2,085.00	-2,085.00	-100.00 %
Total Chamber of Commerce	1,995.00	2,535.00	-540.00	-21.30 %
Concierge Program (537)	525.00	141.91	383.09	269.95 %
Easy Reader	4,270.00		4,270.00	
Total Print Advertising	11,470.00	5,728.91	5,743.09	100.28 %
Small Business Saturday		792.00	-792.00	-100.00 %
Social Media	1,352.94		1,352.94	
Email Marketing	984.00	739.50	244.50	33.06 %
Total Social Media	2,336.94	739.50	1,597.44	216.02 %
Website	8,382.43	2,794.47	5,587.96	199.96 %
Total MARKETING & ADVERTISING	44,426.93	38,946.96	5,479.97	14.07 %
MEMBER SERVICES	1,974.40	750.00	1,224.40	163.25 %
Member Mixers		1,000.00	-1,000.00	-100.00 %
Total MEMBER SERVICES	1,974.40	1,750.00	224.40	12.82 %

	TOTAL		CHANGE	% CHANGE
	APR 2018 - MAR 2019	APR 2017 - MAR 2018 (PY)		
PAYROLL EXPENSES				
Company Contributions				
Health Insurance		0.00	0.00	
Total Company Contributions		0.00	0.00	
Total PAYROLL EXPENSES		0.00	0.00	
Reimbursements	4,750.00	1,000.00	3,750.00	375.00 %
STATE Tax filing fee		10.00	-10.00	-100.00 %
Total Expenses	\$267,005.40	\$279,542.54	\$ -12,537.14	-4.48 %
NET OPERATING INCOME	\$63,418.89	\$9,985.50	\$53,433.39	535.11 %
NET INCOME	\$63,418.89	\$9,985.50	\$53,433.39	535.11 %

Downtown MB Business & Professional Association

BUDGET OVERVIEW: 2019-20 PROPOSED DBPA BUDGET - FY20 P&L

April 2019 - March 2020

	TOTAL
Income	
ADMIN INCOME	
Revenue-BID Contribution (305)	109,193.80
Revenue-Interest Income (398)	16.59
Total ADMIN INCOME	109,210.39
EVENT INCOME	
Holiday Open House Participation Fees	12,000.00
Sunset Beach Party	25,000.00
Total EVENT INCOME	37,000.00
FARMERS MARKET SALES	
Carrot Coins	2,650.00
EBT	266.00
Exhibitor Fees	200.00
Merchandise	1,676.00
Trackless Train	4,200.00
Total FARMERS MARKET SALES	193,642.90
Total Income	\$339,853.29
GROSS PROFIT	\$339,853.29
Expenses	
ADMINISTRATION	
Accounting Fees (505)	1,186.50
Bank Charges (513)	189.19
Computer Equipment	1,500.00
Dues (514)	1,630.00
Gifts	1,200.00
Insurance Premiums (517)	4,429.33
Licenses & Permits	1,433.21
Meeting Costs (516)	2,602.65
Miscellaneous	750.00
Office/Furniture	1,000.00
Parking	320.00
Payroll Expenses	70,000.08
Payroll Intuit	517.36
Payroll Tax Expense	7,595.04
Postage (566)	256.70
Rent	9,300.00
Supplies (506)	1,008.68
Technical Support	819.00
Telephone	6,265.10
Total ADMINISTRATION	112,002.84
City Services	
Banner Permits	1,646.00
Holiday Decorations	8,200.00

	TOTAL
Lighting/Beautification	20,000.00
Total City Services	29,846.00
COMMUNITY PROGRAMS	
Donations (520)	
Coordinating Council	500.00
Grad Nite	250.00
Grades Of Green	5,693.10
Growing Great	5,693.10
Holiday (556)	1,475.00
MBEF	5,693.10
MBLL Sponsorship	350.00
MBX	800.00
Rotary	100.00
Roundhouse Donation (536)	5,000.00
Total Donations (520)	25,554.30
FARMERS MARKET EXPENSES	
FM Advertising/Promotions	
Concept/Design	1,058.25
Flyers & Signage	417.52
Print Ads	2,058.00
Total FM Advertising/Promotions	5,928.77
FM Merchandise	
Sales Tax for Baskets	152.33
Total FM Merchandise	4,552.33
FM Operations	
Comps, Gifts & Dinners	2,400.00
Equipment & Supplies	1,715.61
Permits & Licenses	6,557.00
Setup	16,450.00
Total FM Operations	27,122.61
Labor	
Manager	37,675.00
Total Labor	37,675.00
Total FARMERS MARKET EXPENSES	75,278.71
Total COMMUNITY PROGRAMS	100,833.01
EVENTS	
Halloween	500.00
Holiday Open House (558)	7,076.00
Sunset Beach Party	4,964.15
Total EVENTS	12,540.15
MARKETING & ADVERTISING	
Banners	5,107.64
Collateral	681.92
Directory	750.00
Total Collateral	1,431.92
Concept & Design	31,200.00
Print Advertising	
Beach Reporter	4,680.00

Downtown MB Business & Professional Association

BALANCE SHEET

As of April 17, 2019

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
DBPA Checking (107)	60,701.94
FM DBPA Checking (108)	55,447.33
MM BID Savings (106)	35,682.66
Reserve DBPA Savings (110)	1,357.85
Total Bank Accounts	\$153,189.78
Other Current Assets	
Payroll Asset	0.00
Payroll Refunds	0.00
Suspense	0.00
Uncategorized Asset	0.00
Undeposited Funds	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$153,189.78
Fixed Assets	
Computer Equipment	5,391.21
Total Fixed Assets	\$5,391.21
TOTAL ASSETS	\$158,580.99
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Cleanstreet Payable	0.00
Direct Deposit Payable	0.00
Payroll Liabilities	3,144.05
Blue	0.00
CA PIT / SDI	-30.25
CA SUI / ETT	268.25
Federal Taxes (941/944)	-5.41
Federal Unemployment (940)	0.00
Health	0.00
Total Payroll Liabilities	3,376.64
Total Other Current Liabilities	\$3,376.64
Total Current Liabilities	\$3,376.64
Long-Term Liabilities	
Liability-DT\$ (205)	0.00
Total Long-Term Liabilities	\$0.00
Total Liabilities	\$3,376.64
Equity	
Opening Bal Equity	0.00

	TOTAL
Retained Earnings	157,811.40
Net Income	-2,607.05
Total Equity	\$155,204.35
TOTAL LIABILITIES AND EQUITY	\$158,580.99



Business Improvement District
DOWNTOWN MANHATTAN BEACH
BID BOARD ROSTER
2019-2020

Michael Zisliis-President

Ron Koch-Past President

Kevin Barry

Julie Berber

Maureen McBride

Dana McFarland

Chandra Shaw

John Altamura

Ric Arrigoni



**DOWNTOWN MANHATTAN BEACH
BUSINESS IMPROVEMENT DISTRICT**

Business Improvement & Activity Plan
April 2019

*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:

- 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 GOALS ACHIEVED, ACTIVITY PLAN 2018-2019

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. Downtown Manhattan Beach Lighting and Beautification

- Lighting – The BID believes that the aesthetics and safety of the District will be greatly improved through installation of additional lighting. The BID has directed the DBPA to spend up to \$10,000 to obtain lighting design options specific to our Downtown BID, focusing on safety as well as beautification. The BID would like to see additional lighting installed on the Pier railings, under the Pier, as well as lighting underneath the pier to highlight the ocean.
- Beautification – The BID believes its members and visitors would be well served by enhancing landscaping, seating and walkway options throughout the District. The BID has directed the DBPA to spend up to \$10,000 to obtain design options for enhanced landscaping, seating options and specifying a new tile or substitute for walkways to replace the current mismatched, slippery Japanese tile in the District.
- Recycling Bins in Lot 3 – The recycling bins in this area have been problematic for several years. They are not used, emptied, or maintained properly, resulting in an eyesore and public health nuisance with swarming flies, overflowing boxes and untenable odors. The BID will be sending a letter to the City to recommend an ordinance regarding breaking down boxes, with financial penalties for those who do not comply. Most boxes are traceable by mailing labels, making it easy to fine businesses who do not abide by the rules. Although these bins are in an alleyway, it is highly traveled due to visitors to Lot 3, as well as offices and two nearly adjacent store fronts, Right Tribe and Homie. It may be beneficial to enclose or screen the area to help prevent the eyesore.
- Sidewalks—The BID believes that sidewalk cleaning has been reduced and would like to see a more frequent schedule established.

The BID Board respectfully requests City Council consider and approve the following downtown lighting and beautification requests:

- Install lighting on the Pier railings and underneath the Pier to highlight our beautiful oceanfront
- Establish an ordinance to financially enforce breaking down boxes for recycling bins to prevent unnecessary overflow
- Address the eyesore of recycling bins in Lot 3 through screening or other method of keeping these bins out of public view
- Establish a more frequent sidewalk steam cleaning schedule

B. Parking and Transportation Strategies

BID proposed parking and transportation solutions are to benefit employees, visitors and consumers. The Downtown BID, through the DBPA, will continue exploring alternative solutions to attract, transport and park customers and employees to/in Downtown Manhattan Beach.

- Valet - Due to rising operational costs and lack of vendor interest, the downtown valet is no longer considered financially viable and the BID recommends suspending the program indefinitely. The City should note that parking meters previously utilized for valet parking are still not allowing payment during what were valet hours and should be updated to accept payment. The signs on these meters should also be updated so they no longer indicate they are reserved for valet parking.
- Metlox - The BID Board will submit a letter to the PPIC indicating that we would like to request the final implementation of the Smart Parking technology 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.
- Rideshare and Taxi Loading Zones – The BID Advisory Board encourages the City to explore and subsequently approve dedicated ride share 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. This creates both a safety issue and traffic problems within the BID. Vehicular and pedestrian safety would be greatly enhanced by implementing specific loading zones for all ride sharing services.
- LAX Corridor Transportation to Downtown BID – The valuable Ocean Express service ended in October 2017. The DBPA continues to fund a line item for a transportation model to bring travelers from the LAX corridor to the BID area. 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.
- The Downtowner EV shuttles – No replacement program has been identified by the City of Manhattan Beach, leaving parking availability, mobility within the BID, and access to the beach compromised. The BID encourages the DBPA and the City to continue to explore similar options and vendors.

The BID Board respectfully requests City Council consider and approve the following parking and transportation requests.

- 4 weeks of red-bagging the meters during the 2019 Holiday Season
- Prohibit all City and Athens vehicles that park in Metlox, Lot 1, 2, 3, or 6 on a daily basis
- Prohibit City MB employee parking in Metlox, Lot 1, 2, 3 or 6
- Change the lower level of Metlox parking to merchant parking only
- Extend the closing time of the lower pier lots to midnight on Friday and Saturday nights
- Prohibit event staff or VIP reserved parking at metered spots in Downtown, during marquee events
- Require marquee events to provide an event shuttle (with parking located outside of Downtown) and/or ride share codes to attendees and staff
- 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
- Install a traffic light or flashing light crosswalk at Manhattan Beach Boulevard & Morningside Drive. This highly traveled intersection is dangerous for pedestrians.
- Allow immediate Permit Parking access to the approximately 75 parking spaces previously allocated to dealer.com in Lot 1
- Identify and approve dedicated ride share loading zones
- Complete implementation of smart parking technology in Metlox parking garage

C. Support weekly Manhattan Beach Certified Farmers' Market

- Continue to support the City MB's Employee Wellness program through carrot coins to be used at the Farmers Market
- Continue to work with the City's Environmental Sustainability department and Waste Management to further "green" the market
- Ensuring all vendors comply with City environmental standards including providing no polystyrene containers or handled plastic bags, and utilize only paper straws and compostable or bamboo utensils
- Working on further initiatives to greatly reduce plastic produce bags, provide mesh produce bags for sale at minimal cost, and increasing use of compostable serving containers for hot food vendors

D. Community Programs

- 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 other identified local philanthropies with cash or in-kind donations when appropriate
- 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
- 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

E. Marketing & Advertising

- 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
- Continue to promote the downtown as a unique destination for visitors with quaint shops, dining & services
- Utilize more social media advertising
- Cultivate and utilize an email database for direct marketing and communication and newsletters
- More effectively promote our Farmers Market
- Update graphics and collaterals related to last year's rebranding efforts
- Keep visitor guides fresh to reflect the tenant changes
- Continue to cultivate the Concierge and hotel relationships in the area
- Work in tandem with the Chamber of Commerce and their various advertising and marketing mechanisms, such as the Chamber Map and Destination Guide
- 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
- Continue to negotiate and make available cooperative advertising opportunities.

F. Promotions & Special Events

- Holiday Open House Type Events—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. Sponsor (3) annual “Sidewalk Sales” to promote Downtown merchants
- Participate in Family Movie Nights with Parks & Recreation Department
- 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
- 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

G. Professional Management & Communications

- 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
- 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
- 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
- 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
- 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

III. EXPENSES

2019-2020 Operating Budget

The operating budget breakdowns of expenses for the Downtown Manhattan Beach BID and Farmers Market sales are provided below. The improvement and activity plan budget is projected at approximately \$340,000.00

- **Professional Management & Administration (Rent, Supplies, Insurance, Permits, Utilities, etc.):**
\$112,000 is provided which accounts for 33% of the budget
- **City Services:**
\$30,000 is projected, comprising approximately 9% of the budget
- **Community Programs:**
\$101,000 is projected, comprising approximately 30% of the budget
\$75,000 is estimated for the operation of the Farmers Market
\$26,000 is estimated in community donations and sponsorships
- **Marketing, Advertising:**
\$55,000 is available, which comprises 16% of the budget
- **Parking/Transportation:**
\$28,000 is allocated, which comprises 8% of the budget
- **Special Events:**
\$13,000 is allocated, comprising 4% of the budget (does not include advertising or marketing associated with the events)

	TOTAL			
	APR 2018 - MAR 2019	APR 2017 - MAR 2018 (PY)	CHANGE	% CHANGE
Postage (566)	256.70	289.60	-32.90	-11.36 %
Rent	10,325.00	10,900.00	-575.00	-5.28 %
Stationery & Printing (508)		196.21	-196.21	-100.00 %
Supplies (506)	1,008.68	420.86	587.82	139.67 %
Technical Support	699.00		699.00	
Telephone	6,458.10	3,903.86	2,554.24	65.43 %
Total ADMINISTRATION	102,067.21	104,976.14	-2,908.93	-2.77 %
ADVERTISING PROGRAMS				
Advertising and Promotion		320.00	-320.00	-100.00 %
DOWNTOWNER		10,425.00	-10,425.00	-100.00 %
Total ADVERTISING PROGRAMS		10,745.00	-10,745.00	-100.00 %
City Services				
Banner Permits	1,646.00	1,848.00	-202.00	-10.93 %
Holiday Decorations	8,200.00	5,400.00	2,800.00	51.85 %
Total City Services	9,846.00	7,248.00	2,598.00	35.84 %
COMMUNITY PROGRAMS				
Donations (520)		100.00	-100.00	-100.00 %
Coordinating Council	500.00	500.00	0.00	0.00 %
FOLA (520)		180.00	-180.00	-100.00 %
Grad Nite	250.00	250.00	0.00	0.00 %
Grades Of Green	5,422.00	4,727.00	695.00	14.70 %
Growing Great	5,422.00	4,727.00	695.00	14.70 %
Holiday (556)	1,575.00	1,000.00	575.00	57.50 %
MBEF	5,422.00	4,727.00	695.00	14.70 %
MBLL Sponsorship	350.00	350.00	0.00	0.00 %
MBX	800.00	800.00	0.00	0.00 %
Rotary	100.00		100.00	
Roundhouse Donation (536)	5,000.00	4,000.00	1,000.00	25.00 %
Total Donations (520)	24,841.00	21,361.00	3,480.00	16.29 %
FARMERS MARKET EXPENSES				
FM Advertising/Promotions	395.00	1,618.45	-1,223.45	-75.59 %
Concept/Design	1,058.25	2,264.75	-1,206.50	-53.27 %
Flyers & Signage	417.52	495.00	-77.48	-15.65 %
Print Ads	2,058.00	4,064.00	-2,006.00	-49.36 %
Total FM Advertising/Promotions	3,928.77	8,442.20	-4,513.43	-53.46 %
FM Merchandise	3,061.38	2,117.75	943.63	44.56 %
Sales Tax for Baskets	152.33	280.00	-127.67	-45.60 %
Total FM Merchandise	3,213.71	2,397.75	815.96	34.03 %
FM Operations				
Comps, Gifts & Dinners	1,197.06	897.09	299.97	33.44 %
Equipment & Supplies	1,715.61	1,229.74	485.87	39.51 %
Parking		180.00	-180.00	-100.00 %
Permits & Licenses	6,457.00	4,829.00	1,628.00	33.71 %
Programs - FM		250.00	-250.00	-100.00 %
Setup	16,450.00	17,120.00	-670.00	-3.91 %
Vendor Promotions		85.00	-85.00	-100.00 %
Total FM Operations	25,819.67	24,590.83	1,228.84	5.00 %

	TOTAL			
	APR 2018 - MAR 2019	APR 2017 - MAR 2018 (PY)	CHANGE	% CHANGE
Labor				
Manager	34,183.98	30,000.14	4,183.84	13.95 %
Total Labor	34,183.98	30,000.14	4,183.84	13.95 %
Total FARMERS MARKET EXPENSES	67,146.13	65,430.92	1,715.21	2.62 %
Total COMMUNITY PROGRAMS	91,987.13	86,791.92	5,195.21	5.99 %
EMPLOYEE HEALTH EXPENSES				
Company Contributions				
Health Insurance		5,500.00	-5,500.00	-100.00 %
Total Company Contributions		5,500.00	-5,500.00	-100.00 %
Total EMPLOYEE HEALTH EXPENSES		5,500.00	-5,500.00	-100.00 %
EVENTS				
April Sidewalk Sale (550)		2,855.27	-2,855.27	-100.00 %
August Sidewalk Sale (553)		1,054.95	-1,054.95	-100.00 %
Halloween	310.68	173.00	137.68	79.58 %
Holiday Open House (558)	6,678.90	8,204.03	-1,525.13	-18.59 %
January Sidewalk Sale (534.1)		2,511.63	-2,511.63	-100.00 %
Sunset Beach Party	4,964.15	7,775.64	-2,811.49	-36.16 %
Total EVENTS	11,953.73	22,574.52	-10,620.79	-47.05 %
MARKETING & ADVERTISING				
Banners	6,857.64		6,857.64	
Collateral	681.92		681.92	
Directory	750.00		750.00	
Total Collateral	1,431.92		1,431.92	
Concept & Design	13,948.00	20,963.47	-7,015.47	-33.47 %
December Advertising		4,992.00	-4,992.00	-100.00 %
Holiday Open House Advertising		134.50	-134.50	-100.00 %
Holiday Open House Design/Marketing		354.11	-354.11	-100.00 %
Map\Directory (572)		1,950.00	-1,950.00	-100.00 %
Metlox (584)		500.00	-500.00	-100.00 %
Print Advertising		3,050.00	-3,050.00	-100.00 %
Beach Reporter	4,680.00		4,680.00	
Chamber of Commerce	1,995.00	450.00	1,545.00	343.33 %
Chamber Brochure + Directory		2,085.00	-2,085.00	-100.00 %
Total Chamber of Commerce	1,995.00	2,535.00	-540.00	-21.30 %
Concierge Program (537)	525.00	141.91	383.09	269.95 %
Easy Reader	4,270.00		4,270.00	
Total Print Advertising	11,470.00	5,726.91	5,743.09	100.28 %
Small Business Saturday		792.00	-792.00	-100.00 %
Social Media	1,352.94		1,352.94	
Email Marketing	984.00	739.50	244.50	33.06 %
Total Social Media	2,336.94	739.50	1,597.44	216.02 %
Website	8,382.43	2,794.47	5,587.96	199.96 %
Total MARKETING & ADVERTISING	44,426.93	38,946.96	5,479.97	14.07 %
MEMBER SERVICES				
Member Mixers	1,974.40	750.00	1,224.40	163.25 %
		1,000.00	-1,000.00	-100.00 %
Total MEMBER SERVICES	1,974.40	1,750.00	224.40	12.82 %

	TOTAL			
	APR 2018 - MAR 2019	APR 2017 - MAR 2018 (PY)	CHANGE	% CHANGE
PAYROLL EXPENSES				
Company Contributions				
Health Insurance		0.00	0.00	
Total Company Contributions		0.00	0.00	
Total PAYROLL EXPENSES		0.00	0.00	
Reimbursements	4,750.00	1,000.00	3,750.00	375.00 %
STATE Tax filing fee		10.00	-10.00	-100.00 %
Total Expenses	\$267,005.40	\$279,542.54	\$ -12,537.14	-4.48 %
NET OPERATING INCOME	\$63,418.89	\$9,985.50	\$53,433.39	535.11 %
NET INCOME	\$63,418.89	\$9,985.50	\$53,433.39	535.11 %

Downtown MB Business & Professional Association

BUDGET OVERVIEW: 2019-20 PROPOSED DBPA BUDGET - FY20 P&L

April 2019 - March 2020

	TOTAL
Income	
ADMIN INCOME	
Revenue-BID Contribution (305)	109,193.80
Revenue-Interest Income (398)	16.59
Total ADMIN INCOME	109,210.39
EVENT INCOME	
Holiday Open House Participation Fees	12,000.00
Sunset Beach Party	25,000.00
Total EVENT INCOME	37,000.00
FARMERS MARKET SALES	
Carrot Coins	2,650.00
EBT	266.00
Exhibitor Fees	200.00
Merchandise	1,676.00
Trackless Train	4,200.00
Total FARMERS MARKET SALES	193,642.90
Total Income	\$339,853.29
GROSS PROFIT	\$339,853.29
Expenses	
ADMINISTRATION	
Accounting Fees (505)	1,186.50
Bank Charges (513)	189.19
Computer Equipment	1,500.00
Dues (514)	1,630.00
Gifts	1,200.00
Insurance Premiums (517)	4,429.33
Licenses & Permits	1,433.21
Meeting Costs (516)	2,602.65
Miscellaneous	750.00
Office/Furniture	1,000.00
Parking	320.00
Payroll Expenses	70,000.08
Payroll Intuit	517.36
Payroll Tax Expense	7,595.04
Postage (566)	256.70
Rent	9,300.00
Supplies (506)	1,008.68
Technical Support	819.00
Telephone	6,265.10
Total ADMINISTRATION	112,002.84
City Services	
Banner Permits	1,646.00
Holiday Decorations	8,200.00

	TOTAL
Lighting/Beautification	20,000.00
Total City Services	29,846.00
COMMUNITY PROGRAMS	
Donations (520)	
Coordinating Council	500.00
Grad Nite	250.00
Grades Of Green	5,693.10
Growing Great	5,693.10
Holiday (556)	1,475.00
MBEF	5,693.10
MBLL Sponsorship	350.00
MBX	800.00
Rotary	100.00
Roundhouse Donation (536)	5,000.00
Total Donations (520)	25,554.30
FARMERS MARKET EXPENSES	
FM Advertising/Promotions	
Concept/Design	1,058.25
Flyers & Signage	417.52
Print Ads	2,058.00
Total FM Advertising/Promotions	5,928.77
FM Merchandise	
Sales Tax for Baskets	152.33
Total FM Merchandise	4,552.33
FM Operations	
Comps, Gifts & Dinners	2,400.00
Equipment & Supplies	1,715.61
Permits & Licenses	6,557.00
Setup	16,450.00
Total FM Operations	27,122.61
Labor	
Manager	37,675.00
Total Labor	37,675.00
Total FARMERS MARKET EXPENSES	75,278.71
Total COMMUNITY PROGRAMS	100,833.01
EVENTS	
Halloween	500.00
Holiday Open House (558)	7,076.00
Sunset Beach Party	4,964.15
Total EVENTS	12,540.15
MARKETING & ADVERTISING	
Banners	5,107.64
Collateral	681.92
Directory	750.00
Total Collateral	1,431.92
Concept & Design	31,200.00
Print Advertising	
Beach Reporter	4,680.00

Downtown MB Business & Professional Association

BALANCE SHEET

As of April 17, 2019

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
DBPA Checking (107)	60,701.94
FM DBPA Checking (108)	55,447.33
MM BID Savings (106)	35,682.66
Reserve DBPA Savings (110)	1,357.85
Total Bank Accounts	\$153,189.78
Other Current Assets	
Payroll Asset	0.00
Payroll Refunds	0.00
Suspense	0.00
Uncategorized Asset	0.00
Undeposited Funds	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$153,189.78
Fixed Assets	
Computer Equipment	5,391.21
Total Fixed Assets	\$5,391.21
TOTAL ASSETS	\$158,580.99
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Cleanstreet Payable	0.00
Direct Deposit Payable	0.00
Payroll Liabilities	3,144.05
Blue	0.00
CA PIT / SDI	-30.25
CA SUI / ETT	268.25
Federal Taxes (941/944)	-5.41
Federal Unemployment (940)	0.00
Health	0.00
Total Payroll Liabilities	3,376.64
Total Other Current Liabilities	\$3,376.64
Total Current Liabilities	\$3,376.64
Long-Term Liabilities	
Liability-DT\$ (205)	0.00
Total Long-Term Liabilities	\$0.00
Total Liabilities	\$3,376.64
Equity	
Opening Bal Equity	0.00

	TOTAL
Retained Earnings	157,811.40
Net Income	-2,607.05
Total Equity	\$155,204.35
TOTAL LIABILITIES AND EQUITY	\$158,580.99