



Staff Report

City of Manhattan Beach

TO: Honorable Mayor Powell and Members of the City Council

THROUGH:  David N. Carmany, City Manager

FROM: Bruce Moe, Finance Director 

DATE: June 19, 2012

SUBJECT: Renewal of Downtown Business Improvement District (BID) for Fiscal Year (FY) 2012-2013:

- a) Consideration of Resolution No.6368 Providing for the Collection of Assessments for the Downtown BID;
- b) Ratification of the FY 2012-2013 BID Advisory Board Members;
- c) Authorization for the BID Advisory Chair to Enter into an Agreement with the Downtown Business & Professional Association to Provide Services to the District;
- d) Authorization to Disburse FY 2011-2012 Assessments.

RECOMMENDATION:

The Downtown Business Improvement District Advisory Board and City staff recommend that the City Council take the following actions:

1. Conduct a public hearing;
2. Adopt Resolution No. 6368 authorizing the collection of assessments;
3. Ratify the nominees for the FY 2012-2013 BID advisory board;
4. Authorize the BID Advisory Board Chair to enter into an agreement with the Downtown Manhattan Beach Business & Professional Association to provide services to the District;
5. Authorize the disbursement of all assessments collected for FY 2011-2012 (\$102,041.88 as of June 8, 2012)

FISCAL IMPLICATION:

The Downtown Business Improvement District is funded through an 80% surcharge on the business license tax to a maximum of \$600. Since the business license and BID surcharge is not collected until April/May of a given year, the BID is funded by assessments generated during the previous fiscal year. The BID assessments from FY 2011-2012 which are to be disbursed (102,041.88) are deposited in the Parking Fund.

The total 2012-2013 operating budget for the Downtown Improvement District projects revenues

of \$210,073 and expenses of \$208,675. Funds to implement the operating budget will be generated primarily from the BID assessments, the Farmer's Market, and Downtown Business and Professional Association activities. The budget maintains reserves of approximately \$84,208, well above the \$15,000 level set by policy.

BACKGROUND:

In 1996, during the downtown strategic planning process, the creation of a new business improvement district for the downtown area was identified as a desired project. At that time, there was an existing Business Improvement District (BID) in place. However, this BID was very restrictive with respect to the use of funds. The funds generated through the former BID could only be used for "the acquisition and construction of additional parking facilities" per Ordinance No. 1173.

There was a desire on the part of the downtown business owners to create a more flexible BID so that the funds could be used for additional purposes as defined by the business owners. Therefore, the downtown businesses requested the City assist with the creation of a new BID. In October 1998, the City Council adopted Ordinance 1989 which created a new, more flexible with respect to the use of funds, Business Improvement District.

DISCUSSION:

The Downtown BID and the associated assessments used to fund the activities of the BID must be renewed annually. As required by law, the City Council adopted a resolution at its meeting of May 15, 2012 that set June 19, 2012, as the public hearing date to hear testimony in support of, and against, the proposed assessments. This public hearing has been properly noticed in accordance with State law. The resolution of intent was circulated to all downtown businesses and was published in *The Beach Reporter*. If adopted by the City Council tonight, the resolution would become effective immediately and would set the assessment of an 80% surcharge on the business license tax, to a maximum of \$600, for downtown businesses.

A necessary requirement of the Business Improvement District is the establishment of an Advisory Board. Attachment "B" is a list of nominees for the FY 2012-2013 advisory board. These nominees are all subject to the BID assessment and were selected by the Downtown businesses. As required by State law, the City Council is required to ratify the nominees.

A primary role of the BID Advisory Board is to review and approve the operating plan for the District. The plan (Attachment "C") contains all information relative to projected revenues and expenses, and outlines the services and programs to be funded by the BID. This year, the operating plan identifies the following programs for FY 2012-2013:

- Parking, Transportation, Beautification & Community programs
- Marketing & Advertising
- Promotions & Special Events
- Professional Management & Communications

For the past several years, the District contracted with the Downtown Manhattan Beach Business & Professional Association (DMBBPA) to provide these services and implement the various programs identified in the operating plan. This relationship has been successful with such

programs as the downtown valet parking program, advertising campaign (newspapers, banners and television ads), sidewalk sales, and support for the Ocean Express shuttle service which brings visitors from the airport hotel corridor to Manhattan Beach.

The DMBBPA has retained the services of an Executive Director, Ms. Mary Ann Varni, to provide management support. It is recommended that the City Council authorize the Chairperson of the Advisory Board (Ron Koch) to enter into an agreement (Attachment "D") with the DMBBPA to provide the services to the District for FY 2012-2013.

CONCLUSION:

If the City Council performs the following actions tonight, the BID and associated assessments will remain in place for the Fiscal Year 2012-2013:

1. Adopt Resolution 6368;
2. Ratify the nominees for the FY 2012-2013 BID Advisory Board;
3. Authorize the Chair of the BID Advisory Board (Ron Koch) to enter into an agreement with the Downtown Manhattan Beach Business & Professional Association to provide the services and implement the programs identified in the Downtown Manhattan Beach Business Improvement District Plan.
4. Authorize the disbursement of funds collected for the BID for FY 2011-2012.

Attachments:

- A. Resolution No.6368 - Resolution setting assessments
- B. List of 2012-2013 BID Advisory Board Member Nominees
- C. Downtown Manhattan Beach Business Improvement District Plan – April 2012
- D. Contract between BID and Downtown Manhattan Beach Business & Professional Association
- E. Boundary Map of the Downtown BID

RESOLUTION NO. 6368

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 DOWNTOWN 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 Area Law of 1989 (the "Law"), for providing services to the businesses within the area designated as the Downtown Manhattan Beach Business Improvement District (hereinafter referred to as the "District"); and

B. This City Council, on the 15th day of May, 2012 adopted Resolution 6361 declaring its intention to authorize the collection of assessments to provide services in accordance with the July 2012 Downtown Manhattan Beach Property & Business Improvement District Plan for the period beginning July 1, 2012, and ending June 30, 2013, 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 June 19, 2012 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. There was no majority protest within the meaning of the Law; and

G. 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 Downtown Manhattan Beach Property & Business Improvement District Plan for the period beginning July 1, 2012, and ending June 30, 2013, and the City Council does hereby levy said proposed assessment to pay for the services outlined in the said Plan.

SECTION 4. Based upon the 2012-2013 Plan prepared by the Downtown Manhattan Beach BID Advisory Board, described above, a copy of which has been presented to the City Council and which has been filed with the City Clerk, together with other reports and information, the City Council hereby finds and determines that (i) the businesses within the Downtown Manhattan Beach BID will be benefitted by the expenditure of funds raised by the assessment, (ii) the Downtown Manhattan Beach BID includes all of the businesses so benefitted and that all other businesses located outside of the BID will not be charged or assessed as they will derive only, at most, an indirect benefit from the program activities, and (iii) the net amount of the assessment levied within the Downtown Manhattan Beach BID for the 2012-2013 fiscal year in accordance with the Advisory Board's Plan is apportioned by a formula and method which fairly distributes the net amount in proportion to the estimated benefits to be received by each such business.

SECTION 5. The proposed improvements and activities for which the revenues derived from the assessment will be used may be generally described as follows:

- (a) Parking, Transportation and Community Programs; and
- (b) Marketing and Advertising; and
- (c) Promotions and Special Events; and
- (d) Professional Management and Communications Services.

SECTION 6. This resolution shall take effect immediately upon adoption.

SECTION 7. The City Clerk shall certify to the adoption of this resolution.

PASSED, APPROVED and ADOPTED this 19th day of June, 2012.

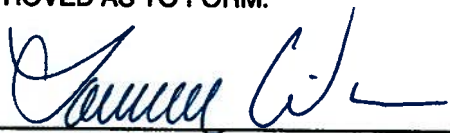
Ayes:
Noes:
Abstain:
Absent:

Mayor, City of Manhattan Beach, California

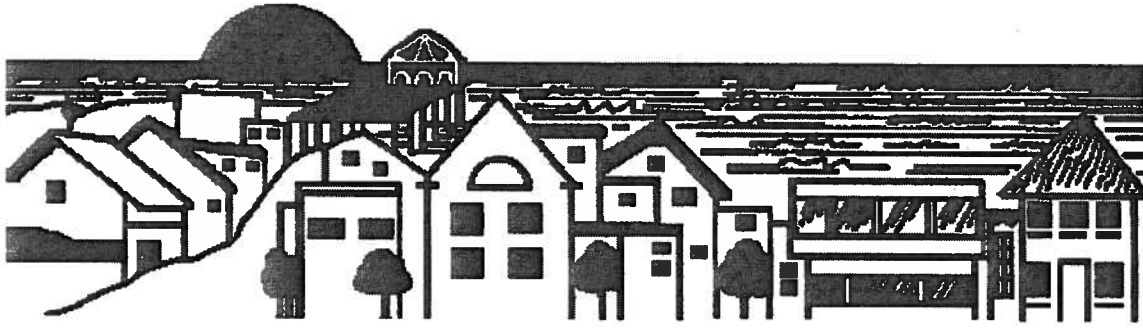
ATTEST:

City Clerk

APPROVED AS TO FORM:



City Attorney



Business Improvement District

DOWNTOWN MANHATTAN BEACH

April 18, 2012

Bruce Moe
Finance Director
City of Manhattan Beach
1400 Highland Ave.
Manhattan Beach, CA 90266

Dear Bruce:

Below reflects the 2012-2013 Board of Directors for the Downtown Manhattan Beach BID (Business Improvement District).

Ron Koch, President - Autorite
Dana McFarland - Wright's & The Beehive
Barbie Falconer - Barbie K
Julie Hantzarides - Old Venice
David Levin - Lulu's
David Arias - Morningside Business
Kevin Barry - MB Post Restaurant
Michael Zislis - Zislis Group - Shade Hotel, Mucho Ultima Mexicana, Rock N' Fish, The Strand House
Maureen McBride - Tabula Rasa Essentials

Sincerely,

Mary Ann Varni
Executive Director
DBPA

DOWNTOWN MANHATTAN BEACH BUSINESS IMPROVEMENT DISTRICT

Business Improvement & Activity Plan March 2012

*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

- Continue working 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
- Work with the City and MBPD to ensure the taxi cabs use the two designated cab stands in downtown and stop taking up customer parking along MB Blvd. west of Manhattan Ave.
- 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 when appropriate.
- Work with the City & Public Works Department to improve the Downtown curb appeal through signage, flowers, etc.

B. Marketing & Advertising

Continue to promote our downtown as a special place with quaint 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 unique merchandise and personal service.

- Continue & expand the Downtown marketing/advertising campaign to promote the Downtown as a whole especially within our community and to visitors.
- Keep visitor guides fresh 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 & install a directory in the Metlox
- Utilize social media to promote downtown (i.e. facebook)

- Continue to negotiate and make available cooperative advertising opportunities.
- Continue working with the Chamber of Commerce to promote commerce in Manhattan Beach & seek their continued support of how important small business is to our City and local economy.

C. Promotions & Special Events.

- Sponsor the “**Sidewalk Sales**” to promote Downtown merchants.
- Continue to sponsor the pumpkin races.
- Host the “**Holiday Open House/Holiday Hunt** 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 ‘**Beach Events**’ such as **6-Man/International Surf Festival, Catalina Paddleboard & Manhattan Open** to ensure the downtown benefits from the event vs. experiencing discouraging sales on such days.

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.
- Stay active on Chamber committees including business development division & marketing
- Hold quarterly focus groups for downtown members to help address opportunities and challenges for small business
- Recruit participation of local business to attend & participate at the DBPA Board meetings as well as sit on a small committee to accomplish the following:
 - Control over how our own parking should continue to meet our needs.
 - streetscape & landscape refresh
 - Research and recruit a more diverse mix of businesses in downtown that compliment and support current businesses.
- 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.

- 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 \$208,175.00 with the following components:

- **Parking, Transportation, Beautification & Community Programs:**
\$76,750 is provided which accounts for approximately 37% of the budget.

(This number is comprised of expenses under the Community Relations on the DBPA 2012-2013 Proposed Budget.)

- **Marketing & Advertising:**
\$36,175.00 is provided which accounts for 17% of the budget.

(This number is comprised of the expenses under the Marketing & Promotions heading on the DBPA 2012-2013 Proposed Budget.)

- **Promotions & Special Events:**
\$19,250 is provided which accounts for 9% of the budget.

(This number is solely comprised of the Special Events heading on the DBPA 2012-2013 Proposed Budget.)

- **Professional Mgt., Rent, Supplies, Insurance & Communications:**
\$78,000 is provided which accounts for 37% of the budget.

(This number is solely comprised of the Administration heading on the DBPA 2012-2013 Proposed Budget.)

II. INCOME

A. 2012-2013 Operating Budget

The 2012-2013 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 \$210,073.06 with the following components:

- **Assessments**

\$101,073.06 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**

\$120.00

- **DBPA CONTRIBUTION**

\$34,000 will be generated through the Farmers Market & trackless train.

III. FISCAL YEAR

- Retained earnings for the fiscal year are \$84,207.71. Net income is \$9250.71.

XXX

Strategies & Goals Ongoing/Not Complete

2012-2013

- **Farmers Market – Tuesdays, 11am – 4pm Summer Hours 11am-5pm (Memorial-Labor Day)**
 - Quarterly Chef demonstrations
 - Community outreach to Dial A Ride, schools
 - Update signage, order more t-shirts and re-usable bags with logo
 - Maintain good mix of farmers, vendors & products to attract more customers
 - Continue trackless train during the market hours for kids to enjoy
- **Parking & Community Programs**
 - Continue to encourage meter bagging during the Holidays. Request at least the same 2 week period as done in 2011, if not longer.
 - Push to have hours extended on the street meters to 3 hours (6pm-9pm) for the dinner crowd. Work with PPIC, MBPD & City to achieve this goal without incurring a tremendous cost.
 - Take control of the parking to meet the downtown business needs.
- **Marketing & Promotions**
 - Continue to attract people to Metlox with seasonal décor (\$'s or sponsorships permitting)
 - Hold the Holiday Hunt the evening of the Holiday Open House/Pier Lighting to make the event family friendly, interactive and drive traffic to the stores.
 - Tie into Centennial events to get maximum exposure and foot traffic into downtown and our businesses. Events include: July 7th - Downtown Open House & Pier Event;
 - 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 –contribution totals \$8000 for 2012. Work with appropriate person with the trolley to develop more of a partnership with them, the hotels therefore offering something to the visitors to keep them spending in downtown.
 - Develop a quarterly event that will drive locals to downtown to spend and support the local economy

- Continue to promote events in the Beach Reporter and utilize the Easy Reader on a regular basis as well. Reduce the ad sizes for regular yearly events (sidewalk sales, holiday open house)
 - 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
 - Chamber Committee involvement includes: Business Development & Marketing
- **DBPA Membership – 2012/2013 Closings/Opening/Moving**
 - **Store Closings:** Maison Luxe, Tea Exchange, Sun and Moon Café, Cisco Home, Magpie (July 2012)
 - **Restaurant/Store Openings:** The Strand House (formerly Beaches), Aviator Nation, Shorefit Fitness Boutique, Chique, Nikau Kau Stand Up Paddling
 - **Business Openings:** Zislis Group, Dealer.com
 - **Coming Soon:** Lemonade, Bank of Manhattan, Leafy Greens Salad Bar

2012-2013 Proposed Budget
18-Apr-12 R. 2

	INCOME	EXPENSES	NET FUNDS
General Administration			
BID Contribution	100,953.06		100,953.06
Interest income	120.00		120.00
Operating Expenses		78,000.00	(78,000.00)
SUBTOTAL	101,073.06	78,000.00	23,073.06
Other Income			
A 1 Promotions/Train	5,000.00		
	5,000.00	-	-
Special Events			
Halloween Trick or Treat		1,250.00	(1,250.00)
Holiday Open House	4,000.00	9,000.00	(5,000.00)
January Sidewalk Sale		2,000.00	(2,000.00)
April Sidewalk Sale		2,000.00	(2,000.00)
August Sidewalk Sale		2,000.00	(2,000.00)
Local Campaign		3,000.00	(3,000.00)
SUBTOTAL	4,000.00	19,250.00	(15,250.00)
Community Relations			
Holiday Lights		500.00	(500.00)
Donations/Catalina/Dig 4 Kids		750.00	(750.00)
Fireworks Festival		500.00	(500.00)
Farmers' Market	100,000.00	71,000.00	29,000.00
Community/Downtown Programs		2,500.00	(2,500.00)
SUBTOTAL	100,000.00	75,250.00	24,750.00
Marketing & Promotion			
Advertising		12,000.00	(12,000.00)
Chamber Calendar		900.00	(900.00)
Mother's Day		1,000.00	(1,000.00)
Father's Day		1,000.00	(1,000.00)
Chamber Directory		675.00	(675.00)
New Banners		1,200.00	(1,200.00)
Visitor's Guide Brochure		5,000.00	(5,000.00)
Concierge Program		2,500.00	(2,500.00)
Downtown Maps/Directory		1,000.00	(1,000.00)
Ocean Express		8,000.00	(8,000.00)
Social Media		1,000.00	(1,000.00)
Holiday Décor/Metlox		1,000.00	(1,000.00)
Website (maintenance)		900.00	(900.00)
SUBTOTAL	-	36,175.00	(36,175.00)
TOTAL			
	210,073.06	208,675.00	1,398.06

**MB Farmers Market
2012-2013 Proposed Budget**

Attachment "C"

<u>Account</u>	<u>Annual</u>	<u>Quarterly</u>	<u>Weekly</u>	<u>Notes</u>
Income				
Market	\$93,000			
Merchandise	\$7,000			
Total:	\$100,000			
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	\$212			
Total Permits:	\$2,119			
Labor				
Market Manager	\$21,290			\$400 38 wks @ \$400 + 14 wks @ \$435
Mkt Assist	\$4,800			\$12/hour
Set up	\$16,000			38 wks @ \$290 (winter) + 14 wks @ \$350 (summer)
Total Labor:	\$42,090			
Supplies	\$2,500			
Parking	\$330			Cash Key & Permit for Metlox
Insurance	\$1,500			
Volunteers	\$250			Dinners, bdays, T-shirts, etc.
Programs/Entertainment	\$2,200			
Merchandise	\$5,201			Assumes 3 to 4 basket orders / yr @ \$550 ea. T-shirts, totes, aprons @
Total:	\$11,981			
Advertising				
Banner Hanging	\$810	\$810/\$407*		\$810 for Sepulveda/\$407 DMB
New Flyers/Utility Bill Insert, Print	\$3,700			25,000 flyers (tax & shipping add'l)
Advertising/Promotions	\$4,000			
Website	\$1,200			
	\$9,710			
FM Operations				
Comps/Gifts & Dinners	\$800			
Vendor Promotions	\$300			
Donation - Growing Great	\$4,000	\$1,000		5% of sales each quarter
Total:	\$71,000			
Profit/Loss:	\$29,000			

“D”

**AGREEMENT BETWEEN THE DOWNTOWN MANHATTAN BEACH BUSINESS
IMPROVEMENT DISTRICT AND THE DOWNTOWN MANHATTAN BEACH
BUSINESS & PROFESSIONAL ASSOCIATION FOR PROFESSIONAL SERVICES**

This agreement is entered into by and between the Downtown Manhattan Beach Business Improvement District, a public entity formed under the 1989 Business Improvement District Act (hereinafter “DISTRICT”) and the Downtown Manhattan Beach Business & Professional Association (hereinafter “ASSOCIATION”) with reference to the following facts:

RECITALS

- A. The City Council established a Business Improvement Area known as the Downtown Manhattan Beach Business Improvement District (hereinafter “DISTRICT”), pursuant to Section 36500 et seq. of the California Streets and Highway Code (hereinafter “Act”), by and through the adoption of Ordinance 1989 on October 6, 1998. Said Ordinance authorized the levy of a special assessment to support the DISTRICT'S operations.
- B. On June 19, 2012, the City Council adopted Resolution No. 6368 overriding protests and providing for the collection of assessments for FY 2012-2013.
- C. Pursuant to the aforementioned Ordinance and enabling law, assessments have been levied upon the various businesses located within the DISTRICT.
- D. Said assessments are collected by the City of Manhattan Beach (hereinafter "CITY") through an 80% surcharge on the Business License Tax and shall be used only for the benefit of the DISTRICT.
- E. The services, as identified in the Downtown Manhattan Beach Business & Professional Association 2012-2013 Business Improvement & Activity Plan (Attachment “A”), are to be funded through the assessment levied on businesses within the DISTRICT.
- F. It has been determined that the public necessity and convenience is best served through a contractual arrangement between the DISTRICT and the ASSOCIATION.

NOW THEREFORE, the DISTRICT and the ASSOCIATION in consideration of the recitals, mutual promises, covenants, representations and agreement set forth below, hereby promise, covenant, agree and represent as follows:

Section 1. TERM OF AGREEMENT

1.1 The term of this agreement shall be from July 1, 2012 to and including June 30, 2013.

Section 2. ASSOCIATION RESPONSIBILITIES.

- 2.1 The ASSOCIATION or an agent of the ASSOCIATION shall render professional services and shall utilize and cooperate with the DISTRICT to provide work program coordination consisting of program development and implementation, program administration, and financial reports.
- 2.2 The ASSOCIATION shall submit to the DISTRICT program plans and reports, including the following:

Proposed Program Report

A program plan detailing services to be provided and operational/program budgets for each fiscal year. The report shall be submitted 30 days prior to each fiscal year outlining the DISTRICT'S plans, goals and budgets for the ensuing fiscal year. The report shall include all documentation as required by Section 36533 of the Act, as well as all other pertinent provisions of the Act.

Quarterly Reports

The ASSOCIATION shall provide the DISTRICT with updated quarterly reports outlining revenue and expenditures for the quarter. These reports shall be submitted to, and reviewed by, the Chairperson of the Downtown Manhattan Beach Advisory Committee & the City of Manhattan Beach.

End of Year Report

By July 31, 2013 the ASSOCIATION shall submit to the DISTRICT a complete end-of-year report which includes the following:

- A) A full disclosure financial statement including supporting documentation of all expenditures covering the period from July 1, 2012 to June 30, 2013.
 - B) A statement by the President of the Downtown Manhattan Beach Business & Professional Association certifying that staff time expended and payment requested was for services performed in accordance with the provisions of this agreement.
- 2.3 The ASSOCIATION shall administer the entire program in a prudent manner, within the parameters of the work program and budget approved by the City Council through the adoption of Resolution No. 6361, a Resolution of Intention, on May 15, 2012. The ASSOCIATION assumes full responsibility for contracting support services as required, and paying for all such direct out-of-pocket expenses as may be necessary for the timely completion of work. Obligations or expenditures for items not budgeted shall not be paid through assessments collected by the DISTRICT.
- 2.4 The Chairperson of the Downtown Manhattan Beach Business Improvement District Advisory Committee or his or her designee shall have the authority to make reasonable budget and program adjustments, not to exceed fifteen (15) percent of the total budget, between the program elements as necessary, and as limited by the total annual budget for the DISTRICT. Any budgetary changes in excess of fifteen (15) percent must be reviewed and

approved by the Downtown Manhattan Beach Business Improvement District Advisory Committee.

For fiscal year 2012-2013 the program elements shall include:

- A. Parking, Transportation, Beautification & Community Programs
- B. Marketing & Advertising
- C. Promotions & Special Events
- D. Management & Communications

- 2.5 The disbursement of funds to the ASSOCIATION does not constitute approval by the CITY for any individual project or program that requires City Council and/or Planning Commission approval, requires use of City property or requires appropriate permits/approval from the City of Manhattan Beach or any other governmental agency.
- 2.6 The Advisory Board of the DISTRICT shall be responsible for preparation of a Resolution of Intent to continue the establishment of the Business Improvement District and the levying of assessments for that fiscal year. The Advisory Board shall participate in the public hearing process and make any recommendations to modify boundaries, benefit zones, methodology and activities.

Section 3. CITY RESPONSIBILITIES.

- 3.1 The CITY shall be responsible for collection of assessments, for effecting the collection of delinquent assessments, and for authorizing the disbursement of funds collected by the CITY, on behalf of the DISTRICT, to the ASSOCIATION.
- 3.2 The CITY shall review the ASSOCIATION'S quarterly progress reports and end-of-year financial report.

Section 4. DISBURSEMENTS.

- 4.1 Upon the execution of this agreement, the DISTRICT shall disburse FY 2011-2012 Downtown Business Improvement District assessments to the ASSOCIATION, as approved by the City Council on June 19, 2012.

Section 5. NOTICES.

5.1 Notice to the parties shall, unless otherwise requested in writing, be sent to:

DISTRICT: Chair, Downtown Manhattan Beach Business Improvement
District Advisory Committee
Attn: Mr. Ron Koch
1140 Highland Avenue, Suite C
Manhattan Beach, CA 90266

CITY City of Manhattan Beach
Attn: Bruce Moe, Finance Director
1400 Highland Avenue
Manhattan Beach, CA 90266

With one copy to: City of Manhattan Beach
City Manager
1400 Highland Avenue
Manhattan Beach, CA 90266

ASSOCIATION: Downtown Manhattan Beach Business & Professional Assoc.
Attn: Mary Ann Varni
PO Box 3298
Manhattan Beach, CA 90266

Section 6. CONFLICT OF INTEREST

6.1 For the duration of this agreement, the DISTRICT or its employees will not act as consultant or perform services of any kind for any person or entity in regard to the CITY without the prior written consent of the CITY.

Section 7. COST RECORDS.

- 7.1 In accordance with Generally Accepted Accounting Principles, the ASSOCIATION shall maintain full and complete records of services performed under this agreement. Such records shall be open to inspection by the DISTRICT at any time.
- 7.2 The records maintained by the ASSOCIATION shall include all receipts for expenditures incurred. The DISTRICT reserves the right to perform a contract compliance audit at least once annually. The DISTRICT shall pay the cost of such an audit. The ASSOCIATION agrees to keep all receipts and other supporting documents available for inspection for a period of two (2) years.

Section 8. FINANCIAL POLICIES

8.1 To maintain fiduciary responsibility, the ASSOCIATION shall, at all times, comply with the established financial policies.

Section 9. EQUAL OPPORTUNITY PROGRAM

9.1 Nondiscrimination and Affirmative Action. The ASSOCIATION shall comply with the applicable nondiscrimination and affirmative action provisions of the laws of the United States of America, the State of California, and the City of Manhattan Beach. In performing this Agreement, the ASSOCIATION shall not discriminate in its employment practices against any employee or applicant for employment because of such person's race, religion, national origin, ancestry, sex sexual orientation, age, physical handicap, marital status or medical conditions. The ASSOCIATION shall also comply with all rules, regulations, and policies of the United States of America, the State of California and the City of Manhattan Beach, relating to nondiscrimination and affirmative action, including the filing of all forms required by said agencies. Any subcontract entered into by the ASSOCIATION relating to the agreement, to the extent allowed hereunder, shall be subject to the provisions of this paragraph.

Section 10. AMENDMENTS

10.1 The ASSOCIATION may periodically request a change in the scope of services of the contract to be performed hereunder. Such changes, which are mutually agreed upon by and between the DISTRICT and the ASSOCIATION, shall be incorporated in written amendments to this agreement. This agreement may not be amended except in writing by mutual agreement of both parties. A failure to object to a breach of this agreement shall not constitute an amendment thereof, and it shall not waive any future breach of the agreement.

Section 11 ASSIGNMENT

13.1 Neither this agreement, nor any portion thereof, shall be assigned by ASSOCIATION without prior written consent of DISTRICT.

Section 12 PRESERVATION OF AGREEMENT

13.1 Should any provisions of this Agreement be found invalid or unenforceable, the decision shall affect only the provision interpreted, and all remaining provisions shall remain enforceable.


Section 13 ENTIRE AGREEMENT

13.1 This agreement supersedes any and all other agreements, either oral or in writing, between the parties with respect to the subject matter herein. Each party to this

agreement acknowledges that representations by any party not embodied herein, and any other agreements, statements or promises concerning the subject matter of this Agreement, not contained in this Agreement, shall not be valid and binding. Any modification of this Agreement will be effective only if it is in writing signed by all parties. Any issues with respect to the interpretation or construction of this Agreement are to be resolved without resorting to the presumption that ambiguities should be construed against the drafter.

IN WITNESS WHEREOF, this agreement is executed by DOWNTOWN MANHATTAN BEACH BUSINESS IMPROVEMENT DISTRICT and the DOWNTOWN MANHATTAN BEACH BUSINESS & PROFESSIONAL ASSOCIATION. The Chair of the Downtown Manhattan Beach Business Improvement District & the President of the Downtown Manhattan Beach Business & Professional Association declare that they are authorized to execute this agreement on behalf of the parties.

DISTRICT:



Chair, Downtown MB Business Improvement District

6-14-12
Date

ASSOCIATION:



President, DMBBPA

6.15.12
Date

Approved as to Form



City Attorney

City of Manhattan Beach

Downtown Business Improvement District



May 17, 2005