



**DOWNTOWN MANHATTAN BEACH
BUSINESS IMPROVEMENT DISTRICT**

Business Improvement Budget &
Activity Plan July 2020

*Prepared by the **Downtown Manhattan Beach Business & Professional Association**
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.*

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 Existing Business District of 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 March/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, and, per State law, appointed by the Manhattan Beach City Council can nominate members of the Advisory Board.

Representation should consist of businesses on Manhattan Beach Boulevard, Manhattan Avenue and Highland Avenue. It should also contain a mix of retail, service and restaurants.

It is anticipated that the Advisory Board will meet at least once annually.

**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 cooperative promotions, 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:

- 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.

ACHIEVEMENT vs. ACTIVITY PLAN 2019-2020

A. Downtown Manhattan Beach Lighting and Beautification

Lighting

Goal: Increase ambiance Downtown with new lighting.

Achievement: The DBPA allocated \$20,000 to purchase LED lights to be installed and maintained by the City of Manhattan Beach Public Works Department. Research was done and it was determined that the most practical first step is to install lights in the trees where power exists (non-palm trees). The first set of test lights has been purchased.

Beautification

Goal: Enhance landscaping, seating and walkway options throughout the District.

Achievement: The DBPA worked with a professional landscape architect to map out every planter within the BID and provided the City with suggestions for each area (see attached). Most beds require some construction, such as raising the borders around the planters to contain and protect plantings, or adding bench seating, which is outside the scope of the funding of the BID. The DBPA created and submitted plant diagrams we recommend for each planter and allocated \$20,000 to purchase plants that will be installed and maintained by the City of Manhattan Beach Public Works Department.

Goal: Improve overall aesthetics and sanitation of shared recycling bins in Lot 3 which have been problematic for years.

Achievement: The DBPA and Public Works met with all participating businesses to discuss solutions. New rules were established, and it was determined a locked enclosure would ensure only our businesses used the area to maintain responsibility for its cleanliness. The DBPA paid the City of Manhattan Beach Public Works Department \$5,491.02 to build a locked enclosure surrounding the shared recycling bins in Lot 3. The cleanliness and aesthetics have been greatly improved since this installation.

B. Parking and Transportation Strategies

Goal: Eliminate valet parking in Downtown Manhattan Beach due to rising operational costs and lack of vendor interest. Request that City updates parking meters previously utilized for valet parking to allowing payment during what were valet. The signs on these meters should also be updated so they no longer indicate they are reserved for valet parking.

Achievement: Complete.

Goal: Request final implementation of smart parking technology originally installed during construction of the Metlox parking structure. This technology should be utilized with parking space count displays at both entrances to the structure. This would eliminate the unsafe and unhealthy circling of vehicles in the garage looking for spaces that are not available.

Achievement: DBPA met with Public Works to determine feasibility and timeline for this project as a part of the meter replacements and enhancements within the BID. Project was approved and was due to be installed prior to summer 2020 but has been delayed due to COVID.

Goal: Re-instate the two “merchant only” spaces in Lot 1 that were removed when the Lot 1 retaining wall project was completed in late 2017.

Achievement: Complete.

Goal: Allow immediate Permit Parking access to the approximately 75 parking spaces previously allocated to dealer.com in Lot 1.

Achievement: To be completed by July 31, 2020. DBPA worked with City Traffic Engineer to determine need and availability of spaces available for merchant parking in Lots 1 & 2, concluding that up to 75 permits may be issued. Merchants on waiting lists for these lots have been contacted and permits are in the process of being distributed this month.

Goal: Request dedicated rideshare and taxi loading zones. Streets within the BID experience unnecessary congestion when ride share vehicles stop in the middle of a street or in front of a specific business, creating both a safety issue and traffic problems.

Achievement: Discussed, but not finalized. Will remain in 2020-2021 Plan.

Goal: Install a traffic light or flashing light crosswalk at the highly traveled and dangerous intersection at Manhattan Beach Boulevard & Morningside Drive.

Achievement: Public Works has completed this project.

Goal: The DBPA was directed to continue to explore hotel/concierge relationships and potential ride share options, partnering with the MB Chamber of Commerce and City where applicable.

Achievement: Initial conversations occurred with a local provider (ZiiP) to determine if an on-demand service was a possibility, but it was determined the service was very similar to Uber and less cost-effective. Subsequently, the DBPA Marketing Committee created a campaign through Facebook, targeting travelers near LAX and offering them a \$5 Uber voucher to visit Downtown Manhattan Beach. The campaign received over 14,000 impressions, but only created two conversions, so the campaign was suspended. This will remain an ongoing goal, particularly as travel resumes post COVID restrictions.

Goal: Continue to work with the City to explore options similar to the Downtowner EV shuttles.

Achievement: The DBPA met with the Chamber of Commerce as well as Councilmembers Hadley and Napolitano to discuss creative options through the LADOT as well as other alternatives. No progress has been made on this issue to date, but this remains a continued goal for 2020-2021.

C. Support Weekly Manhattan Beach Certified Farmers' Market

Goal: Continue to increase revenue of Farmers Market to support additional initiatives within the BID.

Achievement: Farmers Market sales increased by 12% over the prior year (pre-COVID).

Goal: Complete and execute a Farmers Market Agreement with the City of Manhattan Beach

Achievement: Complete.

D. Community Marketing Partners

Goal: Beginning in 2020-2021, the DBPA will create paid marketing partnerships with local organizations that are mutually beneficial, instead of providing cash donations. Some examples of marketing partnerships we have pursued are MBEF, Growing Great and the Roundhouse Aquarium.

Achievement: Support of partnerships will be determined based on revised revenue to the BID.

E. Marketing & Advertising

Goal: The DBPA is directed to continue with marketing programs that benefit all businesses in the BID, including:

- Creating and distributing materials in print, social media, posters, banners
- Participating in local visitor and destination guides; partnering with local hotel concierges (when travel resumes post COVID)
- Maintaining the website and email databases to ensure promotion and ease of use for public and businesses.
- Working in tandem with the Chamber of Commerce and their various advertising and marketing mechanisms, such as the Chamber Map and Destination Guide as well as seek their continued support in marketing and promotion of Downtown businesses.

Achievement: Ongoing effort.

F. Promotions & Special Events

Goal: The BID believes the Holiday Open House has been a tremendous success in bringing together the community and our Downtown Businesses. The BID directs the DBPA to consider adding an additional event this year.

Achievement: DBPA partnered with MBPD to co-host a Car Show to raise funds for the Police K-9 unit. The event was considered a great success for both the Police and for businesses and we were excited to plan another event this year, prior to COVID.

Goal:

- Sponsor (3) annual “Sidewalk Sales” to promote Downtown merchants
- Operate Sunset Beach Party at the AVP/MB Open with a portion of proceeds being donated to the Roundhouse Aquarium educational programs
- Conduct weekly Farmers Market and monthly Chef demos, business promotion booths
- Host the “Holiday Open House together with the Pier Lighting to kick-off the holiday shopping season
- Continue to work with the ‘Beach Events’ such as 6-Man/International Surf Festival, Catalina Paddleboard & Manhattan Open to ensure the downtown benefits from the events and that there

Achievement: Successful events held for previous year, and ongoing annual effort.

G. Professional Management & Communications

Goal: The DBPA is directed to continue to meet with and provide regular, professional and effective communications with the MB Residents’ Association, various City employees, Department Directors, MBPD/MBFD, City Council, DBPA membership and the BID Board.

Achievement: Ongoing effort.

Goal: The DBPA is directed to continue to provide affordable resources to businesses within the BID to assist with government mandated training or HR related issues through private vendors or coordination with the Chamber of Commerce, as well keep members apprised of important issues affecting their businesses.

Achievement: Ongoing effort.

Goal: The DBPA is directed to maintain professional management to ensure this cohesive Business Improvement and Activity Plan is implemented and continued maintain professional management to ensure this BID Activity Plan is implemented and that new businesses in the District are welcome and their participation is invited to ensure an economically thriving Downtown.

Achievement: Ongoing effort.

ACTIVITY PLAN 2020-2021

A. Work with City on COVID Relief Measures to Assist Businesses

Goal: DBPA is directed to meet with the City's Finance Committee to discuss Business License Tax calculations and adjustments.

Goal: For the 2020-2021 Plan year, the BID Board will meet quarterly (July, October, January, April) to continually adjust and amend the Plan based on COVID developments and will communicate such changes to the DBPA and City.

Goal: DBPA is directed to support and promote outdoor dining as long as possible, not only as a substitute for indoor seating, but also as a means to regain losses suffered by months of closure.

Goal: DBPA is directed to work with City Staff/Council Subcommittee to:

- Identify potential new traffic/parking strategies to most effectively utilize streets and parking for outdoor dining and retail use.
- Eliminate rental costs for parking spaces to allow all businesses the opportunity to expand outdoors.
- Determine cooperative initiatives to drive business to the BID.
- Immediately allow all applicants the ability to use adjacent walk streets for commercial use.
- Explore remote parking and shuttle options for beach or employee parking (including City employees).
- Brainstorm opportunities for businesses to operate outdoors in public spaces, such as hair and nail salons, fitness studios or other services.
- Regularly brainstorm, create and implement ideas that will support and maintain a healthy business community in response to COVID.
- Allow flexibility in operational hours when and where it makes sense.
- Collaborate to identify activities or entertainment (as allowed) that would enhance the Downtown environment.

Goal: DBPA is directed to collaborate with City resources and the Chamber of Commerce to create a coordinated Shop Local campaign. This should include the need for locals to spend locally but also to promote the level of service provided by local businesses as well as the enhanced benefits of shopping and dining in our vibrant community.

B. Downtown Manhattan Beach Lighting and Beautification

Goal: DBPA is directed to increase ambiance Downtown with new lighting. Coordinate with Public Works to install first set of LED string lights (already purchased) in one tree and request feedback from the BID and the community. Based on feedback, work with City to install lights in approximately 40 trees in the BID at a cost up to \$20,000.

Goal: Coordinate with Public Works to install plants in high visibility planters throughout the BID, according to our designs at a cost of up to \$20,000.

C. Parking and Transportation Strategies

Goal: DBPA is directed to ensure earliest possible implementation of smart parking technology in Metlox parking lot.

Goal: DBPA is directed to partner with Public Works and the Traffic Engineer to create dedicated Rideshare and Taxi Loading Zones.

Goal: The DBPA is directed to continue to explore hotel/concierge relationships and potential ride share options, partnering with the MB Chamber of Commerce and City where applicable.

Goal: The DBPA is directed to continue to work with the City to explore options similar to the Downtowner EV shuttles.

Goal: The DBPA is directed to continue red-bagging parking meters during the 2020 Holiday Season.

Goal: The DBPA is directed to continue to explore opportunities to provide event/employee/beach event shuttle (with parking located outside of Downtown) and/or ride share codes to attendees and staff

D. Support Weekly Manhattan Beach Certified Farmers' Market

Goal: The DBPA is directed to continue to work with the City's Environmental Sustainability department and Waste Management to further "green" the market and ensure all vendors are in compliance with local environmental ordinances.

Goal: The DBPA is directed to continue to increase revenue of the market while ensuring all LA County COVID safety measures are maintained.

Goal: The DBPA is directed to continue to cross promote businesses and farmers market to increase pedestrian traffic for both.

E. Community Marketing Partners

Goal: Beginning in 2020-2021, the DBPA will create marketing partnerships with local organizations that are mutually beneficial, instead of providing cash donations. Some examples of marketing partnerships we have pursued are MBEF, Growing Great and the Roundhouse Aquarium.

F. Marketing & Advertising

Goal: The DBPA is directed to continue with marketing programs that benefits all businesses in the BID, including:

- Create and distribute materials in print, social media, posters, banners
- Visitor and destination guides; hotel concierges (when travel resumes post COVID)
- Maintain the website and email databases to ensure promotion and ease of use for public and businesses.
- Maintain social media presence and increase number of social media followers, as of 7/15/20: Instagram – 15.5K; Twitter – 2,750; Facebook – 6,211
- Work in tandem with the Chamber of Commerce and their various advertising and marketing mechanisms, such as the Chamber Map and Destination Guide as well as seek their con

G. Promotions & Special Events

Goal: The DBPA is directed to successfully promote and execute any Special Events that would make sense and support businesses once COVID restrictions are lifted.

H. Professional Management & Communications

Goal: The DBPA is directed to continue to meet with and provide regular, professional and effective communications with the MB Residents' Association, various City employees, Department Directors, MBPD/MBFD, City Council, DBPA membership and the BID Board.

Goal: The DBPA is directed to continue to provide affordable resources to businesses within the BID to assist with government mandated training or HR related issues through private vendors or coordination with the Chamber of Commerce, as well keep members apprised of important issues affecting their businesses.

Goal: The DBPA is directed to maintain professional management to ensure this cohesive Business Improvement and Activity Plan is implemented, that new businesses in the District are welcome and their participation is invited to ensure an economically thriving Downtown and that the BID Board is aware of larger concerns and opportunities such as parking and revenue streams.

ACTIVITY PLAN BUDGET

I. INCOME

2020-2021 Operating Budget

\$229,769 total income has been budgeted.

This fiscal year's operating budget breakdown of income for the Downtown Manhattan Beach BID is outlined below.

BID Contribution

\$61,800 has been budgeted.

Unless changes are made at the July 31, 2020 Finance Committee meeting, 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 Event Income

\$10,115 projected income for the Holiday 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 Sales

\$157,836 projected income in total sales (market sales, merchandise, additional vendors, Carrot Coins and other sources).

II. FISCAL YEAR CAPITAL PLANS

Net income for 2019-2020 was \$55,209 contributing to the total equity of \$212,883, of which approximately the following \$102,058 is allocated:

- \$37,058 in BID reserves
- \$40,000 is allocated towards Beautification (lighting and plants)
- \$25,000 is appropriated for potential Parking and Transportation initiatives

III. EXPENSES

2020-2021 Operating Budget

\$229,769 is the Activity Plan budget

- **Professional Management & Administration (Rent, Supplies, Insurance, Accounting, Permits, Utilities, Security Patrol, etc.):**
\$111,255 is provided which accounts for 48% of the budget
- **Farmers Market Operations:**
\$82,340 is projected, comprising approximately 36% of the budget
- **Marketing, Advertising:**
\$61,526 is projected, comprising 27% of the budget
- **Special Events:**
\$14,408 is projected, comprising 6% of the budget (does not include advertising or marketing associated with events)
- **Budgeted Deficit:**
\$-108,163 is budgeted due to reduced BID and Farmers Market Income. This can be offset by changing capital expenditures or drawing from retained earnings.