

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

Annual Budget and Activity Plan  
2020

Location: The general area surrounding the Rosecrans Avenue and Highland Avenue intersection. Specific boundaries are:

- (North to South) the extent of the Highland Avenue Right-Of-Way from the northernmost City line at 45<sup>th</sup> Street to 32<sup>nd</sup> 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.

Stakeholders: North Manhattan Beach Businesses – All business license holders in the North Manhattan Beach area, with the exception of home-based businesses, residential rental units and commercial property owners.

Improvements and Activities:

- A. Capital Improvement Project Design
- B. Marketing & Advertising
- C. Project Implementation
- D. Professional Communications

Method of Financing: Benefit-based assessments on City Business License Tax.

Assessment: An 80% surcharge on the City Business License Tax not to exceed \$500.00.

Collection: The fees are collected in March/April of each year with the Business License Tax. The funds shall be retained in a designated fund and disbursed through the City. Approximately \$29,000/year

Governance: 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 seven (7) members composed of area business owners and/or resident. 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 1<sup>st</sup> 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 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, etc.,
- Establishing and implementing a North Manhattan vision, and a beautification 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.
- Providing an inclusive link to the north end of the City.

### **ENHANCEMENT PROJECT AND ACTIVITY PLAN**

The BID work plan for 2020 includes the following items:

- Continue using the website for North MB BID visitor outreach and marketing. Maintain and enhance the current website and social media outreach.– (approximately \$9,000/year)
- Collect data from North MB BID website survey, and collect updated e-mails from each business within the North MB BID. Evaluate e-notification opportunities on North MB BID website ([www.northmb.info](http://www.northmb.info)).

## **ENHANCEMENT PROJECT AND ACTIVITY PLAN**

(Continued)

- Explore possibility of installing security cameras in North Manhattan Beach in partnership with the City of Manhattan Beach.
- Review possibilities of street lighting/decorations once City concludes purchase of Edison light poles.
- Explore new events for North Manhattan Beach.
- Continue efforts to promote Winter Holiday Stroll: street lighting/decorations, strategies and partnership with City for street closure.
- Look for opportunities to enhance participation by North MB BID businesses.
- Explore opportunities to create additional marketing for North MB BID businesses.
- Landscaping, lighting, public art, tree grates and replacement of existing trees in the North MB BID footprint.
- Branding logo/graphics for crosswalks being installed at 34th, 35th and 36th Streets on Highland.
- Review the possibilities of new enhancement monuments in the North MB BID footprint.
- Look to expand parking opportunities to accommodate visitors to the North MB BID.
- Update pole banner signs for the North MB BID branded with red surfer.

## North Manhattan Beach Business Improvement District Reserves

### FY 2017-2018 Actuals

Beginning Reserve Balance July 1, 2017	\$ 552,266.39
Revenues	28,770.31
Interest	8,832.18
Expenditures	<u>(36,216.09)</u>
Ending Reserve Balance as of June 30, 2018	<u>\$ 553,652.79</u>

### FY 2018-2019 Actuals

Beginning Reserve Balance July 1, 2018	\$ 553,652.79
Revenues	27,024.62
Interest	11,796.89
Expenditures	<u>(20,876.80)</u>
Ending Reserve Balance as of June 30, 2019	<u>\$ 571,597.50</u>

### FY 2019-2020 Budget

Beginning Reserve Balance July 1, 2018	\$ 571,597.50
Budgeted Revenues (1)	29,000.00
Estimated Interest	<u>10,000.00</u>
Projected Ending Reserve Balance as of June 30, 2019 (2)	<u>\$ 610,597.50</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 and funds remaining in the CIP carried over from previous years.*