

**DOWNTOWN MANHATTAN BEACH  
BUSINESS IMPROVEMENT DISTRICT**

Business Improvement & Activity Plan  
July 1, 2024

*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.

## **BUSINESS IMPROVEMENT & ACTIVITY PLAN 2024-25**

### **A. BID Board of Directors**

- a. Determine if any members of advisory board want to be replaced

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

- a. Partner with City MB Public Works to ensure continued maintenance, signage, landscaping and cleaning objectives are met
- b. Assist Public Works with researching enhanced lighting options; engage private engineer to confirm findings and provide guidance regarding bearing capacity of current streetlights
- c. Replace current shopping directories
- d. Collaborate on redesign efforts at Metlox and jointly purchase new holiday decorations, looking for something to provide holiday engagement
- e. Partner with newly formed LoveMB foundation to determine and execute a Downtown-focused, community-funded improvement
- f. Work with City Staff to amend current Banner Policy to more accurately reflect the needs of the DBPA
- g. Create and hang pole banners throughout Downtown to help visually identify the full District's corridors.
- h. Create and hang pole banners in the Farmers Market area on 13<sup>th</sup> Street

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

- a. Assist Community Development in creating a proposal for an on-demand, electric vehicle shared ride service as a part of the Outdoor Dining proposal
- b. Work with Gateway LA and other agencies to determine interest and feasibility of reinstating Ocean Express shuttle service
- c. Work with City Traffic Engineer to determine effective ride share drop-off zones
- d. Work with City to determine and provide off-site parking for employees

### **D. Downtown Future Plan – Permanent Outdoor Dining**

- a. Rebrand Outdoor Dining to Downtown Revitalization
- b. Coordinate with other municipalities, stakeholders and BIDs to determine best practices
- c. Provide leadership and coordination of Downtown business, landlord and resident engagement
- d. Research and present funding opportunities
- e. DBPA to research information regarding parking lot construction in Hermosa re. costs, timing, impacts

## **E. City Planning & Code Amendments**

- a. Sidewalk signage and clothing racks
- b. Benches or seating on sidewalks

## **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 4/24: Instagram – 25K+; Twitter – 3,400; Facebook – 8,500
- Continue to increase newsletter subscribers, as of 4/24: 8,660
- Engage social media influencers throughout the year
- Engage with concierges through Dine Around
- Research feasibility of luggage drop for out-of-town guests
- Work to amend City Code to allow for pole banners in Downtown for longer periods of time

## **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.
- Work with City MB to move MBPD K-9 Car show in September outside of Downtown
- Develop ongoing relationship between the DBPA and Los Angeles Chargers & Rams to provide mutually beneficial events
- Continue to search for events that will be beneficial to Downtown businesses
- 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 continue to provide affordable resources to businesses within the BID to assist with government mandated training or HR related issues through private vendors or coordination with the Chamber of Commerce, as well keep members apprised of important issues affecting their businesses.

**Goal:** The DBPA is directed to maintain professional management to ensure this cohesive Business Improvement and Activity Plan is implemented, that new businesses in the District are 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.

## **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:** Work with City MB to ensure Business License Tax and BID payment delinquencies are brought current and not allowed going forward

**Goal:** DBPA to develop an investment strategy to better manage reserve funds

## **J. Provide Safe Environment for Businesses and Customers**

**Goal:** DBPA to create a full safety plan to present to BID advisory board to ensure safety for our businesses and customers. Plan should include:

- A. Work with MBPD to employ more foot beat officer patrols and/or hired security guards, with planned hours and schedules; positive presence needed with regular enforcement available between 5-10pm Thursdays, Fri, Sat; Sunday hours TBD
- B. Work with MBPD to determine need and hours for CSC and Ambassadors – special events/traffic enforcement only; not replacement for MBPD foot patrol
- C. Explore contracting with MBSAFE to ensure reliable and timely response to homelessness issues within the BID

# Downtown MB Business & Professional Association

## Budget Overview: Budget\_FY25\_P&L - FY25 P&L

July 2024 - June 2025

	Total
<b>Income</b>	
<b>ADMIN INCOME</b>	110,007.20
<b>EVENT INCOME</b>	6,000.00
<b>FARMERS MARKET SALES</b>	232,300.00
<b>Total Income</b>	<b>\$ 348,307.20</b>
<b>Gross Profit</b>	<b>\$ 348,307.20</b>
<b>Expenses</b>	
<b>ADMINISTRATION</b>	132,417.00
 <b>City Services</b>	40,000.00
<b>EVENTS</b>	22,400.00
<b>FARMERS MARKET EXPENSES</b>	112,860.00
<b>MARKETING &amp; ADVERTISING</b>	119,334.00
<b>MEMBER SERVICES</b>	2,000.00
 <b>PARKING/TRANSPORTATION</b>	45,000.00
<b>Total Expenses</b>	<b>\$ 474,011.00</b>
<b>Net Operating Income</b>	<b>-\$ 125,703.80</b>
 <b>Net Income</b>	 <b>-\$ 125,703.80</b>

Wednesday, Jun 05, 2024 05:45:09 PM GMT-7 - Cash Basis



\$25K earmarked for potential lighting opportunities; \$10K for holiday decorations

\$25K earmarked for ride share opportunities;  
\$20K for Ocean Express type service

Large forecasted expenditures to reduce reserves