



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: May 17, 2011

SUBJECT: Consideration of Resolution of Intention to Provide for Annual Levy and Collection of Assessments for the Downtown Business Improvement District and Setting June 21, 2011 for a Public Hearing

RECOMMENDATION:

The Downtown Business Improvement District Advisory Board and City staff recommend that the City Council adopt Resolution No. 6306 announcing the City's intention to set assessments for the Downtown Business Improvement District (BID) for fiscal year 2011-2012, and setting the public hearing for June 21, 2011.

FISCAL IMPLICATION:

There is no budgetary or other financial implication associated with the adoption of the Resolution of Intention.

BACKGROUND:

In 1998, the City Council, at the request of the downtown business owners, dissolved an existing parking district and created a new Business Improvement District (BID) for the downtown area. The new district was created under the Parking and Business Improvement Area Law of 1989, which provides flexibility with respect to the use of funds. The previously existing parking district restricted the use of the funds to the acquisition and construction of parking facilities.

The Parking and Business Improvement Area Law of 1989 requires that the district and the associated assessments be renewed annually. Therefore, at its meeting of June 21, 2011, the City Council will hold a public hearing to consider the request from the Downtown Business Improvement District Advisory Board to renew the district for fiscal year 2011-2012 and levy the associated assessments (80% surcharge on business license fees to a maximum of \$600).

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 (June 21, 2011). The funding for the BID is an 80% surcharge on the business license tax, not-to-exceed \$600 for any individual business.

On April 27, 2011, the Downtown Manhattan Beach Business Improvement Advisory Board met to discuss the proposed service program and associated budget for fiscal year 2011-2012. At that time, the Board approved various documents, including the FY 2011-2012 program (Exhibit "A"). Subsequently, the Chairperson of the Advisory Board (Ron Koch) submitted the attached letter (Exhibit "B") requesting the City Council consider adopting the Resolution of Intention (Exhibit "C").

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 June 21, 2011. 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 BID will have an opportunity to present information to the City Council.

Exhibits:

- A. Financial reports, minutes, fiscal year 2011-2012 Business Improvement District Plan
- B. Letter from Ron Koch, Chair, BID Advisory Board
- C. Resolution No. 6306



Business

Improvement

District

DOWNTOWN MANHATTAN BEACH

BID Advisory Board Annual Meeting

321 12th Street, Suite 112

April 27, 2011, 9am

Agenda

Part One

2010 Minutes

Strategies & Goals Achieved

Profit & Loss April 2010-March 2011

Profit & Loss YTD Comparison

Balance Sheet

Farmers Market Highlights 2010-2010

Farmers Market Budget to Actual 2010-2011 & Proposed 2011-2012 Budget

Part Two

Business Improvement Activity Plan 2011

Strategies & Goals for 2011-2012

2011-2012 Proposed Budget

Part Three

Approval of the 2011-2012 Plan



Business

Improvement

District

DOWNTOWN MANHATTAN BEACH

Tuesday, April 21, 2010

Annual Meeting Minutes

Attendance 2010-2011 Board Members

Ron Koch, Autorite - Present
Dana McFarland, Wright's - Absent
Barbie Falconer, Barbie K - Present
Maureen McBride, Tabula Rasa Essentials - Present
Kevin Barry, Memphis Cafe - Present
Mike Zislis, Shade Hotel, Rock 'N Fish, Mucho - Present
Mary Ann Varni, DBPA Director - Present
David Levin, Lulu's & The Beehive - Present
Julie Hantzarides, Old Venice - Absent
David Arias, Morningside Business Center- Present

Guests

John McLellan, CPA - Present
(partially)

Ron Koch called the meeting to order.

Review Current Year Results

- The Farmers Market is currently averaging about \$1814 per week gross sales. With a couple of bad Tuesdays due to inclement weather, the market expects to bring in about \$85,000 in gross sales by end of fiscal year 2010-2011 with a projected \$14,354 in profit. A Rapid Market Assessment & Training (RMA) was conducted in September 2009 which helps us to understand our market and customer base. The goal is to find both our strengths & weaknesses and improve the market as a whole. A few highlights: Approximately 2700 people come through the market in a week; 60% are from Manhattan Beach; 65% are downtown to visit the Farmers; 17% spend \$23 per week.

- DBPA will be renewing their contribution to the Ocean Express which has two trolleys running through downtown every ½ hour from 9am – 10pm. Ocean Express raised their rider's fee from \$3 to \$5. DBPA negotiated a lower contribution on the next contract due to the economy downturn. DBPA supports and appreciates the amount of visitors the trolley brings to downtown.
- A description of the Parking History in Downtown: given the current parking income & expenditure fund discrepancies, and the newly discovered fact that \$.50 of street meter money goes directly to CIP fund vs. parking fund, the Board thought it necessary to explain exactly when, how and why the parking in downtown was created and managed by the Downtown Business Owners.

The following was decided upon after reviewing year-to-date results & proposed goals & budgets:

- We change our fiscal year to end March 31st in order to see the full year end results when annual BID meeting takes place. Director of DBPA to follow up with Finance Director in the City and DBPA treasurer to accommodate this request.
- Ron Koch will submit a description of the Parking History in Downtown to the City and Bruce Moe: given the current parking income & expenditure fund discrepancies, and the newly discovered fact that \$.50 of street meter money goes directly to CIP fund vs. parking fund, the Board thought it necessary to explain exactly when, how and why the parking in downtown was created and managed by the Downtown Business Owners.
- DBPA will request that if the City is planning on increasing the meter rates, that it coincide with the installation of smart meters. This would not only justify the increase in the consumers mind but possibly decrease the amount of complaints that might occur for needing more change on hand.
- As discovered from 5+ years ago, the Executive Director should not have the authority to approve any parking increases or the like that could affect the downtown businesses without the approval of the BID Board/DBPA Board & signature of an Executive Board member, namely the President of the Board.
- Discussions were held about possibly creating a BID through property owners.

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BID

- BID Board plans to meet more than once a year on their own. Board includes:
 - Ron Koch, President - Autorite
 - Dana McFarland - Baby Wright's, Wright's, The Beehive, Lulu's
 - Barbie Falconer- Barbie K
 - Julie Hantzarides- Old Venice
 - David Levin- Lulu's & The Beehive
 - Michael Zislis- Shade Hotel, Rock N' Fish, Mucho Ultima
 - Maureen McBride- Tabula Rasa Essentials
 - Kevin Barry- Memphis Restaurant
 - David Arias-Morningside

Complete list of Board to be submitted to City Council.

David Levin made a motion to contract with the DBPA to carry out the day to day improvements and activities described in the Plan and distribute the funds in a way that represents the entire BID. Michael Zisls second the motion all were in favor.

Once the budget and plan for 2010-2011 are approved by the BID Board of Directors, a Resolution of Intent will be endorsed along with a history of downtown parking and sent to the City of Manhattan Beach and brought before the City Council for review.

Respectfully Submitted
Mary Ann Varni
Executive Director
DBPA

2010-2011 Business Improvement & Activity Plan

Strategies & Goals Achieved

- **Farmer's Market** – Tuesday 11am-4pm. Summer hours 11-5pm (Memorial Day-Labor Day)
 - Trackless Train every Tuesday during the market
 - **Advertising**
 - What About Wednesdays! 50% off one item one day in participating businesses
 - Co-op Advertising in 'Where' magazine with 6 businesses for 3 consecutive months
 - Co-op Advertising in South Bay Living Magazine
 - Chamber Directory Ad
 - Chamber Calendar Sponsor
 - **Special Events**
 - Sidewalk Sales – *April 16-18, 2010, August 27-29, 2010, January 21-23, 2011
 - *combined Recycling of small items – 'Spring Clean' with the April Sale
 - Spring Shop & Walk, May 19, 2010 6pm-9pm – promote local shopping, dining, sign up for summer camps. Event is meant to create a similar community get together in the evening like Holiday Open House. Businesses are seeking a local artist/musician through FOLA (Foundation for Local Arts) to feature or perform during the evening.
 - Manhattan Open – August 20-22, 2010
 - 54th Annual Catalina – Manhattan Beach Paddleboard Race – August 29, 2010
 - Halloween Pumpkin Races – October 24, 2010
 - Holiday Open House & Pier Lighting – November 17, 2010
 - Fireworks Festival – December 12, 2010
 - **Community & Parking Programs**
 - New Parking Signs installed
 - Valet Parking – Two locations (MB Post (formerly Memphis Café) & Fonz's)
 - Smart Meter installation on streets only in July 2010
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- Meter rates increased to \$1.25/hour with the installation of new meters
 - Lots 1 & 2 for permit holders & open to public after 5pm. Permits over ride the meters after 5pm and are on a first come first serve basis.
 - Cash Keys no longer available, but can still be used if previously owned in the lots.
 - **Marketing & Promotions**
 - Web Site – listings, searches, information, links, advertising opportunities
 - Visitor Guides Updated and distributed to hotels, Gateway to L.A. & select Downtown Los Angeles hotels. Guides inserted in Beach Reporter on the West side of Sepulveda to reach out to our community
 - Holiday Sponsored Décor to draw visitors to Center and create festive environment. Living trees were placed around to promote the season.
 - Trackless Train on Metlox to attract kids and families. Every Tuesday during market hours and select weekends.
 - Ocean Express Trolley/Bringing thousands of visitors each month.
 - **Member Services**
 - Member e-mail newsletter
 - City Representation
 - Chamber Representation: Chamber Board of Directors, Legislative Advocacy Council, Holiday Decorations, Chamber Committee (revenue task force), Coordinating Council
 - School District Representation: MBEF Advisory Board
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Downtown MB Business & Professional Association
Profit & Loss
 April 2010 through March 2011

	<u>Apr '10 - Mar 11</u>
Ordinary Income/Expense	
Income	
ADMIN INCOME	
Revenue-BID Contribution (305)	103,355.07
Revenue-Interest Income (398)	120.09
ADMIN INCOME - Other	467.10
Total ADMIN INCOME	<u>103,942.26</u>
ADVERTISING INCOME	
Revenue-Advertising Co-Op	4,311.00
Total ADVERTISING INCOME	<u>4,311.00</u>
COMMUNITY PROGRAM INCOME	
Farmers Market	
Merchandise	6,077.00
Farmers Market - Other	83,149.00
Total Farmers Market	<u>89,226.00</u>
Total COMMUNITY PROGRAM INCOME	<u>89,226.00</u>
EVENT INCOME	
Revenue-Holiday Open House (312)	3,000.00
Spring Open House	1,900.00
Total EVENT INCOME	<u>4,900.00</u>
Other Income	
Parking Keys	995.00
Other Income - Other	3,600.00
Total Other Income	<u>4,595.00</u>
Total Income	<u>206,974.26</u>
Expense	
ADMINISTRATION	
Accounting Fees (505)	611.00
Bank Charges (513)	104.04
Computer Equipment	98.67
Copy Costs (509)	18.68
Dues (514)	160.00
Gifts	152.49
Insurance Premiums (517)	6,140.47
Meeting Costs (516)	1,874.44
Parking	150.00
Payroll Expenses	49,973.92
Postage (566)	229.42
Rent	7,150.00
Supplies (506)	299.32
Telephone	2,552.19
ADMINISTRATION - Other	703.62
Total ADMINISTRATION	<u>70,218.26</u>
ADVERTISING PROGRAMS	
Concept & Design	5,740.00
Marketing & Advertising (548)	11,429.00
Printing	119.42
ADVERTISING PROGRAMS - Other	305.00
Total ADVERTISING PROGRAMS	<u>17,593.42</u>
COMMUNITY PROGRAMS	
Catalina Classic	822.03
Chamber of Commerce	565.00
Donations (520)	1,000.00
Farmer's Market	
FM Advertising/Promotions	
Other	65.00
Print Ads, Flyers, Signage	3,691.79

Downtown MB Business & Professional Association
Profit & Loss
 April 2010 through March 2011

	Apr '10 - Mar 11
Webiste - FM	1,079.00
FM Advertising/Promotions - Other	800.00
Total FM Advertising/Promotions	5,635.79
FM Merchandise	3,956.27
FM Operations	
Comps, Gifts & Dinners	870.42
Equipment & Supplies	796.35
Permits & Licenses	1,796.28
Programs - FM	785.07
Setup	17,080.00
Vendor Promotions	260.95
Volunteers	181.83
Total FM Operations	21,770.90
Growing Great	3,878.00
Labor	
Manager	20,890.00
Market assistant	2,269.00
Total Labor	23,159.00
Other	1,099.98
Farmer's Market - Other	-399.00
Total Farmer's Market	59,100.94
Fireworks Festival (556)	1,000.00
Metlox (584)	656.94
Total COMMUNITY PROGRAMS	63,144.91
EVENTS	
April Sidewalk Sale (550)	2,307.69
August Sidewalk Sale (553)	2,667.85
Halloween Event (541)	250.00
Holiday Open House (558)	9,958.29
January Sidewalk Sale (534.1)	3,107.99
Spring Open House	2,492.27
Total EVENTS	20,784.09
MARKETING PROGRAMS	
Chamber Brochure	275.00
Directory Brochure (571)	450.00
Ocean Express	7,073.13
Web Site Fees	1,149.00
Total MARKETING PROGRAMS	8,947.13
MEMBER SERVICES	
Member Mixers	120.00
Newsletter (585)	135.00
Total MEMBER SERVICES	255.00
Uncategorized Expenses	76.43
Total Expense	181,019.24
Net Ordinary Income	25,955.02
Net Income	25,955.02

Downtown MB Business & Professional Association
Profit & Loss Year Comparison
April 2010 through March 2011

	Apr '10 - Mar 11	Apr '09 - Mar 10	\$ Change	% Change
Ordinary Income/Expense				
Income				
ADMIN INCOME				
Revenue-BID Contribution (306)	103,355.07	100,747.09	2,607.98	2.6%
Revenue-Interest Income (388)	120.09	247.29	-127.20	-51.4%
ADMIN INCOME - Other	467.10	3.06	464.04	15,164.7%
Total ADMIN INCOME	103,942.26	100,997.44	2,944.82	2.9%
ADVERTISING INCOME				
Revenue-Advertising Co-Op	4,311.00	30.00	4,281.00	14,270.0%
Total ADVERTISING INCOME	4,311.00	30.00	4,281.00	14,270.0%
COMMUNITY PROGRAM INCOME				
Farmers Market				
Merchandise	6,077.00	5,194.00	883.00	17.0%
Farmers Market - Other	83,149.00	84,574.00	-1,425.00	-1.7%
Total Farmers Market	89,226.00	89,768.00	-542.00	-0.6%
Revenue-Valet Parking (303)	0.00	3,000.00	-3,000.00	-100.0%
Total COMMUNITY PROGRAM INCOME	89,226.00	92,768.00	-3,542.00	-3.8%
EVENT INCOME				
Revenue-Holiday Open House (312)	3,000.00	2,600.00	400.00	15.4%
Spring Open House	1,900.00	0.00	1,900.00	100.0%
Total EVENT INCOME	4,900.00	2,600.00	2,300.00	88.5%
MARKETING INCOME				
Revenue-Web Services (322)	0.00	60.00	-60.00	-100.0%
MARKETING INCOME - Other	0.00	4,150.00	-4,150.00	-100.0%
Total MARKETING INCOME	0.00	4,210.00	-4,210.00	-100.0%
Other Income				
Parking Keys	995.00			
Other Income - Other	3,600.00	-11,425.00	12,420.00	108.7%
Total Other Income	4,595.00	-5,291.00	9,886.00	186.9%
Total Income	206,974.26	195,314.44	11,659.82	6.0%
Expense				
ADMINISTRATION				
Accounting Fees (606)	611.00	700.00	-89.00	-12.7%
Bank Charges (613)	104.04	123.22	-19.18	-15.6%
Computer Equipment	98.67	280.00	-181.33	-64.8%
Copy Costs (608)	18.66	0.00	18.66	100.0%
Dues (614)	160.00	280.00	-120.00	-42.9%
Gifts	152.49	207.43	-54.94	-26.5%
Insurance Premiums (617)	6,140.47	5,629.61	510.86	9.1%
Legal Fees (604)	0.00	3.02	-3.02	-100.0%
Meeting Costs (616)	1,874.44	1,525.94	348.50	22.8%
P.O. Box Rental (612)	0.00	140.00	-140.00	-100.0%
Parking	150.00	470.00	-320.00	-68.1%
Payroll Expenses	49,973.92	51,615.02	-1,641.10	-3.2%
Postage (666)	229.42	213.06	16.36	7.7%
Rent	7,150.00	7,150.00	0.00	0.0%
Supplies (608)	299.32	608.17	-308.85	-50.8%
Telephone	2,552.19	2,235.60	316.59	14.2%
ADMINISTRATION - Other	703.62	0.00	703.62	100.0%
Total ADMINISTRATION	70,218.26	71,181.07	-962.81	-1.4%
ADVERTISING PROGRAMS				
Concept & Design	5,740.00	0.00	5,740.00	100.0%
Marketing & Advertising (648)	11,429.00	14,519.10	-3,090.10	-21.3%
Printing	119.42	263.39	-143.97	-54.7%

Downtown MB Business & Professional Association Profit & Loss Prev Year Comparison April 2010 through March 2011

	Apr '10 - Mar 11	Apr '09 - Mar 10	\$ Change	% Change
ADVERTISING PROGRAMS - Other				
Total ADVERTISING PROGRAMS	305.00	1,340.10	-1,035.10	-77.2%
COMMUNITY PROGRAMS				
Catalina Classic	822.03	44.93	777.10	1,729.6%
Chamber of Commerce	565.00	135.00	430.00	318.5%
Donations (520)	1,000.00	500.00	500.00	100.0%
Farmer's Market				
FM Advertising/Promotions				
Other	65.00	973.13	-908.13	-83.3%
Print Ads, Flyers, Signage	3,691.79	4,438.51	-746.72	-16.8%
Website - FM	1,079.00	989.00	90.00	9.1%
FM Advertising/Promotions - Other	800.00	156.96	643.04	409.7%
Total FM Advertising/Promotions	5,635.79	6,557.60	-921.81	-14.1%
FM Merchandise	3,956.27	4,852.90	-896.63	-18.5%
FM Operations				
Comps, Gifts & Dinners	870.42	1,481.04	-610.62	-41.2%
Equipment & Supplies	796.35	1,971.85	-1,175.50	-59.6%
Permits & Licenses	1,796.28	1,819.89	-23.61	-1.3%
Programs - FM	785.07	954.18	-169.11	-17.7%
Setup	17,080.00	16,270.00	810.00	5.0%
Vendor Promotions	260.95	0.00	260.95	100.0%
Volunteers	181.83	0.00	181.83	100.0%
FM Operations - Other	0.00	2,915.40	-2,915.40	-100.0%
Total FM Operations	21,770.90	25,412.36	-3,641.46	-14.3%
Growing Great	3,878.00	4,202.00	-324.00	-7.7%
Labor				
Manager	20,890.00	15,915.00	4,975.00	31.3%
Market assistant	2,269.00	2,739.00	-470.00	-17.2%
Labor - Other	0.00	5,587.50	-5,587.50	-100.0%
Total Labor	23,159.00	24,241.50	-1,082.50	-4.5%
Other	1,099.98	338.51	761.47	225.0%
Farmer's Market - Other	-399.00	0.00	-399.00	-100.0%
Total Farmer's Market	59,100.94	65,604.87	-6,503.93	-9.9%
Fireworks Festival (556)	1,000.00	1,000.00	0.00	0.0%
Mettox (554)	856.94	2,300.00	-1,643.06	-71.4%
Total COMMUNITY PROGRAMS	63,144.91	69,584.80	-6,439.89	-9.3%
EVENTS				
April Sidewalk Sale (550)	2,307.69	2,591.00	-283.31	-10.9%
August Sidewalk Sale (553)	2,667.85	1,535.55	1,132.30	73.7%
Halloween Event (541)	250.00	1,500.00	-1,250.00	-83.3%
Holiday Open House (558)	9,858.29	8,861.91	1,096.38	12.4%
January Sidewalk Sale (534.1)	3,107.99	1,635.24	1,472.75	90.1%
Spring Open House	2,492.27	0.00	2,492.27	100.0%
EVENTS - Other	0.00	3,853.44	-3,853.44	-100.0%
Total EVENTS	20,784.09	19,977.14	806.95	4.0%
MARKETING PROGRAMS				
2009 Wall Calendar	0.00	300.00	-300.00	-100.0%
Chamber Brochure	275.00	300.00	-25.00	-8.3%
Directory Brochure (571)	450.00	7,222.65	-6,772.65	-93.8%
Ocean Express	7,073.13	10,884.60	-3,811.47	-35.0%
Web Site Fees	1,149.00	1,279.00	-130.00	-10.2%
MARKETING PROGRAMS - Other	0.00	2,685.98	-2,685.98	-100.0%
Total MARKETING PROGRAMS	8,947.13	22,872.23	-13,725.10	-60.5%
MEMBER SERVICES				
Member Mixers	120.00	939.00	-819.00	-87.2%

Downtown MB Business & Professional Association
Profit & Loss Prev Year Comparison
April 2010 through March 2011

	Apr '10 - Mar 11	Apr '09 - Mar 10	\$ Change	% Change
Newsletter (686)	135.00	0.00	135.00	100.0%
Total MEMBER SERVICES	255.00	939.00	-684.00	-72.8%
Uncategorized Expenses	76.43	0.00	76.43	100.0%
Total Expense	181,019.24	200,476.83	-19,457.59	-9.7%
Net Ordinary Income	25,955.02	-5,162.39	31,117.41	602.8%
Net Income	25,955.02	-5,162.39	31,117.41	602.8%

12:45 PM

04/20/11

Accrual Basis

Downtown MB Business & Professional Association
Balance Sheet
As of March 31, 2011

	<u>Mar 31, 11</u>
ASSETS	
Current Assets	
Checking/Savings	
Jimmy Hantzarides Memorial	571.10
Petty Cash (105)	823.40
WM DBPA Checking (107)	3,605.67
WM FM DBPA Checking (108)	2,945.04
WM MM BID Savings (106)	67,670.00
WM MM DBPA Savings (110)	10,801.03
Total Checking/Savings	<u>86,416.24</u>
Total Current Assets	86,416.24
Fixed Assets	
Computer Equipment	2,498.65
Total Fixed Assets	<u>2,498.65</u>
TOTAL ASSETS	<u>88,914.89</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Cleanstreet Payable	1,890.00
Payroll Liabilities	2,467.45
Total Other Current Liabilities	<u>4,357.45</u>
Total Current Liabilities	<u>4,357.45</u>
Total Liabilities	4,357.45
Equity	
Retained Earnings	58,602.42
Net Income	25,955.02
Total Equity	<u>84,557.44</u>
TOTAL LIABILITIES & EQUITY	<u>88,914.89</u>

11:40 AM

04/21/11

Accrual Basis

Downtown MB Business & Professional Association Profit & Loss Prev Year Comparison April 2010 through March 2011

	Apr '10 - Mar 11	Apr '09 - Mar 10	\$ Change	% Change
Ordinary Income/Expense				
Income				
COMMUNITY PROGRAM INCOME				
Farmers Market	6,077.00	5,194.00	883.00	17.0%
Merchandise	83,149.00	84,574.00	-1,425.00	-1.7%
Farmers Market - Other				
Total Farmers Market	89,226.00	89,768.00	-542.00	-0.6%
Total COMMUNITY PROGRAM INCOME	89,226.00	89,768.00	-542.00	-0.6%
Expense				
COMMUNITY PROGRAMS				
Farmer's Market				
FM Advertising/Promotions				
Other	65.00	973.13	-908.13	-93.3%
Print Ads, Flyers, Signage	3,691.79	4,438.51	-746.72	-16.8%
Webiste - FM	1,078.00	989.00	90.00	9.1%
FM Advertising/Promotions - Other	800.00	158.96	643.04	409.7%
Total FM Advertising/Promotions	5,635.79	6,557.60	-921.81	-14.1%
FM Merchandise	3,956.27	4,852.90	-896.63	-18.5%
FM Operations				
Comps, Gifts & Dinners	870.42	1,481.04	-610.62	-41.2%
Equipment & Supplies	796.35	1,971.85	-1,175.50	-59.6%
Permits & Licenses	1,796.28	1,819.89	-23.61	-1.3%
Programs - FM	785.07	954.18	-169.11	-17.7%
Setup	17,080.00	16,270.00	810.00	5.0%
Vendor Promotions	280.95	0.00	280.95	100.0%
Volunteers	181.83	0.00	181.83	100.0%
FM Operations - Other	0.00	2,915.40	-2,915.40	-100.0%
Total FM Operations	21,770.90	25,412.36	-3,641.46	-14.3%
Growing Great	3,878.00	4,202.00	-324.00	-7.7%
Labor				
Manager	20,890.00	15,915.00	4,975.00	31.3%
Market assistant	2,269.00	2,739.00	-470.00	-17.2%
Labor - Other	0.00	5,587.50	-5,587.50	-100.0%
Total Labor	23,159.00	24,241.50	-1,082.50	-4.5%
Other	1,098.98	338.51	761.47	225.0%
Farmer's Market - Other	-399.00	0.00	-399.00	-100.0%
Total Farmer's Market	59,100.94	65,604.87	-6,503.93	-9.9%
Total COMMUNITY PROGRAMS	59,100.94	65,604.87	-6,503.93	-9.9%
Total Expense	59,100.94	65,604.87	-6,503.93	-9.9%
Net Ordinary Income	30,125.06	24,163.13	5,961.93	24.7%
Net Income	30,125.06	24,163.13	5,961.93	24.7%

Manhattan Beach Farmers Market - 2010 Highlights

BID Board Meeting – 27 April 2011

1. We will celebrate our 5th year anniversary July 2011.
2. **Sales:**
 - a. 2010 vs. 2009: Slight overall decrease in the total gross (-6%), in part due to several rainy/rained out days in 2010 (none in 2009), and to a delayed effect of the prolonged down economy. We also need to step up our promotion and outreach.
 - b. 2011 vs. 2010: The comparison is based on an estimate for 2011 (Q1 x 4). Since Q1 is one of the lowest quarters of the year, one can expect that the uptrend will start again in 2011.
 - c. Foot traffic: Using the data from our 9/22/2009 RMA survey, an average day (about \$20K in gross) sees about 2,800 people (= a little less than 2,000 shopping groups).
3. **Vendors:**
 - a. 2010 vs. 2009: A 10% decrease in the total number of vendors compared to 2009 had less of an impact on sales, essentially because several of the very low sales vendors could not make it at the market (chocolate, candy, cakes and cheese).
 - b. 2011 vs. 2010: Same comment as for the sales. 2011 will likely see a return of the uptrend.
 - c. Growers vs. Prepared Food: The Certified section (growers) is still a challenge to grow and we currently have more prepared foods than growers. It seems that Manhattan Beach residents do not cook a lot and favor prepared foods and low prep fruits and vegetables. Additionally, growers' margins are smaller (longer drives; lower prices) and their production is highly dependent on weather and pests. This explains why some growers in the industry "supplement" their production with produce not of their own production.
 - d. We are loosely capping the number of prepared food vendors to about 50% of the total vendors. Some vendors in the prepared food section are full on California products (The Olive Press) or obtain some of their ingredients from California farmers (Raw Cane Super Juice, West Gourmet Afghan Food, Chill Spot, Domenico's, etc). For food vendors, increasing the use of direct-from-the-grower ingredients is challenging due to higher prices and highly fluctuating supply.
 - e. Growers Screening: New growers are screened to avoid resellers (which is against Ag regulations). Screening tools range from farm visit, to references from trusted managers. Data on suspended growers gathered over the years help to avoid fraudulent people coming back under a new grower certificate. This landed us a spot in NBC4 Joel Grover's undercover investigation, as one of 3 markets highlighted for their methods to keep cheating growers at bay.
 - f. Prepared Food Screening: New additions to the market are highly screened: in addition to product quality and the need for it in the existing mix, use of local ingredients and artisan-quality of the product and vendor are now even more important factors.

- g. Product Mix: The size of our market in terms of gross is not quite enough to attract and retain specialty items such as meat, cheese, etc. A rule seems to apply specifically to Manhattan Beach: high fat items must be priced low to prosper in our market (Pupusas); otherwise, they do not make it (cheese)!
- h. Applicant List: We have close to 150 prepared food vendors and about 30 growers that applied to sell at the market since its inception. More prepared food vendors apply to sell at the market than growers. Amongst the growers that applied, a number grow flowers or plants, while others are known to be resellers. In order to make it to the waiting list, applicants must meet the following criteria: high quality, natural, artisan & local. Items like shaved ice, flavored almonds from Texas, or poor quality items do not meet these criteria. For the selected number that make it to the waiting list, the number on the list still cannot be estimated, as a spot for their product might never open. On the other hand, if a spot opens unexpectedly (a vendor going under or an unfortunate personal incident) the vendor on the waiting list would need to start right away to fill the spot.
- i. New Vendors Scouting: In addition to the waiting list, a number of growers/vendors are approached & pursued to join the market. Not all are willing or able to join the market: some do not have the personnel, production or bandwidth to add another market (Bautista Organic Dates), at least at this time; others will only sell at large markets (Santa Monica Wednesday) or require a minimum gross that our market is not yet able to generate (e.g.: Valdivia Farms – tomatoes + mini-veggies; cheese, etc).
- j. Upcoming vendors: In addition to the returning seasonal growers and vendors (Erickson – cherries; Naylor Organics – Stone Fruits; Chill Spot – frozen yogurts + smoothies) a couple of newcomers will be starting in May: Stackhouse Bros (grower -_flavored-almonds, almond butters, almond mea), Olio Pizzeria (prepared food - fresh frozen artisan pizzas + hot pizzas to go) and possibly a pastured-raised meat rancher and an artisan fresh frozen soup.

4. Exhibitors:

- 5. The exhibitor program is still very successful and we have many returning exhibitors (see attached list), who clearly feel the market is a great way to reach a targeted audience. Depending on the season, we have up to 4 exhibitors at the market, including a weekly nutrition exhibitor (Jayne Justice 3 Tuesdays a month and Growing Great 1 Tuesday a month).
- 6. To be able to exhibit at our market, applicants must either be a business or organization based in Manhattan Beach (license required), or a business or organization that promotes healthy living, education and the environment. We are non-denominational and political organizations are excluded, but not organizations promoting voters' registration.
- 7. Exhibitors are provided a table, 2 chairs and an umbrella. Sales are not allowed. Exhibitor fee range from \$35 (businesses located outside of Manhattan Beach) to \$0 (for members of the DMBBPA and nonprofits).

8. Promotion:

- a. We have been releasing promotional flyers twice a year, combining a seasonal shopping list with a \$5 coupon, redeemable in carrot bucks. Redemption rate is pretty high: about 20%.
- b. We now have a weekly column by Allison Arbuthnot in the opinion section of the Manhattan Beach Patch.

- c. In November, we were featured in NBC4 Joel Grover's undercover investigation, as one of 3 markets highlighted for their methods to keep cheating growers at bay.
- d. The kid-friendly environment has made the market a favorite destination for many moms and nannies. Every week, the market has train rides, tattoos or balloons and music.
- e. A first meeting/farmers market tour, with David Carmany, was met with positive feedback and we feel will help us to work closer with the city in mutually beneficial ways.

9. Recommendations:

- a. As the market is showing signs of emerging from the recession, efforts on outreach and promotion need be increased in order to boost sales and become more attractive to specialty growers/vendors.
- b. Closer ties with the City need be developed so that the market is included more in relevant city activities: weekly presence of the City as a way for all departments to reach out to its residents; Dial-A-Ride shuttle to the market (noon to 2 pm for example), etc.
- c. Incoming manager Susan Hillyer's background and experience is the perfect match to bring our market to the next level.
- d. Put the local chefs in touch with those growers that are able to supply produce/fruits they would need each week for their restaurants. Therefore, have our MB growers accommodate the chef's shopping list each week by allowing them to order in advance.

Calendar Year Progressions

CALENDAR YEAR ->	2007	2008	Diff '07/'08	2009	Diff '08/'09	2010	Diff '09/'10	Q1 2011	2011 Estimate (Q1x4)	Diff '10/'11
CERTIFIED (growers) - Fee 6%										
# of certified growers*	15	15	27%	18	20%	16	-11%	16	16	0%
Total gross	\$ 312,085	\$ 428,115	37%	\$ 516,471	21%	\$ 460,307	-11%	\$ 103,660	\$ 414,640	-11%
% of total gross	47%	45%	47%	47%	45%	41%	41%	41%	41%	
Total fee	\$ 18,916	\$ 26,167	38%	\$ 31,556	21%	\$ 27,680	-12%	\$ 6,342	\$ 25,368	-9%
% of total fee	32%	32%	32%	33%	33%	31%	28%	28%	28%	
NON-CERTIFIED (prepared & hot food) - Fee 10%										
# of prepared food vendors*	14	19	36%	21	11%	19	-10%	18	18	-5%
Total gross	\$ 351,211	\$ 515,198	47%	\$ 572,563	11%	\$ 558,464	-2%	\$ 147,456	\$ 589,824	5%
% of total gross	52%	54%	52%	52%	55%	58%	58%	58%	58%	
Total fee	\$ 34,695	\$ 51,520	48%	\$ 57,189	11%	\$ 54,993	-4%	\$ 14,746	\$ 58,984	7%
% of total fee	58%	63%	61%	61%	61%	61%	65%	65%	65%	
OTHER (merchandise & exhibitors)										
Total gross	\$ 6,147	\$ 3,114	-49%	\$ 4,621	48%	\$ 5,686	23%	\$ 1,485	\$ 5,940	4%
% of total gross	1%	0%	0%	0%	1%	1%	1%	1%	1%	
Total fee	\$ 6,147	\$ 3,499	-43%	\$ 5,586	60%	\$ 7,131	28%	\$ 1,765	\$ 7,060	-1%
% of total fee	10%	4%	4%	6%	8%	8%	8%	8%	8%	
TOTAL										
# of vendors*	29	34	21%	39	15%	35	-10%	34	34	-3%
Total gross	\$ 669,443	\$ 946,427	41%	\$ 1,093,855	16%	\$ 1,024,457	-6%	\$ 252,601	\$ 1,010,404	-1%
Avg gross per market day	\$ 13,126	\$ 18,201	39%	\$ 21,036	16%	\$ 19,701	-6%	\$ 19,431	\$ 19,409	-1%
Total fee	\$ 59,758	\$ 81,186	36%	\$ 94,330	16%	\$ 89,804	-5%	\$ 22,853	\$ 91,412	2%
Avg fee per market day	\$ 1,172	\$ 1,561	33%	\$ 1,814	16%	\$ 1,727	-5%	\$ 1,758	\$ 1,736	2%

* Day average.

**MB Farmers Market
2011-2012 Proposed Budget**

Account	Annual	Quarterly	Weekly	Note
Income				
Market	\$80,000			
Merchandise	\$5,000			
Total:	\$85,000			
Expenses				
Permits				
CFM Certificate	\$467			Yearly. Jan thru Dec.
Temp. Event Health Permit	\$440			Yearly. Jan thru Dec. +5% compared to prior year.
CFM Health Permit	\$350			Yearly. July thru June. +5% compared to prior year.
CDFA Fee	\$600	\$150		Quarterly.
Cal Fed. Of CFM Dues	\$50			
MB business license	\$400			
Total Permits:	\$2,367			
Labor				
Market Manager	\$21,290			\$400 38 wks @ \$400 + 14 wks @ \$435
Mkt Assist	\$3,000			\$12/hour
Set up	\$17,000			38 wks @ \$290 (winter) + 14 wks @ \$350 (summer)
Total Labor:	\$41,290			
Supplies	\$1,200			
Parking	\$330			Cash Key & Permit for Metlox
Insurance	\$1,500			
Volunteers	\$250			Dinners, bdays, T-shirts, etc.
Programs/Entertainment	\$1,200			
Merchandise	\$4,000			Assumes 3 to 4 basket orders / yr @ \$550 ea. T-shirts, totes, aprons @
Total:	\$8,480			
Advertising	\$41,290			
Banner Hanging	\$810	\$810/\$400*		\$810 for Sepulveda/\$400 DMB
New Flyers/Utility Bill Insert, Print	\$3,700			25,000 flyers (tax & shipping add'l)
Advertising/Promotions	\$2,200			
Website	\$900			
Revise Flyer/time change on banner	\$412			price is based on 2 consecutive weeks.
FM Operations				
Comps/Gifts & Dinners	\$850			
Vendor Promotions	\$300			
Donation - Growing Great	\$4,000	\$1,000		5% of sales each quarter
Total:	\$65,309			
Profit/Lo	\$19,691			



Business Improvement District
DOWNTOWN MANHATTAN BEACH



DOWNTOWN MANHATTAN BEACH BUSINESS IMPROVEMENT DISTRICT

Business Improvement & Activity Plan March 2011

*Prepared 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.*

Prepared by

Downtown Manhattan Beach Business and Professional Association

**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).

Members of the Advisory Board can be nominated by business owners that are assessed within the BID, and, per State law, appointed by the Manhattan Beach City Council.

Representation should consist of business 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 valet parking, cooperative promotions, banners throughout the area,

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.

BUSINESS IMPROVEMENT & ACTIVITY PLAN

As a result of the concerns identified through surveying business owners and the accomplishments of the DBPA since 1999, the DBPA Board of Directors proposes the following plan.

A. Parking, Transportation & Community Programs

- Work with the City & PPIC to promote Downtown parking alternatives for both merchants and customers. Form parking committee to ensure that downtown parking is both convenient and reasonable for customers
- Maintain the valet parking service.
- Continue to work in supporting the **Ocean Express Shuttle Service**.
- Continue promoting and supporting the weekly **Farmers' Market** in Downtown Manhattan Beach
- Support non-profit organizations that benefit the community through proceeds from the Farmers' Market and other events.
- Continue to work with the Public Works Department to support the CART Trash & Recycling Programs for Downtown businesses and Waste Management on programs they offer that benefit our businesses and environmental goals.
- Continue to support the Fireworks Festival, Catalina Classic, and in-kind donations.
- Work with the MBPD & Public Works Department to improve the Downtown curb appeal through signage, flowers, etc.
- Work with City to improve parking downtown

B. Marketing & Advertising

Continue to promote our downtown as a special place with unique shops, dining & services. Downtown is the heart & soul of our City and our community needs to be reminded that our charm comes through independent business owners offering something different from all the rest.

- Continue & expand the Downtown marketing/advertising campaign to promote the Downtown as a whole especially within our community and to visitors.
- Update visitor guides to reflect the changes that have occurred in downtown. Continue to reach out and invite concierge in surrounding hotels & key hotels throughout Los Angeles to spend a day in downtown and experience firsthand why our town is a destination.
- Continue to work with the City to update the permanent Way-Finding directories/maps.
- Redesign our www.DowntownManhattanBeach.com, with a fresh look that matches our visitor guides. Create more of a revenue generating website by offering advertising to the businesses for a nominal charge, and linking their websites/social media with ours

- Continue to negotiate and make available discounted advertising opportunities.
- Continue working with the Chamber of Commerce to promote commerce in Manhattan Beach.

C. Promotions & Special Events.

- Sponsor the “**Sidewalk Sales**” to promote Downtown merchants.
- Continue to sponsor the pumpkin races.
- Host the “**Holiday Open House**” together with the **Pier Lighting** to kick-off to the holiday shopping season and spirit of the season.
- Continue working with the City on voicing policy and planning recommendations regarding other area events and in particular the use of the **Metlox, 13th Street & Civic Plaza** areas.
- Continue to work with the **Manhattan Open** to ensure the downtown benefits from the event vs. experiencing discouraging sales on such days.
- Continue to address and find proactive solutions for parking concerns in the downtown.

D. Professional Management & Communications

- Maintain professional management to ensure this cohesive Business Improvement and Activity Plan is implemented and continued.
- Continue emailed newsletter.
- As a Board, reach out to new businesses to make them feel welcome and invite their participation in our efforts as an Association to keep downtown thriving.
- Provide representation to help mitigate traffic, construction and parking issues.
- Continue informing members of important issues affecting their businesses.
- Continue to inform businesses through the Crime Alert bulletins.
- Increase public relations opportunities for promoting the Downtown.
- Recruit participation of local business on committees and the DBPA Board.
- Meet with BID Board quarterly or as often as needed to strengthen communication with DBPA & its Board.

BUSINESS IMPROVEMENT & ACTIVITY PLAN BUDGET

I. EXPENSES

A. 2011-2012 Operating Budget

The 2011-2012 operating budget breakdowns of expenses for the Downtown Manhattan Beach BID are provided below. The total improvement and activity plan budget is projected at \$210,465 with the following components:

- **Parking, Transportation, Beautification & Community Programs:**
\$74,926 is provided which accounts for approximately 35% of the budget.

(This number is comprised of expenses under the Community Relations on the DBPA 2011-2012 Proposed Budget.)

- **Marketing & Advertising:**
\$37,889 is provided which accounts for 18% of the budget.

(This number is comprised of the expenses under the Marketing & Promotions heading on the DBPA 2011-2012 Proposed Budget.)

- **Promotions & Special Events:**
\$22,650 is provided which accounts for 11% of the budget.

(This number is solely comprised of the Special Events heading on the DBPA 2011-2012 Proposed Budget.)

- **Professional Mgt., Rent, Supplies, Insurance & Communications:**
\$75,000 is provided which accounts for 36% of the budget.

(This number is solely comprised of the Administration heading on the DBPA 2011-2012 Proposed Budget.)

II. INCOME

A. 2011-2012 Operating Budget

The 2011-2012 operating budget breakdown of income for the Downtown Manhattan Beach BID is provided in the following. The total improvement and activity plan budget is projected at approximately \$197,355.07 with the following components:

- **Assessments**
\$103,355 has been budgeted. 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.
- **Interest Income**
\$1,200.
- **DBPA Contribution**
\$92,800 will be generated from the DBPA through special event fees and various programs. These programs include the Farmers Market, Holiday Open House fees and trackless train.

III. FISCAL YEAR

- Retained earnings for the fiscal year are \$58,602.42. Net income is at \$25,955.02.

xxx

Strategies & Goals Ongoing/Not Complete

2011-2012

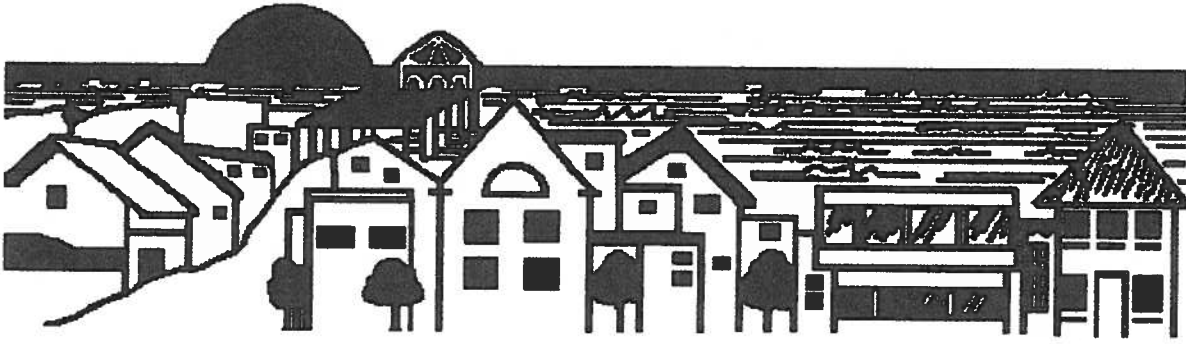
- **Farmers Market** – Tuesdays, 11am – 4pm Summer Hours 11am-5pm (Memorial-Labor Day)
 - New market manager effective May 3, 2011. Susan Hillyer
 - Continue trackless train during the market hours for kids to enjoy
 - **Parking & Community Programs**
 - Continue to push for meter bagging for Holiday 2011. Request at least a 2 week period if not the previously bagging for a month.
 - Push to have hours extended on the 2 hour street meters from 6pm-9pm for the dinner crowd. Work with PPIC, MBPD & City to achieve this goal without incurring a tremendous cost.
 - **Marketing & Promotions**
 - Continue to attract people to Metlox with seasonal décor (\$'s or sponsorships permitting)
 - Continue Trackless Train on Tuesdays during the Farmers Market & weekends in December (pending availability). Book for other weekends as deemed beneficial and if approved by the tenants.
 - Chamber Directory (small branding ad)
 - Contribute to Ocean Express Trolley – reduced contribution in 2011 to \$7000 due to budget constraints.
 - Promote Downtown as a great area to bring your family & friends the First Friday of every month. Shops will stay open until 9pm. Participating businesses will offer special previews of new items, music, and in some cases, discounts to their customers. Shop, Dine, Enjoy Downtown the First Friday of every month.
 - Continue to build relationships with hotel concierge throughout Los Angeles. Invite them to spend the night, greet them with a welcome basket and treat them to an experience in downtown that they will promote as a destination to their own guests.
 - Communicate to community the importance of supporting the independent businesses each month in order to preserve the charm and unique fabric of our downtown.
 - Encourage downtown businesses to sign up for an exhibitor's table during the Farmers Market to promote their local business.
-

- **Member Services**
 - Member e-mail newsletter
 - City Representation
 - Chamber Representation: Chamber Board of Directors, Legislative Advocacy Council, Holiday Decorations, Coordinating Council
 - School District Representation: MBEF Education Committee.

 - **DBPA Membership – 2010/2011 Closings/Opening/Moving**
 - **Store Closings:** Memphis Café, Mosaic on Manhattan, Toy Jungle, Bela Vida
 - **Store Openings:** Alison's by the Beach (formerly Mosaic on Manhattan), Dawn Baker (formerly Toy Jungle), Cami Women's Clothes/2nd location (formerly Bela Vida), Klementine (former Beehive location), MB Post (formerly Memphis Café), Pages {a bookstore}, Petros Specialty Store, The Tea Exchange
 - **Coming Soon:** Strata Restaurant
-

2011-2012 Proposed Budget
April 20, 2011

	INCOME	EXPENSES	NET FUNDS
General Administration			
BID Contribution	103,355.07		103,355.07
Interest income	1,200.00		1,200.00
Operating Expenses		75,000.00	(75,000.00)
SUBTOTAL	104,555.07	75,000.00	29,555.07
Other Income			
A 1 Promotions/Train	3,800.00		
SUBTOTAL	3,800.00	-	-
Special Events			
Halloween Trick or Treat		1,250.00	(1,250.00)
Holiday Open House	4,000.00	10,000.00	(6,000.00)
January Sidewalk Sale		2,800.00	(2,800.00)
April Sidewalk Sale		2,800.00	(2,800.00)
August Sidewalk Sale		2,800.00	(2,800.00)
First Fridays		3,000.00	(3,000.00)
SUBTOTAL	4,000.00	22,650.00	(18,650.00)
Community Relations			
Holiday Lights		500.00	
Donations/Catalina/Dig 4 Kids		750.00	(750.00)
Fireworks Festival		1,000.00	(1,000.00)
Farmers' Market	85,000.00	70,676.00	14,324.00
Community/Downtown Programs		2,500.00	(2,500.00)
SUBTOTAL	85,000.00	74,926.00	10,074.00
Marketing & Promotion			
Advertising		10,000.00	(12,000.00)
Chamber Calendar		900.00	
Mother's Day		1,357.00	(1,357.00)
Father's Day		1,357.00	(1,357.00)
Chamber Directory		675.00	(675.00)
New Banners		1,200.00	
Visitor's Guide Brochure		8,000.00	(8,000.00)
Conciege Program		2,500.00	(2,500.00)
Downtown Maps/Directory		1,000.00	(1,000.00)
Ocean Express		7,000.00	(7,000.00)
Website re-design		2,000.00	(2,000.00)
Holiday Décor/Metlox		1,000.00	(1,000.00)
Website (maintenance)		900.00	(900.00)
SUBTOTAL	-	37,889.00	(37,789.00)
TOTAL			
	197,355.07	210,465.00	(16,809.93)



Business Improvement District

DOWNTOWN MANHATTAN BEACH

May 5, 2011

Mayor Richard Montgomery
Members of City Council
City of Manhattan Beach
1400 Highland Avenue
Manhattan Beach, California 90266

Re: BID Fund Renewal

Dear Members of City Council:

The Business Improvement District (BID) Advisory Board met on April 27, 2011 with a quorum present. Upon reviewing the 2010-2011 year end progress report and the 2011-2012 projected Business Improvement District Activity Plan and Budget, the Board is requesting the City Council to approve the enclosed Resolution of Intent.

Sincerely,

BID ADVISORY BOARD

Ronald Koch
BID Board Chairman

RESOLUTION NO. 6306

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MANHATTAN BEACH, CALIFORNIA DECLARING ITS INTENTION TO PROVIDE FOR ANNUAL LEVY AND COLLECTION OF ASSESSMENTS FOR THE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT, PURSUANT TO SECTION 36500 OF THE STREETS & HIGHWAYS CODE OF THE STATE OF CALIFORNIA AND SETTING A TIME AND PLACE FOR PUBLIC HEARING THEREON

WHEREAS, this City Council has previously formed a Property and Business Improvement District in Downtown Manhattan Beach, pursuant to Streets and Highways Code Section 36500 et. seq. (SB 1424 - Parking & Business Improvement Law of 1989, Chapter 2); and

WHEREAS, the Downtown Manhattan Beach Business Improvement District Advisory Board met on April 20, 2011 and supported the proposed operating program and budget of the Downtown Business Improvement District for FY 2011-12; and

WHEREAS, this City Council is desirous of continuing the assessment on businesses within the Parking & Business Improvement District to allow the business owners within the District to utilize the funds for a range of services and activities that will promote and enhance Downtown Manhattan Beach.

NOW, THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL OF THE CITY OF MANHATTAN BEACH, CALIFORNIA, DOES HEREBY DECLARE, FIND, DETERMINE AND ORDER AS FOLLOWS:

SECTION 1. The above recitals are true and correct.

SECTION 2. The Business Improvement District is known as the Downtown Manhattan Beach Business Improvement District (herein referred to as District).

SECTION 3. The exterior boundaries of said District are all operating businesses within the general area bounded by the Southwest corner of 15th Street and Ocean Drive, the Southwest corner of 8th Street and Ocean Drive, the Southeast corner of 8th Street and Valley Drive, and the Northeast corner of 15th Street and Valley Drive. The specific legal description is as follows:

Beginning at the intersection of the southerly line of 15th Street with the westerly line of Highland Avenue; thence southerly along said westerly line of Highland Avenue to the southerly line of 13th Place; thence easterly along the prolongation of said southerly line of 13th Place; which prolongation is the southerly line of Tract 2541, to the westerly line of Valley Drive; thence southerly along said westerly line of Valley Drive to the northerly line of 10th Place; thence westerly along said northerly line of 10th Place to the easterly line of Morningside Drive; thence northerly along said easterly line of Morningside Drive to the southerly line of 11th Place; thence westerly along said southerly line of 11th Place to the westerly line of Crest Drive thence southerly along said westerly line of Crest Drive to the northerly line of 11th Street; thence westerly along said northerly line of 11th Street to the westerly line of Bayview Drive; thence southerly along said westerly line of Bayview Drive to the northerly line of 8th Street; thence westerly along said northerly line of 8th Street to the southwesterly corner of Lot 10, Block 9 Manhattan Beach Tract; thence northerly to the southwesterly corner of Lot 10, Block 12 Manhattan Beach Tract, said corner being on the northerly line of 11th Street; thence westerly along said northerly line of 11th Street to the easterly line of Ocean Drive; thence northerly along said easterly line of Ocean Drive to the northerly line of Center Place; thence easterly along said northerly line of Center Place to the southwesterly corner of Lot 15, Block 13 Manhattan Beach Division No. 2; thence northerly to the northerly line of 12th Street; thence easterly along said northerly line of 12th Street to the southwesterly corner of Lot 11, Block 14, Manhattan Beach Division No. 2; thence northerly to the southerly line of 13th Street; thence easterly along said southerly line of 13th Street to the easterly line of Manhattan Avenue; thence southerly along said easterly line of Manhattan Avenue to the northerly line of 12th Street; thence easterly along said northerly line of 12th Street to the southwesterly corner of Lot 10, Block 65, Manhattan Beach Division No. 2; thence northerly to the northwesterly corner of Lot 13, Block 65, Manhattan Beach Division No. 2; thence northerly to the southwesterly corner of Lot 10, Block 64,

Manhattan Beach Division No. 2; thence northerly to the northwesterly corner of said Lot 10; thence northwesterly to the southwesterly corner of Lot 34, Verano Beach Tract; thence northerly to the northwesterly corner of Lot 2 Verano Beach Tract, said corner being on the southerly line of 15th Street; thence easterly along the southerly line of 15th Street to the point of beginning.

A map identifying the specific, legal boundary for the Manhattan Beach Downtown Business Improvement District is available for review in the Office of the Finance Director.

SECTION 4. All businesses within the boundaries of said District as described herein are subject to the provisions of the additional assessment which will be levied annually to pay for all improvements and activities within the District.

SECTION 5. The assessment methodology for funding the services and activities of the Manhattan Beach Downtown Business Improvement District shall be a surcharge of 80% on the business license tax, not to exceed \$600.00 per business license.

SECTION 6. The funds generated by the business license surcharge shall be used for the following purposes:

- Parking & Transportation
- Marketing and Promotions
- Special Events
- Management Services

SECTION 7. The City Council shall convene a Public Hearing regarding the levying of assessments by the Manhattan Beach Downtown Business Improvement District on June 21, 2011 at 6:30 p.m. in the City Council Chambers located at 1400 Highland Avenue in said City. At that time, the City Council will hear testimony of all interested parties for or against the levying of assessments by the District, the extent of the District, and/or the activities and services which shall be provided through the District.

SECTION 8. This Resolution shall be circulated to each business owner within seven (7) days of the date of adoption by the City Council.

SECTION 9. The City Clerk shall make this Resolution reasonably available for public inspection within thirty (30) days of the date this Resolution is adopted.

SECTION 10. The City Clerk shall certify to the adoption of this Resolution and thenceforth and thereafter the same shall be in full force and effect.

PASSED, APPROVED and ADOPTED this 17th day of May, 2011.

Ayes:
Noes:
Absent:
Abstain:

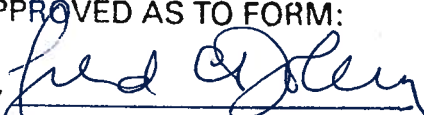
Mayor, City of Manhattan Beach, California

ATTEST:

City Clerk

APPROVED AS TO FORM:

By



City Attorney