File #: 19-0019, **Version:** 1

TO:
Honorable Mayor and Members of the City Council

THROUGH:
Bruce Moe, City Manager

FROM:
Steve S. Charelian, Finance Director
Cynthia F. Mickschl, Revenue Services Specialist

SUBJECT:
Annual City Recognition of Longstanding Local Businesses (Finance Director Charelian).
PRESENT

_____

RECOMMENDATION:
Staff recommends that the City Council recognize businesses that have been providing longstanding operations and services to the community for a number of years.

FISCAL IMPLICATIONS:
The cost of the plaques and certificates is approximately $1,500.

BACKGROUND:
City Council established an awards program to congratulate and recognize longstanding businesses that have continuously provided service to our community for many years within a commercially-zoned premise.

Previously, the City recognized businesses present in the Manhattan Beach community for 10, 20 and 40 years. On May 1, 2018, City Council approved a revision to the longstanding business award program increasing the incremental milestones recognized to 10, 25, 30, 40, and 50 years. Plaques will be awarded to businesses that achieve the 30, 40, and 50 year milestones, special proclamations presented to businesses with 25 years and certificates mailed to businesses with 10 years. Milestones are calculated based on the date the business was first licensed in the City. For example, a business first licensed within the calendar year 1993 will be recognized for 25 years of service during the 2018 award recognition. The ceremony typically takes place at a City Council meeting during the first month of the following year (January 2019).

The table below shows the number of businesses receiving recognition in 2018, using the new milestones, and three years of historical data:

Year	Plaques	Special Proclamations	Certificates
2018	22	13	16

2017	3	25	42
2016	5	15	22
2015	1	18	37

DISCUSSION:

City Council will present a total of 23 plaques to businesses within the 30, 40, and 50 year milestone categories:

40 Years
1. Executive Linguist Agency, Inc.,
2. Stephen A. Schlesinger, C.P.A.
3. Srour & Associates

30 Years
1. Body Suite Massage & Facial Studio
2. Carousel Shoes, Inc.,
3. Crimson Hotel
4. Cynara Conroy Allison (*counseling*)
5. Dietz Brothers Music, Inc.,
6. El Pollo Loco #5905
7. Jefferson/Acker (*advertising*)
8. Joseph G. Rimio, D.D.S
9. Manhattan Country Club
10. Manhattan Law
11. Mitchell & Associates
12. Rimpac International
13. Robert H. Reinhardt, C.P.A.
14. Rockford Insurance Agency
15. Subway Sandwiches #2941
16. Terry K. Wasserman (*attorney*)
17. Von's #2275
18. William Raffin Realty
19. Wright's

Additionally, the following establishments will be presented with special proclamations for achieving the 25 year milestone:

1. Ameci Pizza & Pasta Manhattan Beach
2. Baja Sharkeez
3. Brooklyn Brick Oven Pizza
4. Christina Matso (*counseling*)

5. The Gap #271
6. Prestige Jewelers
7. Ronald J. Greene, D.D.S.
8. Sion's Mexican Restaurant
9. Starbucks Coffee #542
10. Suds & Duds
11. Summer's Sports Bar
12. 24 Hour Fitness #163
13. Weight Watchers #52719

For reaching the 10 year milestone, the businesses listed below will receive certificates by mail:

1. AIM Mail Center
2. Caroline Burke Designs & Associates
3. Denise Chyette, D.P.T. (*counseling*)
4. Dinsmore & Sandelmann LLP
5. Fresh Brothers
6. Guzman Law Group
7. Janie & Jack #2124
8. Magdalena Models
9. Magdalena Talent Inc.,
10. Manhattan Denim
11. Marisol & Co. Hair Design
12. Pontual Money Transfer, Inc.,
13. Soma #5059
14. T-Mobile
15. Vantage Oncology
16. Zibari Yigal, D.D.S.

The City of Manhattan Beach values the contributions of our business community and it is through this program that we recognize these establishments for the services they provide to our residents and visitors.

PUBLIC OUTREACH/INTEREST:
After analysis, staff determined that public outreach was not required for this issue.

LEGAL REVIEW
The City Attorney has reviewed this report and determined that no additional legal analysis is necessary.