



Legislation Text

File #: 21-0006, **Version:** 1

TO:

Honorable Mayor and Members of the City Council

THROUGH:

Bruce Moe, City Manager

FROM:

Steve S. Charelian, Finance Director

SUBJECT:

Consideration of a Resolution Declaring an Intention to Provide for Annual Levy and Collection of Assessments for the North Manhattan Beach Business Improvement District and Setting February 16, 2021, for a Public Hearing (Finance Director Charelian).

ADOPT RESOLUTION NO. 21-0011

RECOMMENDATION:

Staff recommends that the City Council adopt Resolution No. 21-0011 announcing the City's intention to renew and to set assessments for the North Manhattan Beach Business Improvement District (North MB BID) for 2021, and set the public hearing for February 16, 2021.

FISCAL IMPLICATION:

There is no budgetary or other financial implication associated with the adoption of the Resolution of Intention. At the current rate, the assessment levied collects approximately \$29,000 per year.

BACKGROUND:

From 1969 to 2004, a North MB BID existed (then called North End BID) for commercial properties located along the northern portion of Highland Avenue and a few businesses located along Rosecrans Avenue just east of Highland. This Business Improvement District, formed under the Parking and Business Improvement District Law of 1965, was fairly limited in scope and was used mainly to address parking acquisition and construction.

In December 2004, Council approved revamping the North MB BID because it was apparent that opportunities for increased parking were limited. Business owners in this area were interested in using the accumulated funds (then totaling around \$300,000) for promotional purposes and to create an identity for North Manhattan Beach. As a result, this BID was dissolved to form a new BID pursuant to the Parking and Business Improvement Area Law of 1989 (Streets and Highway Code Section 36500), which permits funds to be used for broad purposes such as marketing, promotions, capital improvements, and special events. Districts and the associated assessments were also required to be renewed annually.

On February 16, 2021, the City Council will hold a public hearing to consider the request from the

North MB BID's Advisory Board to renew the district and levy the associated assessments - 80% surcharge on business license fees to a maximum of \$500.

DISCUSSION:

The purpose of the Resolution is to announce the City's intention to renew the BID, establish the method of assessment, outline the activities and services to be funded by the assessment, and to set the date for a formal public hearing. The funding for the BID is established through an 80% surcharge on the business license tax, not-to-exceed \$500 for any individual business.

On January 13, 2021, the BID's Advisory Board met to discuss the proposed projects and activity plan, along with the associated budget for the coming year. At that time, the Advisory Board approved the project and activity plan (Attachment), reviewed the budgetary material and now requests that the City Council consider adopting the Resolution of Intention (Attachment).

The BID has used its funds in recent years to beautify and upkeep the area. These activities include all of the following: maintaining curb extensions with landscaping and irrigation at certain intersections, installing three directories with area maps, enhanced crosswalk treatments unique to the area, power sidewalk washing, purchase of aluminum branding signs, planting of sidewalk trees, and the installation of an entry monument on Rosecrans Avenue. The BID also provides community events during the year such as the winter holiday stroll. The BID currently has reserves of approximately \$508,504.

The BID has elected an Advisory Board for 2021 which will be presented for Council ratification at the February 16, 2021, City Council meeting. The full roster of board members-elect are as follows (*in alphabetical order*):

- Harry Ashikian, Board Member (Salvatore's Shoe Repair)
- Janice Davenport, Vice Chairperson (Pancho's Restaurant Representative)
- Steven Delk, Recording Secretary (OB's Pub & Grill)
- Peter Kim, Chairperson (Sloopy's Restaurant)

Councilmember Franklin currently serves as the BID's Council representative, with Mayor Hadley as the alternate.

If adopted by the City Council, this Resolution of Intention will be circulated to all business owners within the BID as notification of the public hearing on February 16, 2021. In addition, a notice advertising the public hearing will be placed in *The Beach Reporter*. At the public hearing, all proponents and opponents of the proposed Business Improvement District will have an opportunity to present information to the City Council.

CONCLUSION:

The North Manhattan Beach Business Improvement District Advisory Board and City staff recommends that the City Council adopt Resolution No. 21-0011 announcing the City's intention to renew and to set assessments for the North Manhattan Beach Business Improvement District for 2021, and setting the public hearing for February 16, 2021.

ATTACHMENTS:

1. Resolution No. 21-0011
2. 2021 Annual Budget and Activity Plan