

**DOWNTOWN MANHATTAN BEACH  
BUSINESS IMPROVEMENT DISTRICT**

Business Improvement Review and Activity Plan  
May 2026

*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.*

## **THE RELATIONSHIP BETWEEN THE DOWNTOWN MANHATTAN BEACH BID & THE DBPA**

On behalf of the Downtown Business Improvement District (BID), the City of Manhattan Beach collects an 80% surcharge on all business license fees collected in the Downtown area for the purpose of marketing and promotion.

The BID acts as an advisory committee to the Manhattan Beach City Council and contracts annually with the Downtown Business & Professional Association (DBPA) to provide such services. The BID board is subject to Brown Act regulations.

The DBPA is a non-profit corporation founded in 1985 whose purpose is to use the BID funds, in conjunction with other revenue, to create a unified voice, a prosperous business environment and to enhance the unique character of Downtown Manhattan Beach. This is achieved through promotions and special events, advertising and marketing, parking and transportation, community programs, advocacy, representation, and professional management and communications. The DBPA is not subject to Brown Act regulations.

**Business Improvement District**  
**DOWNTOWN MANHATTAN BEACH**  
**BID ADVISORY BOARD ROSTER**  
**2026-2027**

1. Michael Zislis – Chair – Restaurant/Hospitality
2. Ron Koch - Past Chair/ Service
3. Ric Arrigoni – Hair Salon
4. Kevin Barry - Restaurant
5. Linda McLoughlin Figel - Retail
6. Maureen McBride - Retail
7. Greg Newman - Restaurant
8. Chandra Shaw – Personal Services/Spa
9. David Slay – Restaurant

## **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 district.

***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, by the City of Manhattan Beach, 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: DTMB BID ACHIEVEMENTS vs. ACTIVITY PLAN 2025-2026**

### **A. BID Advisory Board**

**Goal:** Review BID Board role, responsibilities and accountability. Reduce number of members from 11 to a total of 7-9 members.

**Outcome:** Total number of members remains at 11. Working with the City Attorney and the Director of Finance to review the language originally set forth during the BID formation and what has been the mode of operation and practice for decades.

### **B. Beautification Objectives**

**Goal:** Continue active relationship with Director of Public Works and the Director of Parks & Recreation to identify and collaborate on new projects, areas of service/maintenance improvements, beautification, marketing, and assist in coordination of major City projects to minimize disruption to Downtown businesses.

**Achievement:** DBPA has been an active participant with the Special Events Committee as well as the Global Events committee to influence and ensure Downtown Manhattan Beach is welcoming to all visitors during major events. The implementation of pole banners during the FIFA World Cup and the return to three street banner locations in DTMB has been successful. The DBPA is working with the Director of Community Development regarding the revision and updating of dated ordinance language regarding portable signs and benches in the ROW. The string-lighting project initially proposed has given way to the refresh of string lights in the trees located throughout the district as well of the new installation of string lighting wrapped on poles throughout the district. As a result, the district benefits from increased illumination and a vibrant look throughout.

### **C. Parking/Transportation Strategies**

**Goal:** Continue to pursue on-demand electric transportation services through Circuit. Work with the city to ensure the 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. Work with the Traffic Engineer to identify parking demand for both employees and customers and evaluate subscription to parking permits.

**Achievement:** Engaged City MB and Circuit regarding opportunities related to the demolition of Parking Lot 3 and continue to look for opportunities including the addition of employee permit parking at 400 MBB. The DBPA has been an active contributor to all Project Pulse meetings. The DBPA has worked closely with the Traffic Engineer on the Parking Management Study as well as continually assessing the parking needs and traffic flow around Lot 3 temporary parking and 400 MBB. The DBPA stand ready to utilize and promote the Circuit

Shuttle 6-month pilot program and are appreciative that it will commence in June 2026.

#### **D. Marketing/Advertising Strategies**

**Goal:** The DBPA is directed to continue with marketing programs that benefit all businesses in the BID.

**Achievement:** Active participant with the city marketing initiative for Global Events.

Increased social media and digital presence.

- The DBPA increased the print advertising extensively
  - Southbay Magazine Spring Fashion Edition – 20-page spread and dining and shopping guide
  - Chamber of Commerce Destination Guide – 8-page spread
  - Arrived Magazine 5-month partnership advertising DTMB as well as influencing the return of the South Bay section in the magazine. The magazine is distributed to over 140-, 4-and 5-star hotels in the greater Los Angeles, Long Beach and South Bay territory.
  - Holiday Advertising within South Bay magazine, The Easy Reader and The Daily Breeze/Beach Reporter.
  - Working with micro influencers across all digital platforms
- Digital followers have increased across all platforms; Instagram 27K-31.3K, Tik Tok, Facebook, and the newsletter subscriber base has grown to over 15K subscribers and a 37% open rate.
- Weekly communication via the marketing newsletter promotes businesses, events, as well as key city events that benefit the downtown district.

#### **E. City Planning & Code Amendments**

**Goal:** Promote full City code review; eliminate outdated and unnecessary codes.

**Achievement:**

- Advocacy regarding mobile food vending resulted in ordinance revisions.
- Advocacy regarding portable signs and benches in the ROW have resulted in a comprehensive review of the 50+year ordinance.
- Active participation and input with the City Finance Department throughout the BLT evaluation and possible revision process is ongoing.
- Advocacy and communication with Environmental Programs regarding appropriate refuse, organics and recycling.
- Communication and oversight of businesses with regards to storm water run-off and the appropriate use of cleaning of patios, alleys, and sidewalks.

#### **F. Promotions & Special Events**

**Goal:** Continue to operate, expand and develop promotions and events that highlight and benefit the BID.

**Achievements:**

- 3 Annual Sidewalk Sales
- Weekly Manhattan Beach Certified Farmers' Market
- Holiday Open House & Pier Lighting
- Holiday Fireworks activation on Manhattan Avenue
- Santa Claus throughout Nov/December
- Holiday Movies in Metlox Plaza
- Easter Bunny at the MBFM and BID
- Mother's Day Build a Bouquet event
- 2 Concierge/Hospitality events
- PFLAG Shop for a Cause
- Collaborative engagement with Major Special Events; MBO/AVP, Surffest, Hometown Fair, MB10K, SKX Pier to Pier Friendship Walk, Pumpkin Race business activation, Tour de Pier, Roundhouse Aquarium, MBLL, Chevron MB Grand Prix,

**G. Professional Management & Communications**

**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.

**Achievement:**

- Monthly meetings of the DBPA members
- Monthly meeting of the DBPA Board of Directors
- Monthly meeting of the Marketing Committee
- Monthly meeting with Community Development
- Monthly meeting with Public Works
- Monthly special events meeting with Parks & Rec
- Ongoing meetings with MBPD and MBFD
- 2 BID Board meetings

**H. Manage Revenue Generation and Growth**

**Goal:** Increase revenue by actively working with the City Finance department on the collection of BLT and work with the MBFM to increase weekly revenue while managing operating expenses with fiscal responsibility.

**Achievement:**

- Monthly DBPA Finance committee meetings to assess expenses and manage investment and reserve policies.
- Evaluate vendor and contractor rates and contracts to maximize BID benefit.
- Weekly meeting with MBFM Market Manager to assess opportunities and growth while managing the rising expenses of operating the market.
- Market has experienced an increase of 5% in sales during the current FY, despite experiencing five rain and weather compromised market days.

- Working with the Community Development department of the use permit process to be able to continue operating the MBFM in the Civic Center Plaza.
- Work closely with the CMB Finance Department on the BLT revision plan and ensuring any proposal and subsequent ballot measure is equitable for businesses while maintaining the surcharge benefit for the BID.

END

# **DOWNTOWN MB BID BUSINESS IMPROVEMENT**

## **ACTIVITY PLAN 2026-27**

### **A. Downtown Manhattan Beach BID Advisory Board**

#### **a. Goal:**

- i. Reduce the members to a maximum of nine as outlined in the BID formation documents
- ii. Review and practice role of BID board as outlined in the BID formation documents
- iii. Ensure all BID board members undergo Brown Act training

### **B. Downtown Manhattan Beach Beautification**

#### **a. Goal:**

- i. Continue to expand lighting in the district.
- ii. Evaluate and replace holiday lighting decorations as needed.
- iii. Work with Public Works regarding landscaping and maintenance.
- iv. Work with Metlox to maintain cleanliness and beauty
- v. Continue to identify public ROW needs regarding safety, cleanliness, and a welcoming aesthetic.

### **C. Parking and Transportation Strategies**

#### **a. Goal:**

- i. Work with the Traffic Engineer and City Communications to promote the Circuit Shuttle.
- ii. Monitor the removal of parking meters and conversion to kiosk and provide feedback to the city.
- iii. Ensure the continuation of the Holiday 2-hour Free Parking program for four weeks between Thanksgiving and Christmas.
- iv. Work with the Traffic Engineer and City Council to change the ordinance that is preventing the issuance of new Lot 1 permits.
- v. Provide feedback with employee parking permit cost and needs to encourage employees to park within the district, cycle or rideshare.
- vi. Work with MBPD regarding safety concerns with e-bikes, bicycles, and skateboards on sidewalks in the district.

### **D. Downtown Future Plan**

#### **a. Goal:**

- i. Coordinate Project Pulse business outreach and participation in study sessions for long-term redevelopment of Lot 3 and 400 Manhattan Beach Boulevard.
- ii. Continue to work closely with the Finance Department regarding the BLT study and possible revisions.
- iii. Work with City on how best to maximize the benefits of global events as well as key regional events in and near the district.

### **E. City Planning & Code Amendments**

**a. Goal:**

- i. Promote full City building and planning code review; eliminate outdated and unnecessary codes and refine current codes to be more business-friendly and common sense focused.
- ii. 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.
- iii. Continue to work closely with Community Development in the exploration and possible revisions to the ordinances regulating portable signs and benches in the ROW.

**F. Marketing & Advertising**

**a. Goal:** The DBPA is directed to continue with marketing programs that benefit all businesses in the BID, including:

- i. Create and distribute assets and materials in print and social media that market the businesses in the district.
- ii. Maintain the website and email database to ensure promotion and ease of use for both the public and businesses.
- iii. Increase social media presence locally, regionally, and with visitors.
- iv. Evaluate and employ emerging digital technologies that promote the businesses and events.

**G. Promotions & Special Events**

**a. Goal:** The DBPA is directed to successfully promote and execute any Special Events that make sense and support the businesses.

- i. Sponsor (3) annual "Sidewalk Sales".
- ii. Participate in Monthly Special Events meetings with all City MB departments to ensure the needs of BID businesses are considered in event decisions.
- iii. Conduct weekly Farmers' Market, including DBPA business and community promotional booths while protecting against competitive business conflicts.
- iv. Host the "Holiday Open House together with the Pier Lighting
- v. 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.

**H. Professional Management & Communications**

**a. Goal:** The DBPA is directed to continue to meet with and provide regular, professional and effective communications with the MB Residents' Association, Department Directors and employees, MBPD/MBFD, City

Council, Planning and PPIC Commissions, Civic Leaders, DBPA membership and the BID Board.

- i. 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.
- ii. Increase engagement with DBPA Board of Directors and the City Council as well as the Planning Commission and PPIC.

## **I. Manage Revenue Generation and Growth**

### **a. Goal:**

- i. 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.
- ii. 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.
- iii. Encourage City MB to enthusiastically pursue and ensure Business License tax payment compliance.
- iv. Spotlight Downtown businesses and events in local and regional marketing platforms through advertisements, announcements, and public relations outreach.

END