

DOWNTOWN MANHATTAN BEACH BUSINESS IMPROVEMENT DISTRICT

Business Improvement & Activity Plan May 2015

*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 & 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.

BUSINESS IMPROVEMENT & ACTIVITY PLAN 2015-2016

As a result of the concerns identified through surveying business owners and the accomplishments of the DBPA since 1999, the DBPA Board of Directors proposes the following plan.

A. Parking, Transportation & Community Programs

- Continue working with the City & PPIC to promote Downtown parking alternatives for both merchants and customers. Form parking committee to ensure that downtown parking is both convenient and reasonable for customers
- Work with the City and MBPD to ensure the taxi cabs use the two designated cab stands in downtown and stop taking up customer parking along MB Blvd. west of Manhattan Ave.
 - NOTE: Revision of Taxi Ordinance and proper signage executed in 2014.
- Maintain the valet parking service.
 - NOTE: Expansion plan (attached) has been submitted to Finance and Traffic for review and execution by Summer 2015.
- Continue to work in supporting the **Ocean Express Shuttle Service**.
 - NOTE: The DBPA increased their financial contribution from \$8K to \$10K annually to support in-bus surveillance cameras
- Continue promoting and supporting the weekly **Farmers' Market** in Downtown Manhattan Beach
 - NOTE: The Farmers Market added 5 new permanent vendors and is working in conjunction with City MB on their employee wellness program and is project for a 10% increase in 2015-2016.
- Support non-profit organizations that benefit the community through proceeds from the Farmers' Market and other events, not to exceed 10% of Gross combined revenue of BID funds and MB Farmers Market funds
 - NOTE: The Farmers Market continues to support the community, youth and wellness by contributing a percentage of quarterly market proceeds to MBEF, Growing Great, Grades of Green. In addition the Farmers Market income also contributes to Roundhouse Aquarium, MBL, MBX, MCHS Drug and Alcohol Prevention programs and continues to maintain a presence at many community events
- Continue to work with the Public Works Department to support the CART Trash & Recycling Programs for Downtown businesses and Waste Management on programs they offer that benefit our businesses and environmental goals.
 - NOTE: The DBPA continues to support and encourage all Sustainable MB practices including, but limited to Recycling, Trash and Food Waste, Breathe Free MB, Wellness and Earth Day initiatives
- Continue to support the Fireworks Festival, Catalina Classic, and in-kind donations when appropriate.

Parking, Transportation & Community Programs cont'd

- NOTE: The DBPA continues its support of the above as well as the Pumpkin Races, MOvember, Breast Cancer Awareness, Tour de Pier
- Work with the City & Public Works Department to improve the Downtown curb appeal through signage, landscaping, lighting, etc.
 - NOTE: A street/sidewalk improvement plan and project is scheduled for 8/24-11/2/2015. Public Works is working closely with the DBPA to carefully plan and execute the project, thus minimizing the financial impact on the DBPA businesses.

B. Marketing & Advertising

Continue to promote our downtown as a special place with quaint shops, dining & services. Downtown is the heart & soul of our City and our community needs to be reminded that our charm comes through independent business owners offering unique merchandise and personal service.

- Continue & expand the Downtown marketing/advertising campaign to promote the Downtown as a whole especially within our community and to visitors. Explore marketing and advertising channels outside of the South Bay.
 - NOTE: The DBPA added Girls Night Out, Paint the Town Pink and a significant presence in South Bay Magazine with a paid profile on Women Owned business in within the DBPA.
- Keep visitor guides fresh to reflect the changes that have occurred in downtown. Continue to reach out and invite concierge in surrounding hotels & key hotels throughout Los Angeles to spend a day in downtown and experience firsthand why our town is a destination.
 - NOTE: FAM tours and travel writers have been hosted and continue to increase our presence outside of Manhattan Beach and have extended internationally into Australia, New Zealand, Germany, and Canada.
 - Continue the Summer Ambassador Program to welcome guests
- Continue to work with the City to update the permanent Way-Finding directories/maps & install a directory in the Metlox
 - NOTE: New maps installed in January of 2015
- Utilize social media to promote downtown (i.e. facebook, Instagram, Twitter)
 - NOTE: The Downtown page has over 2,600 followers and with attention to the Farmers Market account in 2015, followers have doubled to 760. Key area of focus.
- Continue to negotiate and make available cooperative advertising opportunities.
 - NOTE: Shared advertising with City MB has proven cost effective. In order to increase our media presence without increasing our budget greatly, co-op opportunities with the DBPA and its constituents need to be explored and implemented.
- Continue working with the Chamber of Commerce to promote commerce in Manhattan Beach & seek their continued support of how important small business is to our City and local economy.
 - NOTE: Relations with the Chamber have expanded and the DBPA continues to support their events via sponsorships, in-kind,

Marketing & Advertising cont'd

auction items and by purchasing a DBPA table for members to partake.

C. Promotions & Special Events.

- Sponsor the (3) annual “**Sidewalk Sales**” to promote Downtown merchants.
- Family Movie Nights (3) were executed last summer and will do so again in 2015 with the help of Parks & Rec and Nikau Kai Waterman Shop
- Continue to sponsor the pumpkin races. Farmer’s Market activity booth.
- Host the “**Holiday Open House/Holiday Hunt** together with the **Pier Lighting** to kick-off to the holiday shopping season and spirit of the season.
- Continue working with the City on voicing policy and planning recommendations regarding other area events and in particular the use of the **Metlox, 13th Street & Civic Plaza** areas.
 - NOTE: South Bay Magazine’s Girls Night Out Fashion Show and Shopping boutique was a huge success. Plans for next year and a Fall 2015 event are being considered.
- Continue to work with the ‘**Beach Events**’ such as **6-Man/International Surf Festival, Catalina Paddleboard & Manhattan Open** to ensure the downtown benefits from the event vs. experiencing discouraging sales.
 - NOTE: The DBPA has worked closely with 6-Man to bring it back to Thursday/Friday and to incorporate a Youth Tournament as well as have a Civic engagement through team sponsorships
 - NOTE: The DBPA has worked closely with Parks & Rec on the proposed Beach Info/Concession and Surf and Bike Rental kiosk
 - NOTE: The DBPA has worked closely with the SVP/MB Open to create the proposed VIP area and is working on participating in the vendor village as well as organizing a family movie night in such.

D. Professional Management & Communications

- Maintain professional management to ensure this cohesive Business Improvement and Activity Plan is implemented and continued.
- Continue emailed newsletter.
- As a Board, reach out to new businesses to make them feel welcome and invite their participation in our efforts as an Association to keep downtown thriving.
 - NOTE:DBPA monthly meetings continue to have record turnout and new members regularly attending
- Provide representation to help mitigate traffic, construction and parking issues.
 - NOTE: Communication in advance of closures is always communicated
- Stay active on Chamber committees including business development division & marketing
 - NOTE: 6 DBPA members sit on the Chamber Board
- Hold quarterly focus groups for downtown members to help address opportunities and challenges for small business

- NOTE: Worked and continue to do so closely with the City to execute the ULI recommendations. Advisory committee has been created consisting of one BID Board Member, 2 DBPA Officers and the Executive Director
- Recruit participation of local business to attend & participate at the DBPA Board meetings as well as sit on a small committee to accomplish the following:
 - NOTE: Control over how our own parking should continue to meet our needs. Meet regularly with City Manager and Department heads
 - streetscape & landscape refresh
 - Research and recruit a more diverse mix of businesses in downtown that compliment and support current businesses.
- Continue informing members of important issues affecting their businesses.
- Continue to inform businesses through the Crime Alert bulletins (EZ Text)
- Increase public relations opportunities for promoting the Downtown.
 - Currently on the World Games Host Town MB Steering Committee
 - Leverage and promote how much the DBPA (and its constituents) donate as a WHOLE, not just each individually to local and civic groups
- Meet with BID Board semi-annually or as often as needed to strengthen communication with DBPA and City.

BUSINESS IMPROVEMENT & ACTIVITY PLAN BUDGET

I. INCOME

A. 2015-2016 Operating Budget

The 2015-2016 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 *\$299,044.21 with the following components:

- **Assessments**
\$108,836.84 has been budgeted. 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**
\$207.37
- **DBPA CONTRIBUTION**
 - **\$8,000 with Holiday income for the Open House and décor
- **Farmers Market**
 - \$176,000 will represent a %10 increase, which is consistent with the State average.
 - \$6,000 from the Trackless Train operated at the Market

* Includes the Farmers Market

** HOH income is a suggested \$100 contribution from each merchant open and benefitting from the events, entertainment and activities that evening.

II. FISCAL YEAR

- Net income was -\$28,922.93 (by design) and the net retained earnings are \$106,907.56 of which approximately the following is allocated:
 - \$10,840.5 in BID reserves
 - NOTE: the BID directed an extra \$5K/year for a 3 year period be deposited into reserves as an emergency fund
 - \$23, 219.55 is allocated for operating and payroll expense thru July of 2016 and until the BID contribution is received
 - \$61,000.28 in the Farmers Market account
 - \$71,000 is appropriated for marketing and advertising in the fiscal year 2015-16. With the launch of Think Local First campaign in 4th Q 2012, it is time to refresh this campaign by mid 2016.

BUSINESS IMPROVEMENT & ACTIVITY PLAN BUDGET CONT...

III. EXPENSES

A. 2015-2016 Operating Budget

The 2015-2016 operating budget breakdowns of expenses for the Downtown Manhattan Beach BID are provided below. The improvement and activity plan budget is projected at *\$314,924, a (\$19,468.79) with the following components:

- **Community Programs:**

- \$108,550 is provided which accounts for approximately 34% of the budget, including the Farmers Market

** \$28,550 is community donations and sponsorships, representing 9% of the budget and 9.5% of GROSS income, not to exceed 10% of Gross combined funds

(This number is comprised of expenses under the Community Relations on the DBPA 2015-2016 Proposed Budget.)

*Includes income and expenses from the Farmers Market

- **Marketing & Promotion:**

\$71,015 is provided which accounts for 23% of the budget.

(This number is comprised of the expenses under the Marketing & Promotion heading on the DBPA 2015-2016 Proposed Budget.)

- **Special Events:**

\$17,100 is provided which accounts for 5% of the budget.

*Does not include all advertising for each event if relevant

(This number is solely comprised of the Special Events heading on the DBPA 2015-2016 Proposed Budget.)

- **Professional Mgt., Rent, Supplies, Insurance & Communications:**

\$118,259 is provided which accounts for 38% of the budget.

(This number is solely comprised of the General Administration heading on the DBPA 2015-2016 Proposed Budget.)

(\$10,000 for BID reserves not calculated on this page)

**Downtown Manhattan Beach Business Partners Association
Manhattan Beach Farmers Market**

2015-2016 Proposed Budget

	INCOME	EXPENSES	NET FUNDS
General Administration			
BID Contribution	108,836.84		108,836.84
Interest income	207.37		207.37
BID Reserves		5,000.00	(5,000.00)
* Payroll Totals		87,000.00	(87,000.00)
* Medical Allowance		6,000.00	(6,000.00)
* DBPA Insurance Premiums		7,359.00	(7,359.00)
* Rent		9,900.00	(9,900.00)
* Operating Expenses		8,000.00	(8,000.00)
SUBTOTAL	109,044.21	123,259.00	(14,214.79)
Other Income			
A 1 Promotions/Train	6,000.00		6,000.00
SUBTOTAL	6,000.00	-	6,000.00
Special Events			
Pumpkin Race		400.00	(400.00)
Holiday Open House	8,000.00	8,000.00	-
Small Business Saturday		250.00	(250.00)
January Sidewalk Sale		250.00	(250.00)
April Sidewalk Sale		250.00	(250.00)
August Sidewalk Sale		250.00	(250.00)
Paint the Town Pink		1,000.00	(1,000.00)
Misc. Events		2,000.00	(2,000.00)
GNO Event/AD		4,500.00	(4,500.00)
Easter		200.00	(200.00)
SUBTOTAL	8,000.00	17,100.00	(12,689.00)
Community Relations			
Holiday Lights		-	-
Dig 4 Kids		250.00	(250.00)
Catalina Classic		450.00	(450.00)
Fireworks Festival		2,000.00	(2,000.00)
Farmers' Market	176,000.00	80,000.00	96,000.00
MBEF		5,000.00	(5,000.00)
G.R.A.D. Nite		500.00	(500.00)
Grades of Green		5,000.00	(5,000.00)
Growing Great		5,000.00	(5,000.00)
MBLL		350.00	(350.00)
Tour de Pier		1,500.00	(1,500.00)
Roundhouse Sponsorship		2,500.00	(2,500.00)
Tickets/Events/Fundraisers		3,500.00	(3,500.00)
Community/Downtown Programs		2,500.00	(2,500.00)
SUBTOTAL	176,000.00	108,550.00	67,450.00
Marketing & Promotion			
Advertising/Print & Printing		2,000.00	(2,000.00)
Beach Reporter		8,000.00	(8,000.00)
Easy Reader		2,400.00	(2,400.00)
South Bay Magazine		7,000.00	(7,000.00)
Terrenea Magazine		2,500.00	(2,500.00)
Advert Opportunities		2,500.00	(2,500.00)
Banners		2,400.00	(2,400.00)
Banner Permits		4,070.00	(4,070.00)
Photography		5,000.00	(5,000.00)
Chamber Guide		1,995.00	(1,995.00)
Design/Agency Fees		12,000.00	(12,000.00)
Visitor's Guide Brochure		4,000.00	(4,000.00)
Concierge Program		2,500.00	(2,500.00)
Downtown Maps/Directory		1,600.00	(1,600.00)
Ocean Express		10,000.00	(10,000.00)
Holiday Décor/Metlox		500.00	(500.00)
Member Services/EZ Texting		150.00	(150.00)
Website (maintenance) & Social		2,400.00	(2,400.00)
SUBTOTAL	-	71,015.00	(71,015.00)
TOTAL			
	299,044.21	319,924.00	(24,468.79)