

**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	