



Agenda Item #:



Staff Report

City of Manhattan Beach

TO: Honorable Mayor Montgomery and Members of the City Council

THROUGH: David N. Carmany, City Manager

FROM: Bruce Moe, Finance Director

DATE: February 15, 2011

SUBJECT: Renewal of the North Manhattan Beach Business Improvement District (BID) for Fiscal Year 2010-2011:

- a) Consideration of a Resolution Providing for the Collection of Assessments for the North Manhattan Beach BID;
- b) Ratification of the 2011 BID Advisory Board Members

RECOMMENDATION:

Staff recommends that the City Council: a) Conduct a Public Hearing; b) Adopt Resolution No. 6297 authorizing the collection of assessments, and c) ratify the BID Advisory Board Members for 2011.

FISCAL IMPLICATION:

The North Manhattan Beach BID is funded through an 80% surcharge on the business license to a maximum of \$500 per year. Collections for this fiscal year are estimated to be \$23,000. North Manhattan Beach BID reserves total \$508,618, including \$232,906 remaining for a capital project for beautification originally budgeted in fiscal year (FY) 2006-2007 (total project cost of \$370,000). Those funds have been carried forward into FY 2010-2011.

BACKGROUND:

In January 2004, the City Council dissolved the existing North End BID formed in 1969 under the State's Parking and Business Improvement District Law of 1965, which was fairly limited in scope, and was mainly designed to address parking acquisition and construction. Because opportunity for the acquisition of parking in the North End is limited, the businesses being assessed wanted to use the funds for other types of activities, such as physical improvements, signage, marketing, and promotional to name a few. To accommodate this change, the City Council dissolved the previous BID and created the new BID under the broader 1989 BID law.

DISCUSSION:

The North Manhattan Beach BID and the associated assessments must be renewed annually. As required by law, the City Council adopted a resolution at its meeting of January 18, 2011 that set tonight's meeting to hear testimony in support of, and against, the proposed assessments. This

Agenda Item #: _____

will maintain the BID and associated assessments for the Fiscal Year 2010-2011. Staff also recommends that the City Council ratify the BID board for 2011.

Attachments:

- A. Resolution No. 6297
- B. 2011 Activity Plan

"A"

RESOLUTION NO. 6297

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MANHATTAN BEACH, CALIFORNIA, OVERRULING PROTESTS AND PROVIDING FOR THE ANNUAL LEVY AND COLLECTING OF ASSESSMENTS FOR THE EXISTING NORTH MANHATTAN BEACH BUSINESS IMPROVEMENT DISTRICT, PURSUANT TO THE STREETS AND HIGHWAYS CODE SECTION 36500 ET. SEQ. (SB 1424 - PARKING & BUSINESS IMPROVEMENT LAW OF 1989, CHAPTER 2) OF THE STATE OF CALIFORNIA

SECTION 1. The City Council hereby makes the following findings:

A. The City Council has previously formed a Property & Business Improvement District pursuant to the provisions of Section 36500 of the Streets and Highways Code of the State of California, the Parking & Business Improvement Law of 1989, for providing services to the businesses within the area designated as the North Manhattan Beach Business Improvement District (hereinafter referred to as the "District"); and

B. This City Council, on the 18th day of January, 2011, adopted Resolution No. 6294 declaring its intention to authorize the collection of assessments to provide services in accordance with the 2011 Enhancement Project and Activity Plan for the period beginning January 1, 2011, and ending December 31, 2011, with said services to be performed within the "District;" and

C. Said Resolution did fix the time and place for a hearing of any and all protests in relation to said proposed assessment; and

D. The public hearing took place on February 15, 2011, and all interested persons were given full opportunity to present their protests or objections; and

E. Evidence has been received as to the publication and mailing of notice of said hearing in the time, form and manner required by law; and

F. This Resolution is exempt from the requirements of the California Environmental Quality Act (CEQA) pursuant to CEQA guidelines Section 15061(3) in that it has no potential for causing a significant impact to the environment.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF MANHATTAN BEACH, CALIFORNIA, DOES RESOLVE AS FOLLOWS:

SECTION 2. The City Council, after due consideration of all objections and protests, does hereby overrule and deny any such protests and objections and authorizes the proposed services to be performed within said "District," and authorizes the proposed assessment to be collected.

SECTION 3. The public interest and convenience demands and requires, and this City Council does hereby order, the said contemplated services to be performed in accordance with the Enhancement Project and Activity Plan for the period beginning January 1, 2011, and ending December 31, 2011, and the City Council does hereby levy said proposed assessment to pay for the services outlined in the said Plan.

SECTION 4. The City Clerk shall certify the passage and adoption of this resolution; shall cause the same to be entered among the original resolutions of said City; and shall make a minute of the passage and adoption thereof in the records of the proceedings of the City Council of said City in the minutes of the meeting at which the same is passed and adopted.

PASSED, APPROVED and ADOPTED this 15th day of February, 2011.

Ayes:
Noes:
Abstain:
Absent:

Mayor, City of Manhattan Beach California

ATTEST:

City Clerk

APPROVED AS TO FORM:

By 

City Attorney

"B"

**NORTH MANHATTAN BEACH
BUSINESS IMPROVEMENT DISTRICT**

**Enhancement Project and Activity Plan
2011**

- 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 not less than 20 or more than 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 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, a beautification image that is in line with the rest of Manhattan Beach and one that 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 2011 includes the following items (responsibility for assignments, where made, are shown in parenthesis):

- Parking (Ab Lawrence)
 - Expand the use of Veranda's parking lot to accommodate visitors to the business district
 - Marketing
 - Review special event opportunities, website, hosting of "Taste of North Manhattan," Farmers' Market, Halloween event, etc.
 - Update 2009 Marketing Analysis and Plan (Bruce Greenberg)
 - Develop Budget
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