

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



**2022 Annual Report,
Budget and Activity Plan**

<u>Location:</u>	<p>The general area surrounding the Rosecrans Avenue and Highland Avenue intersection (See Attachment A).</p> <p>Specific boundaries are:</p> <ul style="list-style-type: none"> • (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.
<u>Stakeholders:</u>	North Manhattan Beach Businesses – All business license holders in the North Manhattan Beach area, with the exception of home- based businesses, residential rental units, commercial property owners and residents.
<u>Improvements and Activities:</u>	<p>A. Capital Improvement Project Design</p> <p>B. Marketing, Social Media & Advertising</p> <p>C. Project Implementation</p> <p>D. Professional Communications</p>
<u>Method of Financing:</u>	Benefit-based assessments on City Business License Tax.
<u>Assessment:</u>	An 80% surcharge on the City Business License Tax not to exceed \$500.00.
<u>Collection:</u>	The fees are collected in March/April of each year with the Business License Tax. The funds shall be retained, including interest earned, in a designated fund and disbursed through the City. Approximately \$29,000 per year.
<u>Governance:</u>	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 up to seven (7) members composed of area business owners or resident ex-officio members. There must be a quorum to conduct a meeting and adherence to the Brown Act. The City Council ratifies the board members annually once the membership has held its election (typically in December). It is anticipated that the Advisory Board will meet at least once per month, on the 2 nd Wednesday 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 around 30 days 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 the 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, improvements etc.
- Establishing and implementing a North Manhattan vision and image that is in line with the rest of Manhattan Beach and reflects the good health and economic vitality of the entire City; making the City an attractive venue for business.

ACTIVITY PLAN

The BID activity plan for 2022 includes the following items:

- A. Continue using www.northmanhattanbeach.org and www.visitnorthmanhattanbeach.com for visitor and community outreach and marketing. Maintain and enhance the digital presence of the North Manhattan Beach district through public engagement (surveys, individual outreach), website, social media (Instagram @visitnorthmanhattanbeach @northmanhattanbeach, Facebook @northmanhattanbeachca @visitnorthmanhattanbeach, twitter @VisitNorthMB) and e-notifications.
- B. Trademark and begin to utilize approved North Manhattan Beach Logo.
- C. Continue to develop North Manhattan Beach branding using the new approved logo throughout the district (Pole flags with approval and permits from the City, refurbish the North Manhattan Beach welcome monument on Rosecrans utilizing the new color scheme and logo).
- D. Solicit Bids for Public Art and work with the City Public Arts Commission for installation and placement.
- E. Continue to develop event and partnership opportunities to draw more foot traffic and awareness to North Manhattan Beach.
- F. Continue to establish participation and support for the NMB BID among NMB businesses.
- G. Continue to grow the annual NMB BID Holiday Stroll and establish additional collaborative events.
- H. Collaborate with Manhattan Beach's Environmental Sustainability Division, Traffic Engineer, Community Development Department and Public Works Department to implement programs for alternative e-transportation. This program will promote electric alternatives and draw much needed foot traffic to our NMB BID Businesses.
 - a. Explore a weekly e-bike, golf carts and e-scooters community outreach program on an agreed upon evening when businesses would benefit from additional patrons in the BID. We will confer with BID businesses to select a preferred evening. This program may include:
 - i. Safe e-bike, electric scooter, etc. parking
 - ii. A number (quantity to be determined by City) of parking spaces to convert to golf cart only parking during designated times
 - iii. Consideration of golf cart only parking spaces in the BID (Preferably in locations not already allocated for parking)
 - iv. Review of opportunities for additional bike & e-bike parking in the BID.
- I. Continue to work with Public Works on the implementation of string lights on NMB BID light poles owned by the City throughout the BID (Highland Ave. from 32nd-45th Streets and on north side of Rosecrans up to Veranda's and the south side of Rosecrans just past El Tarasco.) This

program with not only create a beautiful evening ambiance lighting up the NMB BID boundaries, but it will also provide inviting lighting and a welcoming feeling to our evening customers.

- J. Continue to work with Public Works to beautify the area around the City parking structure and the medians entering the NMB BID at the intersection of Highland and Rosecrans. Continue to collaborate with them on the landscaping throughout the BID.
- K. Update the community on the status of the crosswalks and other street markings and street repairs north of Rosecrans after the construction done in this area. Collaborate with the City on the replacement of the crosswalks and intersection design at the intersection of Rosecrans & Highland also affected by the construction in the area. Continue to work on the functionality of the lighting of the crosswalks south of Rosecrans.
- L. Continue the Highland Avenue improvement discussions with Community Development, Traffic Engineering and Public Works to find solutions to improve the safety of Highland Ave. especially north of Rosecrans where there are not enough crosswalks, they need to more visual indicators and implement solutions to reduce the excessive speed in the area.
- M. Continue discussions about the Veranda's parking lot to find additional parking solutions. Establish contact with Chevron to discuss the Chevron parking in this area.
- N. Continue collaborating with the Downtown Business District and the Manhattan Beach Chamber of Commerce to best serve our NMB BID Businesses.

**North Manhattan Beach Business Improvement District Reserves
FY 2020-2021**

FY 2020-2021 Actuals

Beginning Reserve Balance July 1, 2020	\$ 508,504.54
Revenues	25,054.77
Interest	6,559.91
Expenditures	(119,818.81)
Ending Reserve Balance as of June 30, 2021	<u>\$ 420,300.41</u>

FY 2021-2022 Budget

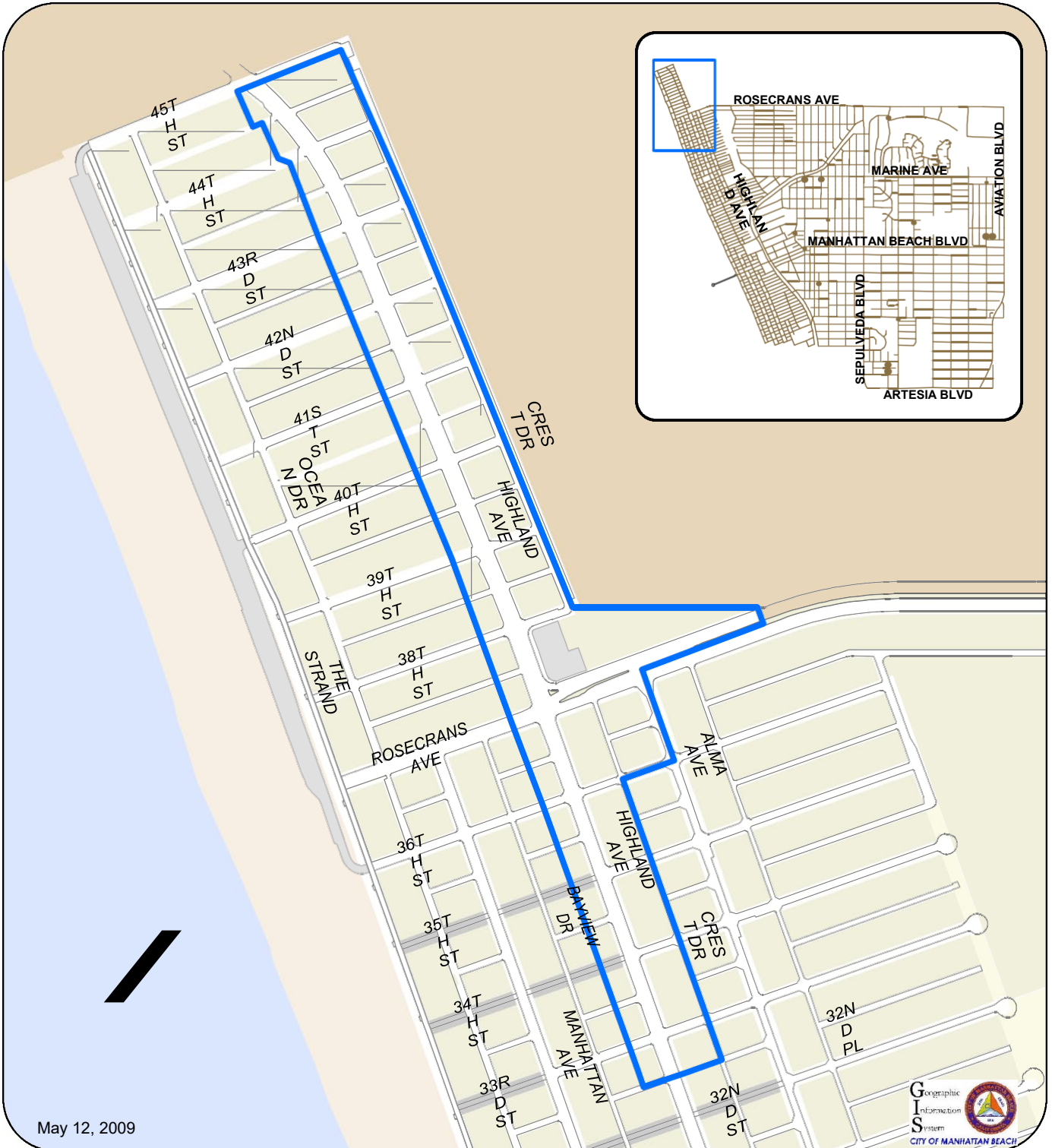
Beginning Reserve Balance July 1, 2021	\$ 420,300.41
Budgeted Revenues (1)	26,000.00
Estimated Interest	<u>5,000.00</u>
Projected Ending Reserve Balance as of June 30, 2022 (2)	<u>\$451,300.41</u>

(1) Budgeted Revenues are projected based on business license tax assessments not to exceed \$500 annually per business.

(2) The Projected Ending Reserve Balance is based on actual reserves at the beginning of the fiscal year adjusted for projected revenues with no estimated expenditures.

AREA MAP

City of Manhattan Beach
**North Manhattan Beach
Business Improvement District**



May 12, 2009

0 250 500 1,000 Feet

