

**NORTH MANHATTAN BEACH
BUSINESS IMPROVEMENT DISTRICT
(NORTH MB BID)**

Enhancement Projects and Activity Plan
2016

<u>Location:</u>	The area generally surrounding the Rosecrans Avenue and Highland Avenue intersection. 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.
<u>Stakeholders:</u>	North Manhattan Beach Businesses – All business license holders in the North Manhattan Beach area, with the exception of home-based businesses, residential rental units and commercial property owners.
<u>Improvements and Activities:</u>	A. Capital Improvement Project Design B. Marketing & Advertising C. Project Implementation D. Professional Communications
<u>Method of Financing:</u>	Benefit-based assessments on City Business License Tax.
<u>Assessment:</u>	An 80% surcharge on the City Business License Tax not to exceed \$500.00.
<u>Collection:</u>	The fees are collected in March/April of each year with the Business License Tax. The funds shall be retained in a designated fund and disbursed through the City.
<u>Governance:</u>	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 seven (7) members composed of area business owners, residents, or members at large. The City Council ratifies the board members annually. It is anticipated that the Advisory Board will meet at least once per Month on the 1st Wednesday at 6:00 PM. 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 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 will continue.

Benefits of the District:

The BID allows for streetscape, signage and landscape improvements, and 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, etc..
- Establishing and implementing a North Manhattan vision, and a beautification image that is in line with the rest of Manhattan Beach and one that reflects the good health and economic vitality of the entire City; making the City an attractive venue for business.
- Providing an inclusive link to the north end of the City.

ENHANCEMENT PROJECT AND ACTIVITY PLAN

The BID work plan for 2016 includes the following items:

➤ **Marketing:**

- Continue using the website for NMB BID visitor outreach and marketing. Maintain and enhance the current website and social media through Facebook, Twitter etc..
 - Develop a NMB BID web site survey and collect updated emails from each business within the NMB BID. Evaluate e-notification opportunities on NMB BID website (www.northmb.info).

- Continue efforts to promote Holiday Winter Walkabout event. Review holiday lighting/decoration strategies and partnerships.
- Look for opportunities to enhance participation by NMB BID businesses.
- Explore opportunities to create additional marketing for NMB BID events.
- Review feasible options to develop a NMB BID master plan.
- Landscaping, lighting and tree enchantments with grates.
- Branding logo graphics replacements on the cross walks (Rosecrans & Highland).
- Review the possibilities of new enhanced directories (digital).

➤ **Parking:**

- Look to expand parking opportunities to accommodate visitors to the NMB BID.
- Lighted crosswalk in conjunction with the specification with the City's Mobility Plan (between 34th St. and 36th St.).

➤ **Budget:**

North Manhattan Beach Business Improvement District Reserves			
FYE 2014 - FYE 2015			
FY 2014-2015 Actuals			
Beginning Reserve Balance July 1, 2014		\$	532,510.17
Revenues			30,424.67
Interest			4,791.95
Expenditures			(18,025.21)
Ending Reserve Balance as of June 30, 2015		\$	549,701.58
FY 2015-2016 Budget			
Beginning Reserve Balance July 1, 2015		\$	549,701.58
Budgeted Revenues (1)			29,000.00
Estimated Interest			4,000.00
Approved appropriations - CIP Carry Forward from Prior Years (2)			(112,938.98)
Projected Ending Reserve Balance as of June 30, 2016 (3)		\$	469,762.60
<i>(1) Budgeted Revenues are projected based on business license tax assessments not to exceed \$500 annually per business.</i>			
<i>(2) Approved appropriations consist of the balance from the original \$370,000 CIP amount budgeted in FY 2006-2007 to beautify and maintain North Manhattan Beach including: directories, monuments, tree trimming, power washing, sidewalk improvements, custom crosswalks, etc.</i>			
<i>(3) The Projected Ending Reserve Balance is based on actual reserves at the beginning of the fiscal year adjusted for projected revenues and funds remaining in the CIP carried over from previous years.</i>			