



Business Improvement District

DOWNTOWN MANHATTAN BEACH

Mayor David Lesser
City Council
Mark Danaj
Andy Sywak

July 10, 2017

Dear Mayor Lesser,

At the annual Downtown Manhattan Beach BID meeting on April 27, 2017, the Downtown BID Board of Directors voted unanimously to support the extension of the Downtowner pilot program and also to encourage City Council to expand the program service area to serve a greater cross-section of Manhattan Beach residents. The BID Board of Directors encourages the City to expedite the expansion of this program so that a larger service area is realized by August 2017. The BID also directed the DBPA to continue the financial sponsorship of one Downtowner cart throughout the BID's fiscal year of 2017-2018.

The Downtown BID strongly encourages City Council to expand this program and to explore funding sources that will enable the expansion of the service area and to operate with a suitable fleet that can reach Sepulveda Boulevard. The Advisory Board also requests that the City Council consider a pilot program for service east of Sepulveda Blvd. With regards to advertising, the BID encourages the City Council to allow alternative advertisers and to require a "responsibility" tagline in the messaging.

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. Parking and transportation has been, and remains, the biggest concern as well as a major focus for the Downtown Manhattan Beach BID.

Thank you for your consideration.

Kelly Stroman
Executive Director
Downtown Business & Professionals Association

Michael Zislis
President
Downtown Manhattan Beach BID