

AGREEMENT BETWEEN THE DOWNTOWN MANHATTAN BEACH  
BUSINESS IMPROVEMENT DISTRICT, THE CITY OF MANHATTAN  
BEACH, AND THE DOWNTOWN MANHATTAN BEACH BUSINESS &  
PROFESSIONAL ASSOCIATION FOR PROFESSIONAL SERVICES

This agreement is entered into on this \_\_\_\_ day of \_\_\_\_\_, 2014, by and between the Downtown Manhattan Beach Business Improvement District (“DISTRICT”), the City of Manhattan Beach (“CITY”), and the Downtown Manhattan Beach Business & Professional Association (“ASSOCIATION”) (collectively, the “Parties”).

RECITALS

- A. The City Council of the City of Manhattan Beach established a Business Improvement Area known as the Downtown Manhattan Beach Business Improvement District pursuant to Section 36500 et seq. of the California Streets and Highway Code (“Act”), by and through the adoption of Ordinance 1989 on October 6, 1998. That Ordinance authorized the levy of a special assessment to support improvements within the DISTRICT.
- B. On July 15, 2014, the City Council adopted Resolution No. 14-0035 overriding protests and providing for the collection of assessments within the DISTRICT for improvements and activities to be conducted during Fiscal Year 2014-2015.
- C. Pursuant to the Ordinance, assessments have been levied by the CITY upon the various businesses located within the DISTRICT.
- D. Said assessments are collected by the CITY and shall be used only for the benefit of the DISTRICT.
- E. The funds collected pursuant to the assessment shall be used to provide the services identified in the Downtown Manhattan Beach Business & Professional Association’s “Business Improvement & Activity Plan May 2014,” attached hereto as Attachment “1” and incorporated herein.

NOW, THEREFORE, in consideration of the recitals, mutual promises, covenants, representations and agreement set forth below, the Parties hereby promise, covenant, agree and represent as follows:

Section 1. TERM OF AGREEMENT

- 1.1 The term of this agreement shall be from July 1, 2014 through June 30, 2015.

Section 2. ASSOCIATION RESPONSIBILITIES.

- 2.1 The ASSOCIATION or an agent of the ASSOCIATION shall render professional services and shall cooperate with the DISTRICT to provide work program coordination consisting of program development and implementation, program administration, and financial reports.
- 2.2 The ASSOCIATION shall submit to the DISTRICT program plans and reports, including the following:

**Proposed Program Report**

A program plan detailing services to be provided and operational/program budgets for each fiscal year. The report shall be submitted 30 days prior to the end of each fiscal year outlining the plans, goals and budgets for the ensuing fiscal year. The report shall include all documentation as required by Section 36533 of the Act, as well as all other pertinent provisions of the Act.

**Quarterly Reports**

The ASSOCIATION shall provide the CITY with updated quarterly reports outlining revenue and expenditures for the quarter. These reports shall be submitted to, and reviewed by, the Chairperson of the Downtown Manhattan Beach Advisory Committee & the CITY.

**End of Year Report**

By July 31, 2015, the ASSOCIATION shall submit to the CITY a complete end-of-year report which includes the following:

- A) A full disclosure financial statement including supporting documentation of all expenditures covering the period from July 1, 2014 to June 30, 2015.
  - B) A statement by the President of the Downtown Manhattan Beach Business & Professional Association certifying that staff time expended and payment requested was for services performed in accordance with the provisions of this Agreement.
- 2.3 The ASSOCIATION shall administer the entire program in a prudent manner, within the parameters of the work program and budget approved by the City Council through the adoption of Resolution No. 14-0017, a Resolution of Intention, on June 3, 2014. The ASSOCIATION assumes full responsibility for contracting support services as required, and paying for all such direct out-of-pocket expenses as may be necessary for the timely completion of work. Obligations or expenditures for items not budgeted shall not be paid through assessments collected by the DISTRICT.
- 2.4 The Chairperson of the Downtown Manhattan Beach Business Improvement District Advisory Committee or his or her designee shall have the authority to make reasonable budget and program adjustments, not to exceed 15 percent of the total budget, between the program elements as necessary, and as limited by the total annual budget for the

DISTRICT. Any budgetary changes in excess of 15 percent must be reviewed and approved by the entirety of the Downtown Manhattan Beach Business Improvement District Advisory Committee.

For fiscal year 2014-2015 the program elements shall include:

- A. Parking, Transportation & Community Programs
  - B. Marketing & Advertising
  - C. Promotions & Special Events
  - D. Professional Management & Communications
- 2.5 The disbursement of funds to the ASSOCIATION does not constitute approval by the CITY for any individual project or program that requires City Council and/or Planning Commission approval, requires use of CITY property or requires appropriate permits/approval from the CITY or any other governmental agency.
- 2.6 The Advisory Board of the DISTRICT shall be responsible for preparation of a Resolution of Intent to continue the establishment of the Business Improvement District and the levying of assessments for the next fiscal year. The Advisory Board shall participate in the public hearing process and make any recommendations to modify boundaries, benefit zones, methodology and activities.

Section 3. CITY RESPONSIBILITIES.

- 3.1 The CITY shall be responsible for collection of assessments, for effecting the collection of delinquent assessments, and for authorizing the disbursement of funds collected by the CITY, on behalf of the DISTRICT, to the ASSOCIATION.
- 3.2 The CITY shall review the ASSOCIATION'S quarterly progress reports and end-of-year financial report.

Section 4. DISBURSEMENTS.

- 4.1 Upon the execution of this agreement, the DISTRICT shall disburse FY 2013-2014 Downtown Business Improvement District assessments to the ASSOCIATION, as approved by the City Council on July 15, 2014.

Section 5. NOTICES.

- 5.1 Notice to the parties shall, unless otherwise requested in writing, be sent to:

DISTRICT: Chair, Downtown Manhattan Beach Business Improvement  
District Advisory Committee  
Attn: Mr. Mike Zislis  
321 12<sup>th</sup> Street, Suite 112  
Manhattan Beach, CA 90266

CITY: City of Manhattan Beach  
Attn: Bruce Moe, Finance Director  
1400 Highland Avenue  
Manhattan Beach, CA 90266

With one copy to: City of Manhattan Beach  
Attn: City Manager  
1400 Highland Avenue  
Manhattan Beach, CA 90266

ASSOCIATION: Downtown Manhattan Beach Business & Professional Assoc.  
Attn: Kelly Stroman  
PO Box 3298  
Manhattan Beach, CA 90266

Section 6. CONFLICT OF INTEREST

6.1 For the duration of this agreement, the DISTRICT or its employees will not act as consultant or perform services of any kind for any person or entity in regard to the CITY without the prior written consent of the CITY.

Section 7. COST RECORDS.

7.1 In accordance with Generally Accepted Accounting Principles, the ASSOCIATION shall maintain full and complete records of services performed under this agreement. Such records shall be open to inspection by the DISTRICT at any time.

7.2 The records maintained by the ASSOCIATION shall include all receipts for expenditures incurred. The DISTRICT reserves the right to perform a contract compliance audit at least once annually. The DISTRICT shall pay the cost of such an audit. The ASSOCIATION agrees to keep all receipts and other supporting documents available for inspection for a period of two years.

Section 8. FINANCIAL POLICIES

8.1 To maintain fiduciary responsibility, the ASSOCIATION shall, at all times, comply with the established financial policies.

Section 9. EQUAL OPPORTUNITY PROGRAM

9.1 Nondiscrimination and Affirmative Action. The ASSOCIATION shall comply with the applicable nondiscrimination and affirmative action provisions of the laws of the United States of America, the State of California, and the City of Manhattan Beach. In

performing this Agreement, the ASSOCIATION shall not discriminate in its employment practices against any employee or applicant for employment because of such person's race, religion, national origin, ancestry, sex, sexual orientation, age, physical handicap, marital status or medical conditions. The ASSOCIATION shall also comply with all rules, regulations, and policies of the United States of America, the State of California and the City of Manhattan Beach, relating to nondiscrimination and affirmative action, including the filing of all forms required by said agencies. Any subcontract entered into by the ASSOCIATION relating to the agreement, to the extent allowed hereunder, shall be subject to the provisions of this paragraph.

Section 10. AMENDMENTS

10.1 The ASSOCIATION may periodically request a change in the scope of services of the contract to be performed hereunder. Such changes, which are mutually agreed upon by and between the DISTRICT and the ASSOCIATION, shall be incorporated in written amendments to this agreement. This agreement may not be amended except in writing by mutual agreement of both parties. A failure to object to a breach of this agreement shall not constitute an amendment thereof, and it shall not waive any future breach of the agreement.

Section 11. ASSIGNMENT

11.1 Neither this agreement, nor any portion thereof, shall be assigned by ASSOCIATION without prior written consent of DISTRICT.

Section 12. PRESERVATION OF AGREEMENT

12.1 Should any provisions of this Agreement be found invalid or unenforceable, the decision shall affect only the provision interpreted, and all remaining provisions shall remain enforceable.

Section 13. ENTIRE AGREEMENT

13.1 This agreement supersedes any and all other agreements, either oral or in writing, between the parties with respect to the subject matter herein. Each party to this agreement acknowledges that representations by any party not embodied herein, and any other agreements, statements or promises concerning the subject matter of this Agreement, not contained in this Agreement, shall not be valid and binding. Any modification of this Agreement will be effective only if it is in writing signed by all parties. Any issues with respect to the interpretation or construction of this Agreement are to be resolved without resorting to the presumption that ambiguities should be construed against the drafter.

Section 14. AUTHORIZATION TO EXECUTE AGREEMENT

14.1 The Chair of the Downtown Manhattan Beach Business Improvement District & the President of the Downtown Manhattan Beach Business & Professional Association declare that they are authorized to execute this agreement on behalf of the parties.

IN WITNESS WHEREOF, the Parties have executed this Agreement on the date first written above.

DISTRICT:

  
\_\_\_\_\_  
Chair, Downtown MB Business Improvement District

ASSOCIATION:

  
\_\_\_\_\_  
President, DMBBPA

CITY:

\_\_\_\_\_  
City Manager

ATTEST:

\_\_\_\_\_  
City Clerk

APPROVED AS TO FORM:

  
\_\_\_\_\_  
City Attorney

ATTACHMENT 1

BUSINESS IMPROVEMENT & ACTIVITY PLAN MAY 2014

**DOWNTOWN MANHATTAN BEACH  
BUSINESS IMPROVEMENT DISTRICT**

**BUSINESS IMPROVEMENT DISTRICT  
Business Improvement & Activity Plan**

**May 2014**

*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 and 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. At least 10 days after adopting the Resolution of Intention, the City shall conduct a public hearing for the purpose of hearing protests against the continued imposition of the assessment. If the City does not receive written protests 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

# Downtown Manhattan Beach Business Partners Association

## 2014-2015 BID Strategies & Goals

### **TRADITIONAL ADVERTISING**

- Continue to maintain & promote 3 Sidewalk Sales & Annual Holiday Open House each year through local print/posters/banner
- Increased frequency of ads in Beach Reporter and Easy Reader
- Increase Street Banner locations from 2 to 3 to capture all driving routes in/out of DTMB
- Increase Ad size to ½ or full page color for repetition and consistency
- Small Business Saturday Ad in Beach Reporter
- South Bay Magazine Holiday ad for Month of December
- MBLL Program/Directory Ad and Banner at Live Oak Park

GOAL-Continue and elevate frequency of advertising for the BID and focus on best practice representation thus serving the entire BID.

Allocate and invest finances in quality photography that better reflects the image of the BID

Continue to integrate the Think Local First Campaign into every event and element of advertising throughout the District

### **SOCIAL MEDIA AND MARKETING**

- Website continues to be improved/updated for ease of use.
- Integrated the Think Local First and SHOP, DINE, PLAY, STAY into all mediums
- Facebook and Instagram Contests quarterly
- Integrate EnPlug media screens to DTMB events and business locations
- Dialoguing with the Chamber and the new MB Library about Digital Directories/Maps
- Website and social media must continue to evolve and be rejuvenated yearly
- Create a photo bank of updated photography using newer forms of technology and editing to produce more relevant and interesting shots
- Reproduce downtown maps and visitor guides to be more user and visually friendly and to better represent the district.
- Reach out to travel and concierge sites

GOAL-Continue to drive awareness and business to the BID

Launch a behind the scenes interview and newsletter featuring BID business owners on a monthly basis

## **Strategies and Goals Cont...**

### **SPECIAL DOWNTOWN EVENTS HOSTED BY BID**

- Sidewalk Sales – January, April & August
- Halloween Trick or Treating-October
- South Bay Runway Fashion Show October and May
- Summer Surf Movie Series-Metlox
- Holiday Open House/Holiday Hunt – November

GOAL-Continue to support all like events and elevate the level of advertising and marketing and continue to explore new events that benefit the BID

### **SPECIAL EVENTS DBPA SPONSORS**

- Catalina Classic Paddleboard Race – August
- Halloween Pumpkin Races/Skechers Friendship Walk – October
- Fireworks Festival – December
- Manhattan Beach Little League – Opens March
- Tour de Pier (Exhibitor Booth and Civic Team)
- South Bay Magazine Girls Night Out Fashion Show (show, booth and advertising)

GOAL- Increase participation in events outside of DTMB that can drive traffic to the BID

### **SPECIAL EVENTS NEAR ON or WITHIN THE BID**

- American Martyrs 5K Run – February
- Robinson Fun Run – March
- Dig 4 Kids/Jimmy Miller Volleyball & Surf Contest – April
- Tour de Pier
- 6-Man Volleyball Tournament – Tuesday/Wednesday late July
- International Surf Festival – August
- Manhattan Open Volleyball Tournament – August
- Metlox Concert Series
- Chevron Manhattan Beach Grand Prix
- Old Hometown Fair/10K
- Richstone Walk for Kids
- Roundhouse Aquarium 5K

GOAL- Explore ways to have a presence at events or to offer a bounce back option to drive traffic into Downtown.

## **Strategies and Goals Cont...**

### **BUSINESS SPONSORSHIPS BID**

Catalina Classic  
Fireworks Festival  
MBLL  
Jimmy Miller Foundation  
Tour de Pier  
Pumpkin Races

GOAL-Support local events within the district that are family orientated, encourage a healthy lifestyle and develop the youth of our community

### **COMMUNITY SUPPORT**

- All meters bagged for 3 weeks during the Holidays in Manhattan Beach
- Valet Parking – two locations (Fonz's & MB Post Restaurant) Wednesday-Saturday
- Local Offerings Discount Card- 3 plus times a year
- Ambassador Program to continue from June –August 2014

GOAL-Increase Holiday FREE meter parking to 4 weeks. Exploring ways to expand Valet.

### **MEMBER SERVICES**

- Weekly newsletters via email for members
- EZ texting for safety and theft concerns
- Monthly DBPA meetings
- Purchase table at local events (Chamber, fundraising, business sponsor) and offer to DBPA members to attend to increase visibility and networking opportunities
- New business welcome baskets introducing them to DBPA
- Sit on the Chamber Executive Board & Board of Directors
  - Sit on Economic Development Committee
  - Sit on Best of Manhattan Committee
- Advocate and work closely with the City on developing a Downtown Specific Plan
  - Community (Town Hall style) Meeting June 5, 2014
- Representative to City. Work with most departments when appropriate on various items that pertain to Downtown or the City of MB, such as taxi stands, parking, safety, to name just a few.
- Attend City Council and Planning Commission meetings where appropriate.

GOAL-Continue to elevate frequent and make communications with the membership, City, and Chamber more effective. Work with City on Taxi Cab solutions. Work with city on initiatives such as Smoke Free Initiative, Waste Management reduction and other environmentally advantageous programs that will beautify the BID and increase employee productivity.

## Strategies and Goals Cont...

### **MEMBERSHIP – OPENINGS AND CLOSINGS**

- Restaurant openings – Nekter Juice Bar, Pressed Juicery, Gelato Lounge, Little Sister, Rockefeller MB
- Other Openings – Trina Turk, Splendid, Shorewood Realtors, REMAX, Waterleaf 2, Harper and Harlow, Satz Gallery (pop up), Maloney Development
- Closings – Chez Soi, Leafy Greens, Alum Designs, Dawn Baker, Jill Roberts, Barbie K, Dolly Rocker
- Coming Soon- Nicks MB (Metlox), Remodel of Café Pierre, Rolling Hills Flower Mart, Noelle Parks Design
- Old Barbie K building will be torn down in June 2014
- Old Magpie Building remodel will be completed beginning of Q3 2014
  - Entire building (upper and lower) has been leased to Sothebys
- Both the Wright's Building and the Free People building were both sold to Cardinal Investments. There is a facial building remodel planned for the Free People building as well as the second story interior. Plans to remodel the Wright's building are being discussed.

NOTES:

## **BUSINESS IMPROVEMENT DISTRICT ACTIVITY PLAN BUDGET 2014-2015**

### **I. INCOME**

#### **A. 2014-2015 Operating Budget**

The 2014-2015 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 \$107,329.00 with the following components:

- **Assessments & Income**

\$107,329.00 has been budgeted for BID activity. 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**

\$103.48

- **DBPA CONTRIBUTION**

\$6,000 with Holiday income for the Open House and Décor

### **II. FISCAL YEAR**

- Retained earnings for Fiscal Year 2013-2014 were \$10,830.60
- We will continue our community outreach and sponsorships with local events and with agreement from the BID would like to increase the budgeted use of funds for Marketing, Advertising and participating in special events that serve the BID members
- Please note that we are working with the Chamber and exploring ways with the City to “digitize” directories in Downtown Manhattan Beach. This will be a significant shared expense, that of which amounts have not been determined as of yet.

### **III. EXPENSES**

#### **A. 2014-2015 Operating Budget**

The 2014-2015 operating budget breakdowns of expenses for the Downtown Manhattan Beach BID are provided below. The improvement and activity plan is projected at \$107,329.00.

- **Parking, Transportation, Beautification, Enhancements, Community**

\$24,978.00 is provided which accounts for approximately 223% of the total BID budget.



- **Marketing, Advertising & Promotion:**  
\$18,141.00 is provided which accounts for 17% of the total BID budget.
- **Special Events:**  
\$6,586.00 is provided which accounts for 6% of the total BID budget.
- **Professional Mgt., Payroll, Rent, Supplies, Insurance & Communications:**  
\$57,624.00 is provided which accounts for 54% of the BID budget.

(\$8,000 for Holiday Lighting Replacements is not accounted for but has been requested from the Chamber of Commerce in a joint effort to enhance the Holiday shopping experience for consumers and beautify the Downtown Business Improvement District)

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

**2014-2015 Proposed Budget**

	INCOME	EXPENSES	NET FUNDS	
<b>General Administration</b>				
BID Contribution	107,329.00		107,329.00	
Interest income	206.48		206.48	
* Payroll		70,000.00	(70,000.00)	
Operating Expenses		20,000.00	(20,000.00)	
<b>SUBTOTAL</b>	<b>107,535.48</b>	<b>90,000.00</b>	<b>17,535.48</b>	
<b>Other Income</b>				
A 1 Promotions/Train	6,000.00		6,000.00	
Metlox Décor	1,000.00		1,000.00	
<b>SUBTOTAL</b>	<b>7,000.00</b>	<b>-</b>	<b>7,000.00</b>	<b>-</b>
<b>Special Events</b>				
Pumpkin Race		750.00	(750.00)	
Holiday Open House	6,000.00	6,974.75	(1,474.75)	
Small Business Saturday		500.00	(500.00)	
January Sidewalk Sale		500.00	(500.00)	
April Sidewalk Sale		500.00	(500.00)	
August Sidewalk Sale		500.00	(500.00)	
Misc. Events		2,000.00	(2,000.00)	
Showcase Events		5,000.00	(5,000.00)	
Easter Weekend		500.00	(500.00)	
<b>SUBTOTAL</b>	<b>6,000.00</b>	<b>17,224.75</b>	<b>(12,689.00)</b>	
<b>Community Relations</b>				
Holiday Lights		500.00	(500.00)	
Dig 4 Kids		200.00	(200.00)	
Catalina Classic		600.00	(600.00)	
Fireworks Festival		1,000.00	(1,000.00)	
Farmers' Market	162,000.00	79,524.00	82,476.00	
MBEF		10,000.00	(10,000.00)	
Grades of Green		5,000.00	(5,000.00)	
Growing Great		2,500.00	(2,500.00)	
Tour de Pier		1,500.00	(1,500.00)	
Tickets/Events/Fundraisers		3,500.00	(3,500.00)	
Community/Downtown Programs		2,500.00	(2,500.00)	
<b>SUBTOTAL</b>	<b>162,000.00</b>	<b>106,824.00</b>	<b>55,176.00</b>	<b>-</b>
<b>Marketing &amp; Promotion</b>				
Advertising/Print & Printing		5,000.00	(5,000.00)	
Beach Reporter		6,279.00	(6,279.00)	
Easy Reader		3,600.00	(3,600.00)	
South Bay Magazine		7,000.00	(7,000.00)	
Advert Opportunities		5,000.00	(5,000.00)	
Banners		3,505.86	(3,505.86)	
Banner Permits		3,663.00	(3,663.00)	
Photography		5,000.00	(5,000.00)	
Chamber Guide		1,995.00	(1,995.00)	
Design/Agency Fees		42,000.00	(42,000.00)	
Visitor's Guide Brochure		5,000.00	(5,000.00)	
Concierge Program		2,500.00	(2,500.00)	
Downtown Maps/Directory		2,000.00	(2,000.00)	
Ocean Express		8,000.00	(8,000.00)	
Social Media		750.00	(750.00)	
Holiday Décor/Metlox		1,000.00	(1,000.00)	
Member Services/EZ Texting		50.00	(50.00)	
Website (maintenance) & Social		2,400.00	(2,400.00)	
<b>SUBTOTAL</b>	<b>-</b>	<b>104,742.86</b>	<b>(104,742.86)</b>	
<b>TOTAL</b>				
	<b>282,535.48</b>	<b>318,791.61</b>	<b>(37,220.38)</b>	

\* NOTES

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

**2014-2015 Proposed Budget**

**Place 6 months of BID contribution into a CD for higher interest**  
Payroll includes Ambassadors