

DOWNTOWN MANHATTAN BEACH

BUSINESS IMPROVEMENT DISTRICT

May 2014

*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 and 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).

Members of the Advisory Board can be nominated by business owners that are assessed within the BID, and, per State law, appointed by the Manhattan Beach City Council.

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, banners throughout the area, 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.

Downtown Manhattan Beach Business Partners Association

2014-2015 BID Strategies & Goals

TRADITIONAL ADVERTISING

- Continue to maintain & promote 3 Sidewalk Sales & Annual Holiday Open House each year through local print/posters/banner
- Increased frequency of ads in Beach Reporter and Easy Reader
- Increase Street Banner locations from 2 to 3 to capture all driving routes in/out of DTMB
- Increase Ad size to ½ or full page color for repetition and consistency
- Small Business Saturday Ad in Beach Reporter
- South Bay Magazine Holiday ad for Month of December
- MBLL Program/Directory Ad and Banner at Live Oak Park

GOAL-Continue and elevate frequency of advertising for the BID and focus on best practice representation thus serving the entire BID.

Allocate and invest finances in quality photography that better reflects the image of the BID

Continue to integrate the Think Local First Campaign into every event and element of advertising throughout the District

SOCIAL MEDIA AND MARKETING

- Website continues to be improved/updated for ease of use.
- Integrated the Think Local First and SHOP, DINE, PLAY, STAY into all mediums
- Facebook and Instagram Contests quarterly
- Integrate EnPlug media screens to DTMB events and business locations
- Dialoguing with the Chamber and the new MB Library about Digital Directories/Maps
- Website and social media must continue to evolve and be rejuvenated yearly
- Create a photo bank of updated photography using newer forms of technology and editing to produce more relevant and interesting shots
- Reproduce downtown maps and visitor guides to be more user and visually friendly and to better represent the district.
- Reach out to travel and concierge sites

GOAL-Continue to drive awareness and business to the BID

Launch a behind the scenes interview and newsletter featuring BID business owners on a monthly basis

Strategies and Goals Cont...

SPECIAL DOWNTOWN EVENTS HOSTED BY BID

- Sidewalk Sales – January, April & August
- Halloween Trick or Treating-October
- South Bay Runway Fashion Show October and May
- Summer Surf Movie Series-Metlox
- Holiday Open House/Holiday Hunt – November

GOAL-Continue to support all like events and elevate the level of advertising and marketing and continue to explore new events that benefit the BID

SPECIAL EVENTS DBPA SPONSORS

- Catalina Classic Paddleboard Race – August
- Halloween Pumpkin Races/Skechers Friendship Walk – October
- Fireworks Festival – December
- Manhattan Beach Little League – Opens March
- Tour de Pier (Exhibitor Booth and Civic Team)
- South Bay Magazine Girls Night Out Fashion Show (show, booth and advertising)

GOAL- Increase participation in events outside of DTMB that can drive traffic to the BID

SPECIAL EVENTS NEAR ON or WITHIN THE BID

- American Martyrs 5K Run – February
- Robinson Fun Run – March
- Dig 4 Kids/Jimmy Miller Volleyball & Surf Contest – April
- Tour de Pier
- 6-Man Volleyball Tournament – Tuesday/Wednesday late July
- International Surf Festival – August
- Manhattan Open Volleyball Tournament – August
- Metlox Concert Series
- Chevron Manhattan Beach Grand Prix
- Old Hometown Fair/10K
- Richstone Walk for Kids
- Roundhouse Aquarium 5K

GOAL- Explore ways to have a presence at events or to offer a bounce back option to drive traffic into Downtown.

Strategies and Goals Cont...

BUSINESS SPONSORSHIPS BID

Catalina Classic
Fireworks Festival
MBLL
Jimmy Miller Foundation
Tour de Pier
Pumpkin Races

GOAL-Support local events within the district that are family orientated, encourage a healthy lifestyle and develop the youth of our community

COMMUNITY SUPPORT

- All meters bagged for 3 weeks during the Holidays in Manhattan Beach
- Valet Parking – two locations (Fonz's & MB Post Restaurant) Wednesday-Saturday
- Local Offerings Discount Card- 3 plus times a year
- Ambassador Program to continue from June –August 2014

GOAL-Increase Holiday FREE meter parking to 4 weeks. Exploring ways to expand Valet.

MEMBER SERVICES

- Weekly newsletters via email for members
- EZ texting for safety and theft concerns
- Monthly DBPA meetings
- Purchase table at local events (Chamber, fundraising, business sponsor) and offer to DBPA members to attend to increase visibility and networking opportunities
- New business welcome baskets introducing them to DBPA
- Sit on the Chamber Executive Board & Board of Directors
 - Sit on Economic Development Committee
 - Sit on Best of Manhattan Committee
- Advocate and work closely with the City on developing a Downtown Specific Plan
 - Community (Town Hall style) Meeting June 5, 2014
- Representative to City. Work with most departments when appropriate on various items that pertain to Downtown or the City of MB, such as taxi stands, parking, safety, to name just a few.
- Attend City Council and Planning Commission meetings where appropriate.

GOAL-Continue to elevate frequent and make communications with the membership, City, and Chamber more effective. Work with City on Taxi Cab solutions. Work with city on initiatives such as Smoke Free Initiative, Waste Management reduction and other environmentally advantageous programs that will beautify the BID and increase employee productivity.

Strategies and Goals Cont...

MEMBERSHIP – OPENINGS AND CLOSINGS

- Restaurant openings – Nekter Juice Bar, Pressed Juicery, Gelato Lounge, Little Sister, Rockefeller MB
- Other Openings – Trina Turk, Splendid, Shorewood Realtors, REMAX, Waterleaf 2, Harper and Harlow, Satz Gallery (pop up), Maloney Development
- Closings – Chez Soi, Leafy Greens, Alum Designs, Dawn Baker, Jill Roberts, Barbie K, Dolly Rocker
- Coming Soon- Nicks MB (Metlox), Remodel of Café Pierre, Rolling Hills Flower Mart, Noelle Parks Design
- Old Barbie K building will be torn down in June 2014
- Old Magpie Building remodel will be completed beginning of Q3 2014
 - Entire building (upper and lower) has been leased to Sothebys
- Both the Wright's Building and the Free People building were both sold to Cardinal Investments. There is a facial building remodel planned for the Free People building as well as the second story interior. Plans to remodel the Wright's building are being discussed.

NOTES:

BUSINESS IMPROVEMENT DISTRICT ACTIVITY PLAN BUDGET 2014-2015

I. INCOME

A. 2014-2015 Operating Budget

The 2014-2015 operating budget breakdown of income for the Downtown Manhattan Beach BID is provided in the following. The improvement and activity plan budget is projected at approximately \$107,329.00 with the following components:

- **Assessments & Income**

\$107,329.00 has been budgeted for BID activity. The assessment methodology will remain the same, a surcharge on the City of Manhattan Beach Business License Tax. Calculation of individual assessments for one year is determined by one factor; an 80% surcharge on the business license tax, not to exceed \$600.00.

- **Interest Income**

\$103.48

- **DBPA CONTRIBUTION**

\$6,000 with Holiday income for the Open House and Décor

II. FISCAL YEAR

- Retained earnings for Fiscal Year 2013-2014 were \$10,830.60
- We will continue our community outreach and sponsorships with local events and with agreement from the BID would like to increase the budgeted use of funds for Marketing, Advertising and participating in special events that serve the BID members
- Please note that we are working with the Chamber and exploring ways with the City to “digitize” directories in Downtown Manhattan Beach. This will be a significant shared expense, that of which amounts have not been determined as of yet.

III. EXPENSES

A. 2014-2015 Operating Budget

The 2014-2015 operating budget breakdowns of expenses for the Downtown Manhattan Beach BID are provided below. The improvement and activity plan is projected at \$107,329.00.

- **Parking, Transportation, Beautification, Enhancements, Community**

\$24,978.00 is provided which accounts for approximately 223% of the total BID budget.

- **Marketing, Advertising & Promotion:**
\$18,141.00 is provided which accounts for 17% of the total BID budget.
- **Special Events:**
\$6,586.00 is provided which accounts for 6% of the total BID budget.
- **Professional Mgt., Payroll, Rent, Supplies, Insurance & Communications:**
\$57,624.00 is provided which accounts for 54% of the BID budget.

(\$8,000 for Holiday Lighting Replacements is not accounted for but has been requested from the Chamber of Commerce in a joint effort to enhance the Holiday shopping experience for consumers and beautify the Downtown Business Improvement District)