

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

Enhancement Projects and Activity Plan
2014

Location: 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

Stakeholders: 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.

Improvements And Activities:

- A. Capital Improvement Project Design
- B. Marketing & 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 in a designated fund and disbursed through the City.

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 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 monthly on the 1st Wednesday of every month 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, 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 2014 includes the following items:

- Marketing:
 - Evaluate special event notification opportunities on NMB BID website (www.northmb.info). Use website for NMB BID visitor outreach.
 - Continue efforts to promote Holiday Winter Walkabout event.
 - Develop a NMB BID web site survey and collect updated emails.
 - Look for opportunities to enhance participation by NMB BID businesses
 - Explore opportunities to create additional NMB BID events

- Decorating strategies to promote events during Winter Holiday Walkabout.
- Review feasible option to develop a NMB BID master plan
- Review NMB BID annual assessments
- Explore changing meeting frequency from monthly to bi-monthly.
- Work closely with the Chamber of Commerce for marketing opportunities.
 - Possible addition of electronic directory maps
- Parking review:
 - Look to expand parking opportunities to accommodate visitors to the NMB BID.

North Manhattan Beach Business Improvement District Reserves			
FYE 2013 - FYE 2014			
FY 2012-2013 Actuals			
Beginning Reserve Balance July 1, 2012		\$	523,927.98
Revenues			27,437.64
Interest			4,710.23
Expenditures			(35,561.63)
Ending Reserve Balance as of June 30, 2013		\$	<u>520,514.22</u>
FY 2013-2014 Budget			
Beginning Reserve Balance July 1, 2013		\$	520,514.22
Budgeted Revenues (1)			23,000.00
Budgeted Expenditures - CIP Carry Forward from Prior Years (2)			(152,373.78)
Projected Ending Reserve Balance as of June 30, 2014 (3)		\$	<u>391,140.44</u>
<i>(1) Budgeted Revenues are projected based on business license tax assessments not to exceed \$500 annually per business.</i>			
<i>(2) Budgeted Expenditures 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, 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>			