NORTH MANHATTAN BEACH
BUSINESS IMPROVEMENT DISTRICT
(NORTH MB BID)

2026 Annual Report, Budget and Activity Plan

Location: The general area surrounding the Rosecrans Avenue and Highland Avenue intersection (See Attachment B). Specific boundaries are:

- (North to South) the extent of the Highland Avenue Right- Of-Way from the northernmost City line at 45th Street to 32nd Place on the south.
- (East to West) the extent of Rosecrans Avenue Right-Of-Way from Bell Avenue to the west side of Highland Avenue.

Stakeholders: North Manhattan Beach Businesses – All business license holders in the North Manhattan Beach area, except for home- based businesses, residential rental units, commercial property owners and residents.

Improvements and Activities:

A. Capital Improvement Project Design
B. Marketing, Social Media & Advertising
C. Project Implementation
D. Professional Communications

Method of Financing: Benefit-based assessments on City Business License Tax.

Assessment: An 80% surcharge on the City Business License Tax not to exceed $500.00.

Collection: The fees are collected in March/April of each year with the Business License Tax. The funds shall be retained, including interest earned, in a designated fund and disbursed through the City. Approximately $25,000 per year.

Governance: A City Council-ratified Advisory Board serves to make recommendations to the City Council for the North Manhattan Business Improvement District (BID) on such topics as budget and assessments. The Advisory Board consists of up to five (5) members composed of area business owners or resident ex-officio members. There must be a quorum to conduct a meeting and adherence to the Brown Act. The City Council ratifies the board members annually once the membership has held its election (typically in December). It is anticipated that the Advisory Board will meet as needed pending the ratification of an agreement with a non-profit association which will then execute the Activity Plan. In delivering BID improvements and activities, the Advisory Board will strive to meet the following objectives:

- Maximize coordination with the City and other civic organizations to leverage resources.

- Identify streetscape, landscape and other improvements, and create an identity plan for North Manhattan Beach.
- Provide accountability to business owners who pay assessments.

Maintaining the **District:**

The City Council maintains the district by adopting a Resolution of Intention. A Public Hearing shall be held around 30 days after the adoption of the Resolution of Intention. If there is insufficient protest from owners representing over 50% of the assessments to be paid, the BID assessment willcontinue.

Benefits of the District:

The BID allows for streetscape, signage and landscape improvements, and the creation of a North Manhattan Beach identity through integrated marketing efforts such as promotions, branding and advertising.

The BID shall provide key promotional and organizational support through a variety of functions that directly benefit its ratepayers as well as the City; such as:

- Enhancing the appearance of North Manhattan Beach through signage, landscaping, improvements etc.
- Establishing and implementing a North Manhattan vision and image that is in line with the rest of Manhattan Beach and reflects the good health and economic vitality of the entire City; making the City an attractive venue for business.

ACTIVITY PLAN

The PROPOSED BID activity plan for 2026-27 includes the following items:

A. Marketing
   a. Utilize consolidated websites (www.visitnorthmanhattanbeach.com) for visitor and community outreach and marketing.
   b. Increase the digital presence of the North Manhattan Beach district through social media by consolidating to single, consistent handles for Instagram, Facebook. Develop and execute 3-6-9-month social media plans & campaigns, including planned and organic posting three times/week.
   c. Engage in paid social media advertising to grow followers by 2-5% monthly, focusing on locals first to gain email subscriptions.
   d. Increase neighborhood engagement through social media, emails and postcards.
   e. Update business directories.
   f. Develop branded gift cards for North MB to be used at all businesses.
   g. Investigate pole banners and branded inflatable arches for events.
   h. Encourage walking and use of MB Wave Rider to residents

B. Beautification
   a. Develop walk street corner of 35th & Highland to include hardscape & landscape
   b. Install lighting on streetlights through Dekra-Lite/City contract
   c. Replace holiday decorations to include lighting
   d. Replace lighting on palm trees
   e. Continue to communicate street sweeping, power washing, trash and tree trimming schedule
   f. Promote Reach MB to NMBBPA membership
   g. Propose Public Art (in addition to utility box wrapping) to Public Arts Commission for installation and placement

C. Public Works/Community Development
   a. Provide monthly report on construction, cleaning and maintenance issues to Public Works
   b. Improve communication and notice – particularly for long-term impacts
   c. Define clearer signage for parking/detours/closures
   d. Repair failing Wayfinding Directories
   e. Implement summer moratorium on non-essential construction in BID
   f. Explore traffic calming measures
   g. Look for alternate bike parking to open pedestrian areas on sidewalk
   h. Continue efforts to enhance pedestrian-oriented improvements and beautification of North Manhattan Beach
   i. Update parking code to reflect 1:1 requirement to match Downtown MB

D. Build Business Community
    a. Increase NMBBPA attendance at meetings
    b. Establish working committees
    c. Make business introductions
    d. Plan meet & greet event
    e. Define and offer Associate Memberships?

E. Events – Revenue Generation
   a. Continue to develop events and partnership opportunities to draw more foot traffic and awareness to North Manhattan Beach
   b. Focus on sponsorships when applicable
   c. Define how parking spaces and lower level of Lot 4 can be utilized
   d. Explore NMB branded merchandise sales
   e. Incorporate live music with events
   f. Continue to grow Holiday Stroll in both attendance and revenue
   g. New events to explore:
      i. Surf Contest + Sand Run with vendors
      ii. Art Walk
      iii. Halloween/Day of the Dead/Trunk or Treat
      iv. Sun & Sea Collective

ATTACHMENT A-1

BID BUDGET

(presented on the following page)

NORTH MB BID BUDGET

	PRIOR YEAR ACTUALS 2024-2025	CURRENT YEAR APPROVED BUDGET 2025-2026	CURRENT YEAR ESTIMATE 2025-2026	DRAFT PROPOSED BUDGET 2026-2027
Beginning Reserve Balance	$ 362,020.34	$ 364,627.89	$ 364,627.89	$ 329,709.20
REVENUES*				
BID Assessments*	$ 28,908.44	$ 25,000.00	$ 29,791.31	$ 30,000.00
Interest*	$ 12,300.55	$ 10,000.00	$ 11,500.00	$ 10,000.00
SUBTOTAL	$ 41,208.99	$ 35,000.00	$ 41,291.31	$ 40,000.00
EXPENDITURES				
North MB Business & Professional Association	$ -	$ 74,550.00	$ 74,550.00	$ 90,000.00
Insurance	$ -	$ 1,660.00	$ 1,660.00	$ -
Website & Social Media Services	$ 1,820.55	$ -	$ -	$ -
Formation of Non-Profit Association	$ 36,780.89	$ -	$ -	$ -
SUBTOTAL	**$ 38,601.44**	$ 76,210.00	$ 76,210.00	$ 90,000.00
FISCAL YEAR SURPLUS/DEFICIT	$ 2,607.55	$ (41,210.00)	$ (34,918.69)	$ (50,000.00)
PROJECTED ENDING RESERVE BALANCE	$ 364,627.89	$ 323,417.89	$ 329,709.20	$ 279,709.20

NOTES LEGEND	
*	Conservative estimates for Assessments and Interest revenue
	Denotes negative amount
	Denotes positive amount

ATTACHMENT A-2
NMBBPA BUDGET

(presented on the following pages)

North Manhattan Beach Business & Professional Association
FY2026 Actual vs FY2027 Budget
July 2025 - June 2026

	First Quarter			Second Quarter			Third Quarter			Fourth Quarter			FULL YEAR			
	FY26 Q1 Actual	FY27 Q1 Budget	Difference	FY26 Q2 Actual	FY27 Q2 Budget	Difference	FY26 Q3 Actual	FY27 Q3 Budget	Difference	FY26 Q4 Actual	FY27 Q4 Budget	Difference	FY26 Actual	FY27 Budget	Difference	Variance/Notes
Income																
Annual BID Funding	74,550	90,000	15,450			0			0			0	74,550	90,000	15,450	
Events Income			0			0			0			0			0	
Holiday Stroll			0			0			0			0			0	
Merch			0		300	300			0			0		300	300	
Sponsorship			0	5,000	6,000	1,000			0			0	5,000	6,000	1,000	Association to Own
Vendor Booths			0	5,100	5,500	400			0			0	5,100	5,500	400	
Total Holiday Stroll	**0**	**0**	0	**10,100**	**11,800**	**1,700**	**0**	**0**	0	**0**	**0**	0	**10,100**	**11,800**	**1,700**	
Sand & Surf			0			0			0			0	0	0	0	
Participants			0			0		20,000	20,000			0	0	20,000	20,000	200 runners first year
Sponsorship			0			0		10,000	10,000			0	0	10,000	10,000	Association to Own
Vendor Booths			0			0		2,500	2,500			0	0	2,500	2,500	
Total Sand & Surf	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**32,500**	**32,500**	**0**	**0**	**0**	**0**	**32,500**	**32,500**	
Total Events Income	**0**	**0**	**0**	**10,100**	**11,800**	**1,700**	**0**	**32,500**	**32,500**	**0**	**0**	**0**	**10,100**	**44,300**	**34,200**	
Sales of Product Income			0		300	-300			0			0	0	300	-300	
Services			0	0	0	0			0			0	0	0	0	
Total Income	**74,550**	**90,000**	**15,450**	**10,100**	**12,100**	**2,000**	**0**	**32,500**	**32,500**	**0**	**0**	**0**	**84,650**	**134,600**	**49,950**	
Gross Profit	**74,550**	**90,000**	**15,450**	**10,100**	**12,100**	**2,000**	**0**	**32,500**	**32,500**	**0**	**0**	**0**	**84,650**	**134,600**	**49,950**	
Expenses																
Accounting			0			0			0			0	0	0	0	
Bookkeeping		225	225	150	225	75	225	225	0	225	225	0	600	900	300	
CPA Taxes			0			0			0		1,000	1,000	0	1,000	1,000	
Quickbooks		345	345	460	345	-115	514	345	-169	230	345	115	1,204	1,380	176	
Total Accounting	**0**	**570**	**570**	**610**	**570**	**-40**	**739**	**570**	**-169**	**455**	**1,570**	**1,115**	**1,804**	**3,280**	**1,476**	
Advertising & Marketing			0			0			0			0	0	0	0	
Assets			0	483	500	17			0			0	483	500	17	
Destination Guide			0			0			0	2,395	2,500	105	2,395	2,500	105	
Directory			0		1,400	1,400			0			0	0	1,400	1,400	
Marketing Management			0			0	1,068		-1,068	961		-961	2,028	0	-2,028	
Digital		300	300		300	300		300	300		300	300	0	1,200	1,200	$100/mo strategy
Website		420	420		420	420		420	420		420	420	0	1,680	1,680	Hopefully small tweaks
Total Marketing Management	**0**	**720**	**720**	**0**	**720**	**720**	**1,068**	**720**	**-348**	**961**	**720**	**-241**	**2,028**	**2,880**	**852**	
Photo Shoots		2,500	2,500			0			0			0	0	2,500	2,500	Photo/Video/Drone Library
Social Content Creation		3,900	3,900		3,900	3,900		3,900	3,900		3,900	3,900	0	15,600	15,600	10 hours/week

North Manhattan Beach Business & Professional Association
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Web Services			0	205		-205			0			0	205	0	-205	
Google		42	42		42	42	21	42	21	40	42	2	61	168	107	
Mailchimp		60	60	100	60	-40	60	60	0	80	60	-20	240	240	0	
Social Media Management		200	200			0			0			0	0	200	200	Later.com scheduling software
Squarespace		200	200	154		-154	52		-52			0	205	200	-5	
Total Web Services	**0**	**502**	**502**	**459**	**102**	**-357**	**133**	**102**	**-31**	**120**	**102**	**-18**	**711**	**808**	**97**	
Total Advertising & Marketing	**0**	**7,622**	**7,622**	**942**	**6,622**	**5,680**	**1,200**	**4,722**	**3,522**	**3,476**	**7,222**	**3,746**	**5,617**	**26,188**	**20,571**	
Bank Charges & Fees		13	13		13	13		13	13		12	12	0	50	50	
Chamber Management Services		12,000	12,000	20,000	12,000	-8,000	15,000	12,000	-3,000	20,000	12,000	-8,000	55,000	48,000	-7,000	
Event Expenses			0			0			0			0	0	0	0	
Holiday Stroll			0			0			0			0	0	0	0	
Banners			0	2,623	300	-2,323	260		-260			0	2,883	300	-2,583	Banners created last year
City Expenses			0			0			0	10,000		-10,000	10,000	0	-10,000	**Advocating for City Fee Coverage
Credit Card Processing			0	309	350	42			0			0	309	350	42	
Entertainment			0	9,586	7,000	-2,586			0			0	9,586	7,000	-2,586	Reduce entertainment costs
Marketing			0	3,829		-3,829			0			0	3,829	0	-3,829	Added categories
Creative			0		500	500			0			0	0	500	500	
Digital			0		300	300			0			0	0	300	300	
Postcards			0		1,500	1,500			0			0	0	1,500	1,500	
Printed Assets			0		500	500			0			0	0	500	500	
Santa Float			0		500	500			0			0	0	500	500	
Scavenger Hunt			0		400	400			0			0	0	400	400	
Total Marketing	**0**	**0**	**0**	**3,829**	**3,700**	**-129**	**0**	**0**	**0**	**0**	**0**	**0**	**3,829**	**3,700**	**-129**	
Supplies			0		100	100			0			0	0	100	100	
Volunteers			0			0	850	1,000	150	210		-210	1,060	1,000	-60	
Total Holiday Stroll	**0**	**0**	**0**	**16,348**	**11,450**	**-4,898**	**1,110**	**1,000**	**-110**	**10,210**	**0**	**-10,210**	**27,667**	**12,450**	**-15,217**	Will depend on City
Sand & Surf			0			0			0			0	0	0	0	
Awards			0		600	600			0			0	0	600	600	
Event Organizer Revenue Split			0			0		5,500	5,500			0	0	5,500	5,500	50% of revenues
Marketing			0		3,400	3,400			0			0	0	3,400	3,400	Could be less
Outside Services/Staff			0		1,500	1,500			0			0	0	1,500	1,500	
Parking			0			0		1,000	1,000			0	0	1,000	1,000	
Permits & Fees			0		5,000	5,000			0			0	0	5,000	3,000	

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City of Manhattan Beach			0		3,000	3,000			0			0	0	3,000	5,000	
Los Angeles County			0			0			0			0	0	0	0	
Total Permits & Fees	**0**	**0**	**0**	**0**	**8,000**	**8,000**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**8,000**	**8,000**	
Rentals			0			0		500	500			0	0	500	500	
Supplies			0			0		500	500			0	0	500	500	
T-shirts			0		4,000	4,000			0			0	0	4,000	4,000	
Timing			0			0		2,000	2,000			0	0	2,000	2,000	
Total Sand & Surf	**0**	**0**	**0**	**0**	**17,500**	**17,500**	**0**	**9,500**	**9,500**	**0**	**0**	**0**	**0**	**27,000**	**27,000**	
Total Event Expenses	**0**	**0**	**0**	**16,348**	**28,950**	**12,602**	**1,110**	**10,500**	**9,390**	**10,210**	**0**	**-10,210**	**27,667**	**39,450**	**11,783**	
Insurance	1,660		-1,660	-1,660		1,660			0			0	0	0	0	
D&O		950	950			0			0			0	0	950	950	
Liability		900	900			0			0			0	0	900	900	
Total Insurance	**1,660**	**1,850**	**190**	**-1,660**	**0**	**1,660**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1,850**	**1,850**	
Legal & Professional Services			0			0			0			0	0	0	0	
Legal Services		250	250		250	250		250	250		250	250	0	1,000	1,000	
Total Legal & Professional Services	**0**	**250**	**250**	**0**	**250**	**250**	**0**	**250**	**250**	**0**	**250**	**250**	**0**	**1,000**	**1,000**	
Office Supplies & Software		50	50	195	50	-145		50	50		50	50	195	200	5	
Other Business Expenses			0			0			0			0	0	0	0	
Reimbursable Expenses			0			0			0			0	0	0	0	
Taxes & Licenses			0			0	627		-627			0	627	0	-627	
Uncategorized Expense		250	250		250	250		250	250		250	250	0	1,000	1,000	
Total Expenses	**1,660**	**22,605**	**20,945**	**36,434**	**48,705**	**12,270**	**18,676**	**28,355**	**9,679**	**34,140**	**21,355**	**-12,786**	**90,910**	**121,018**	**30,108**	
Net Operating Income	**72,890**	**67,396**	**-5,495**	**-26,334**	**-36,605**	**-10,270**	**-18,676**	**4,146**	**22,821**	**-34,140**	**-21,355**	**12,786**	**-6,260**	**13,582**	**19,842**	
Net Income	**72,890**	**67,396**	**-5,495**	**-26,334**	**-36,605**	**-10,270**	**-18,676**	**4,146**	**22,821**	**-34,140**	**-21,355**	**12,786**	**-6,260**	**13,582**	**19,842**	

ATTACHMENT B

AREA MAP

City of Manhattan Beach

North Manhattan Beach Business Improvement District