

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

2021 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 2021 includes the following items:

- Continue using the website for North MB BID visitor outreach and marketing. Maintain and enhance the digital presence of the North Manhattan Beach district

through public engagement (surveys, individual business outreach), website, social media and e-notifications.

- Develop new branding, create a new North MB BID logo to replace the red surfer logo and include trademarking.
- Hire part time marketing professional to assist with the promotion of the North Manhattan Beach Business District.
- Host Annual Holiday Stroll Community Event in December.
- Solicit Bids for Public Art and work with the City Public Arts Commission for installation and placement.
- Enhance participation by North MB BID businesses.
- Complete the installation of trees and grates.
- Look to expand parking opportunities to accommodate visitors to the North MB BID.
- Explore possibility of installing security cameras in North Manhattan Beach in partnership with the City of Manhattan Beach.

**North Manhattan Beach Business Improvement District Reserves
FYE 2019-2020**

FY 2019-2020 Actuals

Beginning Reserve Balance July 1, 2019	\$ 571,597.50
Revenues	20,151.15
Interest	11,673.08
Expenditures	<u>(94,917.19)</u>
Ending Reserve Balance as of June 30, 2020	<u>\$ 508,504.54</u>

FY 2020-2021 Budget

Beginning Reserve Balance July 1, 2020	\$ 508,504.54
Budgeted Revenues (1)	29,000.00
Estimated Interest	<u>10,000.00</u>
Projected Ending Reserve Balance as of June 30, 2021 (2)	<u>\$ 547,504.54</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.

AREA MAP

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



May 12, 2009

