

Martha Alvarez, MMC

From: Mike Simms <mike@simmsrestaurants.com>
Sent: Tuesday, June 6, 2023 1:04 PM
To: List - City Council; David Archer; George Gabriel
Subject: [EXTERNAL] North MB BID Agenda Item
Attachments: Legislation Text.pdf

EXTERNAL EMAIL: Do not click links or open attachments unless you trust the sender and know the content is safe.

Hello Honorable Council,

I wanted to express my support as well as our boards support for the attached consent item, and the three expenditures within it.

We look forward to working with the Chamber to execute our initiatives.

Please let me know if you have any questions. I am sending this as I am unable to be present at the meeting tonight.

Regards,

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Legislation Text

File #: 23-0232, **Version:** 1

TO:

Honorable Mayor and Members of the City Council

THROUGH:

Bruce Moe, City Manager

FROM:

George Gabriel, Assistant to the City Manager

SUBJECT:

Consider Authorizing Expenditures and Appropriating Funds for Initiatives Approved by the North Manhattan Beach Business Improvement District Advisory Board (City Manager Moe).

A) AUTHORIZE

B) APPROPRIATE

RECOMMENDATION:

Staff recommends that the City Council authorize and appropriate funding for three initiatives totaling \$80,800 approved by the North Manhattan Beach Business Improvement District Advisory Board.

FISCAL IMPLICATIONS:

The North Manhattan Beach Business Improvement District (NMB BID) is funded through an 80% surcharge to the business license tax paid by those businesses located within the district, not to exceed \$500 annually. At the current rate, the assessments total approximately \$25,000 per year and are held separately within the Parking Fund. Should the City Council appropriate and authorize funds, the NMB BID's balance will be deducted by an amount not to exceed \$80,800.

BACKGROUND:

In January 2004, the City Council dissolved the North End Business Improvement District, which was formed in 1969 under the State's Parking and Business Improvement District Act of 1965. The BID was limited in scope and was mainly responsible for addressing parking acquisition and construction. Because opportunity for acquiring additional parking in the North End is limited, business district members wanted to use the funds for other types of activities, such as physical improvements, beautification, signage, marketing, and promotion. To accommodate this request, City Council dissolved the 1969 Business Improvement District and created the current Business Improvement District using the broader 1989 BID Act.

DISCUSSION:

At the February 21, 2023, meeting, City Council conducted a public hearing and approved the 2023 Activity Plan for the NMB BID. Initiatives in the Activity Plan included to:

- Explore the feasibility of becoming a professional non-profit association similar to the Downtown Manhattan Beach Business Professional Association (DBPA);
- Solicit professional services to manage and administer Advisory Board priorities and

responsibilities identified in the Activity Plan including contracting for Executive Coordinator and Social Media Coordinator positions;

- Trademark and begin to utilize approved North Manhattan Beach Logo; and
- Continue collaborating with the Downtown Business District and the Manhattan Beach Chamber of Commerce to best serve North MB BID businesses.

Since that time, the Advisory Board has held multiple meetings to discuss progressing these initiatives and recently approved them at the May 10, 2023, Advisory Board meeting. Below are summaries of each initiative with the dollar amount associated with it.

Trademarking of NMB BID Logo - \$5,000

The Advisory Board has been developing and utilizing a logo for over a year and has sought to trademark the logo to protect the BID's use. Recently, the City Council approved a crosswalk design at Rosecrans Avenue and Highland Avenue that includes a revised version of the NMB BID logo. The Advisory Board has approved a revised version of the logo (also approved by the Council) and requested to enter into a contract with the City's existing trademarking consultant for services.

Design Services for Directory Board Replacements - \$8,500

As part of the City's wayfinding signage program, both Business Improvement Districts in the City are attempting to redesign their respective directory boards. Both BID's are utilizing the City's wayfinding signage design consultant, Selbert Perkins Designs (SPD). SPD is providing the North MB BID conceptual design options for a kiosk/tenant directory to replace current signs/directories in two (2) unique locations in North Manhattan Beach. The design of the signs will have a detailed map with North Manhattan Beach businesses located and changeable tenant names and follow the current Manhattan Beach Signage Master Plan. The Downtown Manhattan Beach Business Professional Association (DBPA) has taken the lead on the project and thus the NMB BID will reimburse for their respective services.

BID Management Services Provided by Chamber of Commerce - \$67,300

In the past two years, the NMB BID has utilized independent contractors to provide management, executive coordination and social media services for the District. Following turnover with both the Executive and Social Media Coordinator positions, the NMB BID indicated a need for consistent and additional resources to coordinate efforts. Recently, the Manhattan Chamber of Commerce has provided a proposal to the NMB BID for their services. While the contract has not been finalized and will need Council approval, the Advisory Board has voted to move forward with the agreement, pending Council approval. As such, staff is requesting authorization and appropriation in advance.

CONCLUSION:

Staff recommends that the City Council authorize and appropriate funding for three initiatives totaling \$80,800 approved by the North Manhattan Beach Business Improvement District Advisory Board.

LEGAL REVIEW:

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