



July 17, 2020

Mayor Richard Montgomery
Members of City Council
City of Manhattan Beach
1400 Highland Avenue
Manhattan Beach, CA 90266

Re: BID Fund Renewal

Dear Mayor and Councilmembers,

The Downtown Manhattan Beach Business Improvement District (BID) Advisory Board met on Thursday, July 16, 2020 with a quorum present. Upon reviewing the 2019-2020 year-end progress report and the 2020-2021 projected BID Activity Plan and Budget, the Board is requesting the City Council approve the Resolution of Intent.

This year the BID needs more from the City than just the approval of the Resolution. The Board discussed **the urgency of action needed to ensure businesses survive this pandemic**. Studies, expensive permits and detailed processes are not what we need. We need flexibility, urgency, innovation and partnership with the City. The Business Relief Subcommittee's first meeting was very encouraging, and we urge the City to support swift action on items put forth by that group; every day of lost potential revenue is critical for the survival of downtown businesses.

We need the City to think about both accommodations and financial concessions that can be made to protect downtown businesses. Every decision needs to support business survival. We realize City funding has been compromised during these times, but if our businesses are to survive, they need every financial opportunity. This is a time to think creatively about utilizing City funds. Could the Parking Fund be utilized to subsidize parking space rentals, additional short-term parking signs or off-site parking options? What other City budget lines could be creatively adapted to assist businesses? We have all taken pay decreases, laid off employees and asked our landlords for concessions to survive; we need the City to also make some sacrifices to ensure sales tax revenues continue after this pandemic.

The 2020-21 BID Activity Plan has all of the same A-H items, but our nearly singular focus this year will be A. (Work with City on COVID Relief Measures to Assist Businesses). Please make this the City's priority as well.

Respectfully,

BID Advisory Board
BID President, Michael Zisli