

# **DOWNTOWN MANHATTAN BEACH**

## **BUSINESS IMPROVEMENT DISTRICT** **EST. 1969**

### **Business Improvement & Activity Plan** **April 2017 – March 2018**

*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 Business District in 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 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).

Business owners that are assessed within the BID can nominate members of the Advisory Board. According to State law, the BID Board is appointed/approved 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.

The Advisory Board will meet once annually, unless otherwise needed to convene.

**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:

***Benefits Of the District (cont'd):***

- \* 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 DISTRICT ACHIEVEMENTS, GOALS, ACTIVITY PLAN 2017-2018**

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 Council, Staff, Planning Commission & PPIC to promote Downtown-parking alternatives for merchants, customers, and employees.*
- \* **Ocean Express** – The Ocean Express brought 32K passengers to the Downtown stop last year. This program is in need of significant funding to make it solvent for the Gateway to LA BID. Currently, the City contributes \$20k, the DBPA \$10K, and Manhattan Village Mall \$10K. There is approximately a \$150K deficit between operating cost and income that is currently being subsidized by the Gateway to LA BID.
  - \* Goal – increase ticket sales at the hotels by creating a concierge FAM program and a shopping incentive card
  - \* Goal – provide marketing material and maps for all
  - \* Goal – work with City MB on a branding video to be played in-room and on the bus
- \* **Valet** – The expansion to include a {pages} location was approved by Council but has not been activated yet. A new operator, PCA, was identified as necessary and such begun operations on February 1, 2017. The owner of PCA is a Manhattan Beach resident and operates a reputable valet company nationwide.
  - \* Goal – close Fonz's location, open {pages} location, and expand hours at the MB Post location to 7 nights a week
  - \* Goal – increase pricing from a flat rate of \$10/car to demand-based pricing
- \* **The Downtowner** – Council approved a 6-month pilot program that commenced on February 1, 2017. The DBPA co-op sponsors one cart. The DBPA contributes \$650/month to the total cost, thus making the individual ad cost more affordable for business owners. There are 10 businesses advertising on the shared cart representing, retail, dining, office, service, beauty, and medical businesses within the BID.
  - \* Goal – collaborate with the City on service area and fleet expansion to reach to Sepulveda and E. Manhattan
- \* **Ride-share options** – The DBPA and The City partnered with LYFT for large marquis events held in Downtown. Designated and marked drop zones were identified and utilized which helped to alleviate traffic congestion. Passenger incentive discount codes were generated for businesses during Holiday Open House, Small Business Saturday, and Sketcher's Holiday Fireworks Festival.  
**Ride-share options cont'd:**

Goal – expand the amount of events in which this is utilized and work with LYFT to partner with restaurants for use during peak periods and major events held in the district

Goal – identify and implement a dedicated ride-share drop-off/pick-up zone for night and weekend use

- \* ***Farmers' Market - Continue promoting and supporting the weekly market in Downtown Manhattan Beach and expand community integration as the Farmers market begins its 12<sup>th</sup> year of operation.***

- \* NOTE: The Farmers Market is projected for a 5% increase in 2017-2018 and continues to work in conjunction with City MB on their employee wellness program.

- \* NOTE: The MBFM is a certified market with approximately 50 total vendors offering fresh organic produce, packaged food, hot foods and also addresses food trends such as vegan cheeses and yogurts, micro-greens, and paleo foods... all sourced locally

- \* Goal – work creatively within the limited footprint to increase vendor count by offering space share options

- \* Goal – increase merchandise sales via market branding and exploring on-line sales capability

- \* Goal – continue to educate the community about healthy eating options by working with Growing Great and encouraging school fieldtrips to the market

- \* ***Support non-profit organizations that benefit the community with proceeds from the Farmers' Market and other events. Amount not to exceed 10% of Gross combined revenue of BID and MBFM revenue.***

- \* NOTE: The Farmers Market continues to support the community, youth and wellness by contributing a percentage of quarterly market proceeds to MBEF, Growing Great, and Grades of Green. In addition the Farmers Market income also contributes to the Roundhouse Aquarium, MBLL, MBX, MCHS Drug and Alcohol Prevention, Coordinating Council, and FOLA.

- \* NOTE: The DBPA continues its support of the above as well as the Pumpkin Races, MOvember, Breast Cancer Awareness, Tour de Pier, CHOICE Program, Special Olympics, and the American Red Cross. The MBFM will be holding its first ARC Blood Drive in July 2017.

- \* ***Continue to work with the Public Works Department and Waste Management to support the CART Trash & Recycling Programs for Downtown businesses and set the example by implementing sustainable environmental practices.***

- \* NOTE: The DBPA continues to support and encourage all sustainable MB practices including, but not limited to Recycling, Trash and Food Waste, Breathe Free MB, Wellness and Earth Day initiatives

- \* NOTE: The DBPA has worked closely with Public Works and Waste Management on the Trash Task Force. Council will hear possible Downtown maintenance improvements in June 2017.

## **Parking, Transportation & Community Programs cont'd**

- \* Work with the City & Public Works Department to improve the Downtown curb appeal with signage, landscaping, lighting, etc.
- \* NOTE: The Downtown Specific Plan will most likely call for many structural improvements that will need to be monitored.
- \* Goal- continue to work with Community Development regarding the implementation of the Downtown Specific Plan

## **B. Marketing & Advertising**

- \* Continue to promote our downtown as a special place with quaint shops, dining & services and a destination for locals and visitors.
- \* 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 maintains a strong presence in within local advertising channels, such as South Bay Magazine, The Beach Reporter, The Easy Ready and more
- \* Keep visitor guides fresh to reflect the changes that have occurred in downtown. Continue to reach out and invite concierges in nearby hotels & key hotels throughout Los Angeles to spend a day in downtown and experience firsthand why our town is a desirable destination.
  - \* NOTE: FAM tours and travel writers have been hosted and continue to increase our presence outside of Manhattan Beach and have extended internationally to Australia, New Zealand, Germany, and Canada.
  - \* Continue the Summer Ambassador Program to welcome guests
- \* Continue to support the Chamber of Commerce and their various advertising and marketing mechanisms, particularly The Destination Guide and Street & Road Map
- \* Utilize social media to promote and increase the presence of downtown (i.e. Facebook, Instagram, Twitter, Yelp, Google, Trip Advisor and emerging apps)
- \* 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. The Downtowner co-op is working nicely and provides an equitable advertising solution
- \* 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
- \* Continue to explore new cost-effective opportunities of marketing, video, and increasing the on-line presence of downtown



### **C. Promotions & Special Events.**

- \* Sponsor the (3) annual advertised "**Sidewalk Sales**" to promote Downtown merchants
- \* Family Movie Nights with Parks & Rec and Nikau Kai Waterman Shop
- \* Optimize event guest activation with major events held in Downtown
- \* Farmers Market 11<sup>th</sup> Anniversary will have on-site events in July.
- \* Farmers Market guided wellness tours will begin in May 2017.
- \* Continue to sponsor the pumpkin races with MBFM healthy activities
- \* Host the "**Holiday Open House**" in conjunction with the **Pier Lighting**
- \* Continue to work with Parks & Rec on the '**Beach Events**' such as **6-Man/International Surf Festival, Tour de Pier & AVP/Manhattan Open** to ensure the downtown benefits from the event and that the need of the DBPA are met with regards to parking during the events.
- \* NOTE: The DBPA has worked closely with the AVP/MB Open to create the proposed VIP area. The DBPA is planning an opening night reception after the Pier Ceremony. Net funds generated thru sponsorships and ticket sales will be donated to a local community group such as MBX. Currently this event is under an appeal and will be heard the week of May 8, 2017.

### **D. Professional Management & Communications**

- \* Maintain professional management to implement the Business Improvement and Activity Plan
- \* Engage new and existing businesses
- \* Work closely with the MB Property Owners Association to identify tenant opportunities and a strong mix of use
- \* Work closely with the MB Residents Association to address their needs
- \* Conduct focus groups for DBPA members to help address opportunities and challenges for small business
- \* Work with the City to execute the Downtown Specific Plan
- \* Work closely with the Economic Vitality Manager to realize opportunities, promote the district and identify needs
- \* Meet regularly with City Manager and Department heads
- \* Continue informing DBPA members of important issues affecting their business and conducting informational seminars when appropriate
- \* Communicate needs and concerns and work closely with MBPD
- \* Continue to inform businesses through the crime alerts (EZ Text)
- \* Increase public relations opportunities for promoting the Downtown by maintaining a collaborative relationship with local press
- \* Communicate with BID Board as often as needed regarding larger BID concerns and opportunities, such as parking and revenue streams



## **BUSINESS IMPROVEMENT & ACTIVITY PLAN BUDGET**

### **I. INCOME**

#### **A. 2017-2018 Operating Budget**

The 2017-2018 operating budget breakdown of income for the Downtown Manhattan Beach BID is provided in the following detail. The improvement and activity plan budget is projected at approximately \$287,000 with the following components:

- **Assessments**  
\$111,000 has been budgeted based on the 2016 total of assessments. 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.
- **DBPA Contribution**
  - \*\$10,000 Holiday income for the Open House/Pier Lighting
- \*HOH income is a suggested \$100 contribution from each business and is allocated towards entertainment and activities that evening as well as Small Business Saturday and December advertising.
- **Farmers Market**
  - \$160,000 representing a 5% increase of last year's revenue, notwithstanding weather related closures
  - \$6,000 from the Trackless Train operated weekly

### **II. FISCAL YEAR**

- Net income was (-\$3,814) v. the budgeted (-15,819) however, please note, the Ocean Express allocation of \$10,000 was not paid out in the fiscal year. Net retained earnings are \$99,818 of which the following is allocated:
  - \$25,856 in BID reserves
  - Approximately \$36,000 is allocated for operating and payroll expense thru July of 2017 and until the BID funds are received
  - \$2,600 is allocated for the DBPA share of The Downtowner operation between April 1- July 31, 2017
  - \$10,000 is allocated for a new pole banner marketing campaign to replace the 3.5 year old banners

## **BUSINESS IMPROVEMENT & ACTIVITY PLAN BUDGET CONT...**

### **III. EXPENSES**

#### **2017-2018 Operating Budget**

The 2017-2018 operating budget breakdowns of expenses for the Downtown Manhattan Beach BID are provided below. The improvement and activity plan budget is projected at \$287,000.

- **Community Relations/Programs:**
  - \$21,050 is provided which accounts for approximately 7.3% of the budget, including the Farmers Market revenue
    - \$13,500 is directed as a business sponsorship from the Farmers Market to be equally dispersed to MBEF, Grades of Green and Growing Great. This represents 8.3% of Farmers Market revenue
      - (This amount is comprised of expenses detailed under Community Relations in the DBPA 2017-2018 budget)
- **Marketing & Promotion:**
  - \$50,150 provided which accounts for 17% of the budget
    - (This amount is comprised of expenses detailed under Marketing & Promotion in the DBPA 2017-2018 budget)
- **Special Events:**
  - \$2,000 is provided which accounts for 3% of the budget
    - Does not include print advertising for each event
      - (This number is solely comprised of the Special Events heading on the DBPA 2017-2018 budget)
- **Parking/Transportation:**
  - \$17,800 is allocated which accounts for 6% of the budget
    - \$7,800 is allocated for the DBPA share of The Downtowner advertising co-op program
    - \$10,000 is allocated for The Ocean Express program
      - (Both expenses are detailed in Parking/Transportation in the DBPA 2017-2018 budget)
- **Professional Mgt., Rent, Supplies, Insurance & Communications:**
  - \$115,700 is provided which accounts for 40% of the budget
    - (This number is solely comprised of the General Administration heading on the DBPA 2017-2018 budget)
    - \$77,500 is allocated to payroll, which includes one full-time employee and the Ambassador Summer Program. (Payroll represents 27% of the total DBPA 2017-2018 budget or 67% of General Administration)

**2017-2018 DTMB BID BUDGET**

	<b>PROJECTED INCOME</b>	<b>PROJECTED EXPENSES</b>	<b>NET FUNDS</b>
<b>General Administration</b>			
BID Contribution	111,000.00	-	111,000.00
BID Parking Solution Reserve		-	-
Payroll Totals		73,000.00	(73,000.00)
Medical Allowance		6,000.00	(6,000.00)
Ambassdor Pay		4,500.00	(4,500.00)
Interpretive Services		1,400.00	(1,400.00)
Rent		11,100.00	(11,100.00)
Insurance Premiums		8,700.00	(8,700.00)
Operating Expenses		11,000.00	(11,000.00)
<b>SUBTOTAL</b>	<b>111,000.00</b>	<b>115,700.00</b>	<b>(4,700.00)</b>
<b>Farmers Market Income</b>			
Farmers' Market	160,000.00	72,300.00	87,700.00
A 1 Promotions/Train	6,000.00	-	6,000.00
<b>SUBTOTAL</b>	<b>166,000.00</b>	<b>72,300.00</b>	<b>93,700.00</b>
<b>Event Income</b>			
Holiday Open House	10,000.00	8,000.00	2,000.00
(MBO) Sunset over Manhattan			
<b>SUBTOTAL</b>	<b>10,000.00</b>	<b>8,000.00</b>	<b>2,000.00</b>
<b>Special Events</b>			
Pumpkin Race	-	200.00	(200.00)
Small Business Saturday	-	500.00	(500.00)
January Sidewalk Sale	-	200.00	(200.00)
April Sidewalk Sale	-	200.00	(200.00)
August Sidewalk Sale	-	200.00	(200.00)
Misc. Events	-	500.00	(500.00)
Easter	-	200.00	(200.00)
<b>SUBTOTAL</b>	<b>-</b>	<b>2,000.00</b>	<b>(2,000.00)</b>
<b>Parking/Transportation</b>			
Downtowner	-	7,800.00	(7,800.00)
Ocean Express	-	10,000.00	(10,000.00)
Ride share options			
Employee Parking			
Valet			
<b>SUBTOTAL</b>	<b>-</b>	<b>17,800.00</b>	<b>(17,800.00)</b>

**Community Relations**

Dig 4 Kids	220.00	(220.00)
Coordinating Council	500.00	(500.00)
Fireworks Festival	1,000.00	(1,000.00)
FOLA	200.00	(200.00)
MBEF	4,500.00	(4,500.00)
Grades of Green	4,500.00	(4,500.00)
Growing Great	4,500.00	(4,500.00)
GRAD Nite	250.00	(250.00)
MB Little League	350.00	(350.00)
Roundhouse Aquarium	2,500.00	(2,500.00)
Chamber Events	2,300.00	(2,300.00)
Chamber Dues	230.00	(230.00)
<b>SUBTOTAL</b>	<b>-</b>	<b>21,050.00 (21,050.00)</b>

**Marketing & Promotion**

Beach Reporter	5,000.00	(5,000.00)
Easy Reader	3,000.00	(3,000.00)
South Bay Magazine	5,000.00	(5,000.00)
Et Cetera Magazine	4,000.00	(4,000.00)
Hotel Guide	2,800.00	(2,800.00)
Banners	10,000.00	(10,000.00)
Banner Permits	2,000.00	(2,000.00)
Chamber Advertising	2,500.00	(2,500.00)
Design/Agency Fees	10,000.00	(10,000.00)
Visitor's Guide Brochure	2,000.00	(2,000.00)
Concierge Program	2,500.00	(2,500.00)
Downtown Maps/Directory	850.00	(850.00)
Holiday Décor/Metlox	500.00	(500.00)
<b>SUBTOTAL</b>	<b>-</b>	<b>50,150.00 (50,150.00)</b>

**TOTAL**

<b>287,000.00</b>	<b>287,000.00</b>	<b>-</b>
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