

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 16th day of July, 2025, 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 Highways 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 July 15, 2025, the City Council adopted Resolution No. 25-0092 overriding protests and providing for the collection of assessments within the DISTRICT for improvements and activities to be conducted during Fiscal Year 2025-2026.
- 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,” July 1, 2025 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 16, 2025 through July 21, 2026.

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

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, 2025 to June 30, 2026.
 - 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. 25-0080, a Resolution of Intention, on June 17, 2025. 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 2025-2026 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 monies from the Downtown Business Improvement District assessments to the ASSOCIATION, as approved by the City Council on July 15, 2025.

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. Michael Zislis
321 12th Street, Suite 112
Manhattan Beach, CA 90266

CITY: City of Manhattan Beach
Attn: Libby Bretthauer, 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: Kelly Stroman
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. INSURANCE

- 11.1 Minimum Scope and Limits of Insurance. ASSOCIATION shall procure within 30 days from the start of the term of the Agreement, and at all times thereafter during the term of this Agreement, carry, maintain, and keep in full force and effect, insurance as follows:
- A. Commercial General Liability Insurance with a minimum limit of \$1,000,000.00 per occurrence for bodily injury, personal injury and property damage and a general aggregate limit of \$2,000,000.00.
 - B. Workers' Compensation Insurance as required by the State of California and Employer's Liability Insurance with a minimum limit of \$1,000,000.00 per accident for bodily injury or disease. If ASSOCIATION has no employees while performing Services under this Agreement, a workers' compensation policy is not required, but ASSOCIATION shall submit a signed declaration that it has no employees.
- 11.2 Acceptability of Insurers. The insurance policies required under this Section shall be issued by an insurer authorized to write insurance in the State of California with a rating of A:VII or better in the latest edition of the A.M. Best Insurance Rating Guide. Self insurance shall not be considered to comply with the insurance requirements under this Section.
- 11.3 Additional Insured. The commercial general liability policy shall contain an endorsement naming City and its elected and appointed officials, officers, employees, agents and volunteers as additional insureds. This provision shall also apply to any excess/umbrella liability policies.
- 11.4 Primary and Non-Contributing. The insurance policies required under this Section shall apply on a primary non-contributing basis in relation to any other insurance or self-insurance available to City. Any insurance or self-insurance maintained by City, its

elected and appointed officials, officers, employees, agents or volunteers, shall be in excess of ASSOCIATION's insurance and shall not contribute with it.

- 11.5 **Waiver of Subrogation.** The insurance policies required under this Section shall not prohibit ASSOCIATION and ASSOCIATION's employees, agents or subcontractors from waiving the right of subrogation prior to a loss. ASSOCIATION hereby waives all rights of subrogation against City.
- 11.6 **Deductibles and Self-Insured Retentions.** Any deductibles or self-insured retentions must be declared to and approved by City.
- 11.7 **Cancellations or Modifications to Coverage.** ASSOCIATION shall not cancel, reduce or otherwise modify the insurance policies required by this Section during the term of this Agreement. The general liability policy required under this Agreement shall be endorsed to state that should the issuing insurer cancel the policy before the expiration date, the issuing insurer will endeavor to mail 30 days' prior written notice to City. If any insurance policy required under this Section is canceled or reduced in coverage or limits, ASSOCIATION shall, within two Business Days of notice from the insurer, phone, fax or notify City via certified mail, return receipt requested, of the cancellation of or changes to the policy.
- 11.8 **City Remedy for Noncompliance.** If ASSOCIATION does not maintain the policies of insurance required under this Section in full force and effect during the term of this Agreement, or in the event any of ASSOCIATION's policies do not comply with the requirements under this Section, City may immediately terminate this Agreement.
- 11.9 **Evidence of Insurance.** Prior to the performance of Services under this Agreement, ASSOCIATION shall furnish City's Risk Manager with a certificate or certificates of insurance and endorsements evidencing and effecting the coverages required under this Section. The endorsements are subject to City's approval. ASSOCIATION may provide complete, certified copies of all required insurance policies to City. ASSOCIATION shall maintain current endorsements on file with City's Risk Manager. ASSOCIATION shall provide proof to City's Risk Manager that insurance policies expiring during the term of this Agreement have been renewed or replaced with other policies providing at least the same coverage. ASSOCIATION shall furnish such proof at least two weeks prior to the expiration of the coverages.
- 11.10 **Broader Coverage/Higher Limits.** If ASSOCIATION maintains broader coverage and/or higher limits than the minimums required above, City requires and shall be entitled to the broader coverage and/or the higher limits maintained by ASSOCIATION. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to City.
- 11.11 **Subcontractor Insurance Requirements.** ASSOCIATION shall require each of its subcontractors that perform Services under this Agreement to maintain insurance coverage that meets all of the requirements of this Section.

Section 12. ASSIGNMENT

- 12.1 Neither this Agreement, nor any portion thereof, shall be assigned by ASSOCIATION without prior written consent of DISTRICT.

Section 13. PRESERVATION OF AGREEMENT

- 13.1 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 14. ENTIRE AGREEMENT

- 14.1 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 15. AUTHORIZATION TO EXECUTE AGREEMENT

- 15.1 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.

[Signature Page Follows]


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

DISTRICT:

DocuSigned by:

CACBF12A80F54C6...
Chair, Downtown MB Business Improvement District
7/8/2025

ASSOCIATION:

DocuSigned by:

63ABDA016D5E241...
President, DMBBPA 7/8/2025

CITY:

City Manager

ATTEST:


City Clerk

APPROVED AS TO FORM:

DocuSigned by:

C24C6E263545445...
City Attorney 7/8/2025

APPROVED BY FINANCE DEPARTMENT:

Signed by:

116B18F3F0AC460...
Finance Director 7/8/2025

ATTACHMENT 1

BUSINESS IMPROVEMENT & ACTIVITY PLAN JULY 2025

**DOWNTOWN MANHATTAN BEACH
BUSINESS IMPROVEMENT DISTRICT**

Business Improvement & Activity Plan
May 2025

*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.

REVIEW: ACHIEVEMENT vs. ACTIVITY PLAN 2024-2025

A. Implement Permanent Outdoor Dining and Downtown Redesign

Goal: Continued process to implement permanent outdoor dining program in conjunction with a strategic long-term redesign partnership with Manhattan Beach residents and the City to pursue permanent outdoor dining.

Outcome: DBPA Executive Director Jill Lamkin, Maureen McBride (DBPA & BID Board Director), and Mike Simms, DBPA Board Director served on the Outdoor Dining Task Force for 15 months, commencing May 1, 2023. The Outdoor Dining initiative yielded a handful of prospective City Code changes that would make certain types of outdoor dining more accessible. Widening of sidewalks and enhanced public spaces to be added to future CIP. Replacing of parking meters with kiosks and online payment systems moving forward in an approximate 18-month timeline. Disappointing results.

B. Beautification Objectives

Goal: Continue active relationship with Director of Public Works to identify and collaborate on new projects, areas of service/maintenance improvements, and assist in coordination of major City projects to minimize disruption to Downtown businesses.

Achievement: Partnered on projects in Metlox through monthly coordination with Public Works and Tolkin Group: replacement of trees and furniture in plaza, painting of stairwells, replacement of benches in north plaza area. Established defined power washing schedule for all parking garages in DTMB. Installed four new directories and benches in DTMB and confirmed semi-annual landscaping refreshes prior to Holiday Open House and Labor Day weekend. Hired external engineer to assist in installation of string lighting on Manhattan Avenue.

C. Parking/Transportation Strategies

Goal: Continue to pursue on-demand electric transportation services through Circuit.

Achievement: Engaged City MB and Circuit regarding opportunities related to the demolition of Parking Lot 3 and continue to look for opportunities, particularly in relation to major events coming to Los Angeles (World Cup in 2026, Super Bowl in 2027 and Olympics in 2028). Opened conversations with new Executive Director for Gateway LA to reinstate operation of Ocean Express.

Achievement: Due to emergency order to demolish Lot 3, worked extensively with multiple City departments to mitigate parking impacts to Downtown businesses, including alternative parking locations for commercial permit holders, secured parking for 1142 Highland, temporary employee parking in Hill section. Secured temporary signage for impacted businesses, coordinated meetings with multiple City departments and businesses to ensure communications are open and closely impacted businesses are aware of related issues.

BUSINESS IMPROVEMENT & ACTIVITY PLAN 2025-26

A. BID Advisory Board

- a. Call for resignations or nominations

B. Downtown Manhattan Beach Beautification

- a. Partner with City MB Public Works to ensure continued maintenance, signage, landscaping and cleaning objectives are met
- b. Work with DBPA-hired engineer to install string lighting on Manhattan Avenue
- c. Work with City Staff to amend current Banner Policy to more accurately reflect the needs of the DBPA, allowing all three banner locations in DTMB to be used for Downtown events
- d. Create and hang pole banners throughout Downtown to help visually identify the full District's corridors and amend policy to allow pole banners to be in place for three consecutive months
- e. Work with City MB to develop plan for shared refuse enclosures and update refuse codes to more fairly align with business needs. If shared enclosures are built, the BID authorizes a financial contribution of 25% of the cost to build the enclosure, up to \$25,000 per enclosure

C. Parking and Transportation Strategies

- a. Work with City to determine a better balance of oversubscription rates for commercial parking passes and regulated rate increases
- b. Work with City and additional entities to begin planning for large scale events (2026 World Cup; 2027 Super Bowl, 2028 Olympics)
- c. Continue to explore bringing back a shuttle that serves visitors between the Beach Cities and the LAX corridor, potentially including LAX
- d. Work with City Traffic Engineer to determine effective ride share drop-off zones
- e. Work with City to determine best use for combined projects of Lot 3 and 400 Manhattan Beach Boulevard to balance commercial use, foot traffic and parking. Ensure redevelopment of Lot 3 includes at least the 144 parking spaces that were lost in demolition. In the short term, work to add as much additional parking as possible, including at 400 Manhattan Beach Boulevard
- f. Support pedestrian safety by installing an overhead crosswalk light at Morningside and MBB that forces timed, group crossings, rather than individual crossings, which backs up traffic on MBB

D. Downtown Future Plan

- a. Coordinate business outreach and engagement for long-term redevelopment of Lot 3 and 400 Manhattan Beach Boulevard
- b. Promote flexibility in use permits to encourage mixed use residential and commercial within the BID.

- c. Work with MBPD and City Council to create a proposal for DBPA to hire outside security due to increase in crime and homelessness within the BID. Link private security with MBSAFE resources. Ensure businesses have easy to use guidelines to contact appropriate MBPD and MBSAFE resources.

E. City Planning & Code Amendments

- a. Promote full City code review; eliminate outdated and unnecessary codes and refine current codes to be more business-friendly and common sense focused
- b. Establish firm revenue-generating metrics between building permit timelines and sales/business tax revenue (and residential/property tax revenue) to drive cycle time reduction for construction projects which currently delay business openings and incur significant costs

F. Marketing & Advertising - Ongoing

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

- Create and distribute materials in print, social media, posters, banners
- Maintain the website and email database to ensure promotion and ease of use for public and businesses
- Maintain social media presence and increase number of social media followers, as of 5/25: Instagram – 28K+; Facebook – 8,900
- Continue to increase newsletter subscribers, as of 5/25: 10,702
- Engage social media influencers throughout the year
- Engage with concierges through Dine Around
- Create campaign emphasizing safety in DTMB

G. Promotions & Special Events - Ongoing

Goal: The DBPA is directed to successfully promote and execute any Special Events that make sense and support our businesses.

Goal:

- Sponsor (3) annual “Sidewalk Sales” to promote Downtown merchants
- Participate in Monthly Special Events meetings with all City MB departments to ensure the needs of BID businesses are considered in event decisions
- Conduct weekly Farmers Market, including DBPA 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 Classic & Manhattan Open to ensure the downtown benefits from the events and that communications regarding street and parking impacts are effectively communicated to businesses.
- Continue to search for a family-friendly spring event that will be beneficial to Downtown businesses by driving local and visitor foot traffic
- Incorporate local schools and students whenever possible to draw families

H. Professional Management & Communications - Ongoing

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 provide at least twice/year, affordable resources and/or training to businesses within the BID to assist with government mandated updates or HR related issues. These can be provided through private vendors or coordination with the Chamber of Commerce.

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 welcomed, 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.

Goal: Increase engagement with DBPA Board of Directors and City Council by creating a calendar of rotating attendance for each Director. Individuals be assigned to specific meetings based on agenda items related to their personal expertise and relationship to their business concerns.

Goal: Provide at least twice/year educational programs to benefit all businesses, such as employment law updates, sexual harassment training, etc.

I. Manage Revenue Generation and Growth - Ongoing

Goal: Strive for annual increase in revenues at the Farmers Market by creating a compelling mix of vendors, maximizing community benefits, managing expenses, and promoting attendance.

Goal: Maintain or increase participation in assessments and business licensing within the BID by cooperatively working with the Finance Department and engaging new or non-participating businesses.

Goal: Encourage City MB to aggressively pursue and ensure Business License and BID tax payment compliance

Downtown MB Business & Professional Association
Budget Overview: Budget_FY26_P&L - FY26 P&L
July 2025 - June 2026

	Total	
Income		
ADMIN INCOME	122,000	
EVENT INCOME	7,000	
FARMERS MARKET SALES	290,000	
INVESTMENT GAIN	3,000.00	
FARMERS MARKET SALES	20,000	
Total Income	\$ 442,000	
Expenses		
ADMINISTRATION	118,370	
CITY SERVICES	78,700	\$75K earmarked for lighting
EVENTS	28,100	
FARMERS MARKET EXPENSES	114,500	
MARKETING & ADVERTISING	121,200	
MEMBER SERVICES	2,400	
Total Expenses	\$ 463,270.00	\$ -
Net Income	-\$ 21,270.00	