



Corona del Mar Business Improvement District FISCAL YEAR 2015-2016 ANNUAL REPORT

This is the annual report for the twentieth year of the Corona del Mar Business Improvement District, as required by Section 36533 of the California Streets and Highways Code.

1. Proposed Changes to the District Boundary

There are no changes proposed to the district boundaries.

2. Improvements and Activities for the Fiscal Year of July 1, 2016 to June 30, 2017

VISION 2020 - REVITALIZATION IMPROVEMENTS & MAINTENANCE

The following are revitalization project improvements and maintenance programs planned for Corona del Mar's Business District (BID) for the fiscal year 2016-2017. These expenditures are consistent with the BID's Vision 2020 plan:

2.1 **Gateway Project – Electrical Maintenance (MacArthur & PCH)**

The Gateway Entry Improvement Project has been part of the BID's original Vision Plan for Corona del Mar for the past 15 years and was recently completed. The BID will budget for annual electrical maintenance to ensure electricity stays in working order.

2.2 **Marguerite Beautification Project & Flower Street Sign Program**

The Board seeks to continue creating a sense of identity for the Village at the intersection of Marguerite and Coast Highway that would include improvements to landscaping, streetscape and an enhanced street sign program to accentuate the popular "Flower Streets". The Board has determined that the landscape and hardscape components of this project are beyond budgets for this fiscal year, however the BID plans to pay 100% of the Flower Street Sign Program and has budgeted \$22,000 towards this goal. The Street Sign Program shall include replacement of existing street signs in the Business District with taller and larger signs that would include an illustration of the Flower in which the street is named.

2.3 **News Racks Program**

The BID has been striving to upgrade the Newspaper Racks throughout the Business District. The current news racks are damaged, unsafe and in some cases take up valuable parking spacing on Coast Hwy. The improvement program groundwork has begun in FY 2015/16 with the help of the City staff, legal department and Council. The Guidelines are almost complete and the BID has budgeted \$20,000 towards the cost of project completion. The Board is also asking City Council to consider assisting with an additional \$25,000 from the City's general fund. In addition, the BID will be working with the City on proposed changes to the Municipal Code evaluating the condition and placement of Newspaper stands.

2.4 **Parking Improvements**

The BID will continue to study and analysis the various components affecting parking in Corona del Mar and identify possible solutions working with property owners and City staff on parking ordinances and the possible creation of a Parking District.

2.5 **Landscaping & Tree Well Maintenance**

The BID will continue to provide maintenance through a landscape agreement to assure the proper care, cultivation and irrigation of 180 tree well areas. The BID will continue to provide oversight of overall landscaping in the village working closely with the City. The BID will also pay for the upkeep and repair of the irrigation backflow valves that water the street trees.

2.6 **Streetscape & Street Furniture Maintenance**

The BID will continue to maintain and refurbish existing street furniture including trash receptacles, benches, bike racks and bus stops to ensure quality aesthetics.

VISION 2020 – MARKETING & MEMBER BENEFITS

2.7 **Website & Communications**

The BID has been working with an antiquated website platform for many years and has begun efforts in FY 2015-16 to rebuild its website. During FY 2016-17, the BID will continue creating a state of the art website to enhance the online branding of the District, increase exposure to the BID projects and accomplishments, and improve electronic member communications. The BID shall coordinate changes to content, transfer of maintenance and hosting and related tasks with developers for a successful and useful web presents.

2.8 **Marketing & Media Campaigns** The BID will continue to develop and manage a variety of marketing & media programs through the CdM Chamber of Commerce to assist the retailers in the Business District. One highlight focus shall include a “Shop Local” Ad Campaign, Holiday Ad campaign and development of various print media and online marketing for Corona del Mar’s Business District. The BID will maintain the existing Social Media Platform and develop methods to improve electronic communications with its members. The Social Media tools allow further promotions of shopping local campaigns and utilizing local merchants within the District. The BID will maintain the existing BID marketing programs and develop new strategic campaigns to promote economic growth within the District as it does each year. The BID will continue media relations with local press and community associations and maintain or develop new BID marketing collateral.

2.9 **Corona del Mar BID Member Directory, Window Decals & Informational Brochures.**

The BID shall continue to co-produce and co-publish the annual business membership promotional publication called the Corona del Mar Business Directory (Directory). The Directory shall list and market the Corona del Mar BID Members in a colorful print publication campaign for shopping local and mailed to 10,000-12,000 households in Corona del Mar and surrounding areas. The BID will also update its annual Vision 2020 brochures listing the BID’s recent accomplishments and future goals. This brochure will be distributed with the annual member assessment mailings in July and throughout the year.

- 2.10 **Christmas Walk**
The BID will contribute funds to the CdM Chamber to sponsor the annual Christmas Walk, which successfully stimulates the economic climate of the District and provides a promotional platform for all businesses within the District boundaries and beyond.
- 2.11 **Pacific Coast Hwy Dolphin Topiary Program**
The BID will continue to fund & coordinate the festive seasonal decorations of the Dolphin Topiaries at the intersection of Marguerite and Coast Highway. The BID continues to receive countless online communications from the local community on the value of this traditional program.
- 2.12 **Street Light Banner Program**
The BID will continue to fund and coordinate the rotating Light Pole Banner Program to highlight the annual CDM Signature Community events (Annual Town Meeting, Scenic 5K, Christmas Walk) as well as the Happy Holidays Banners. The BID will continue to work with vendor and City on permits, schedules and installation/breakdown. The Light Pole Banner Program continues to offer the Business District a sense of community spirit and promotion.
- 2.13 **Business District Holiday Décor Program**
The BID will continue to fund and coordinate installation and maintenance of the annual Holiday Decorations within the Business District. The BID will work with the contract vendor and the City on annual permits, lighting maintenance, & installation/breakdown as in past years.
- 2.14 **Marketing Consulting & Reporting**
The BID shall continue the marketing consulting contract with the CDM Chamber of Commerce to formulate, coordinate and administer the marketing efforts of the BID and report to the Board routinely on the results of the marketing activities.

VISION 2020 – OUTREACH

- 2.15 **Annual Town Meeting**
The BID will continue to hold and produce the Annual Town Meeting for Corona del Mar and coordinate a “State of the Business District Address” to its members and residents alike. The meeting serves as an outreach platform and community gathering for the District. The Annual Meeting is required by the BID bylaws.
- 2.16 **Business Beautification Award Program**
The BID will continue to pay for and manage the successful bi-monthly Business Beautification Award Program by identifying business locations within the District who have renovated, remodeled or enhanced the aesthetics of their storefronts contributing to the overall Vision 2020 Plan. Recipients of the award receive media attention and an award at a community event.
- 2.17 **Outreach Materials & Mailings**
The BID shall continue to communicate with the community through exhibiting at various monthly and annual events. Programs, collateral and BID announcement will be available, displayed and communicated through the CDM Chamber of Commerce, Residents Association and at other community events. The BID will continue to mail members who have paid their membership assessments a membership decal signifying they are in good standing with the BID.

VISION 2020 – ADMINISTRATION

2.18 Administrative Consulting & Reporting

The BID shall continue the administrative consulting contract with the CDM Chamber of Commerce to formulate, coordinate and administer the BID and report to the Board routinely on the results of the administrative duties. Activities include preparing & Coordinating Agendas, memos, communications and/or reports (preparation of annual reports & budget). Other duties include serving as liaison with City Staff and a post-meeting action item list provided to representative to the City Manager’s Office. The BID Board shall continue to assume some administrative responsibility to include taking Meeting Minutes.

2.19 Administrative Expenses

The BID shall continue to operate & conduct general business through the Cdm Chamber of Commerce as a designated consultant who shall provide for a physical mailing address, telephone answering service, office equipment, meeting space and storage of BID collateral.

2.20 Accounting Services

The City shall provide part-time staff support, solely responsible for handling the bookkeeping services for the BID. The employee would coordinate the assessment billing and collection efforts, accounts receivable and payable, prepare the monthly financial reports, and assist with posting meeting agendas and minutes.

3. Estimated Cost of Improvements & Activities for FY 2016-17

Improvements	\$	48,800
Landscaping (Maintenance & Other	\$	20,480
Streetscape) (Maintenance & Other)	\$	6,000
Marketing & Administration	\$	73,700
Website (New)	\$	10,100
Holiday Décor & Lite Pole Banner Program	\$	29,178
Outreach	\$	1,342
Administrative Expenses	\$	1,400
TOTAL	\$	191,000

2020 Vision Plan Revisions

The Board continues to reevaluate and revise the 2020 Vision Plan. Subcommittee meetings & workshops to develop new objectives will continue to be held. Efforts will continue to inform business and residential communities of the findings of the board

4. Method and Basis of Levying the Assessment Shall Continue as Follows:

The benefit assessments will be collected by the City in one installment. The benefit assessment shall be equal to one hundred fifty percent (150%) of the City’s annual business license fee as established pursuant to Chapter 5.08 of the Municipal Code. The penalty for delinquent payments shall be equal to that established for delinquent business license fees pursuant to Chapter 5.04 of the Municipal Code, providing that the penalty amount added shall in no event exceed fifty percent (50%) of the assessment amount due. Individuals with more than one business entity within the assessment boundaries shall only be required to pay the District assessment for the largest business, shall be exempt from assessments on

additional businesses within the District, and shall continue to pay required business license fees in accordance with Chapter 5.08 of the Municipal Code. Banks and financial institutions that are exempt from City business license regulations shall be assessed \$500/year. Insurance agencies that are exempt from City business license regulations shall be assessed \$250/year. Persons operating in one of the following types of businesses, as an independent contractor in an establishment owned by another person shall be exempt from this assessment: 1. Hair stylists; 2. Nail technicians; 3. Real estate agents. Assessments shall be collected in one annual installment at the beginning of the fiscal year, and be pro-rated for new businesses that open during the fiscal year. The BID is considering recommending a more aggressive collection effort on delinquent member assessments.

5. Surplus Carryover from Fiscal Year 2015-2016

It is estimated that approximately \$64,000 will be carried over from FY2015/16 to FY2016-17.

6. Sources of Contributions from other than levy

In addition to the annual BID assessments to members, the BID assumes there will be the following additional funds or services contributed from the City of Newport Beach to BID programs and projects for the FY 2016-2017:

- a. City "Matching Funds" or Standard Annual Contribution: \$ 20,000
- b. City support for the newspaper rack program \$ 25,000

Prior Year Accomplishments

The FY 2015-2016 was a successful year for the District. The City contributed \$20,000 as the third installment of a five-year commitment to support the BID. The BID successfully began work or completed projects & programs, maintained existing programs and developed new projects within the CdM Village as follows:

Improvement Projects

Gateway Electrical Components	\$ 20,000
Marguerite Project	\$ 2,200

Streetscape Maintenance

\$ 580

Landscaping

Tree Well Landscaping & Maintenance & Back Flow	\$ 20,000
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Holiday Décor & Lite-pole Banner Program

Dekralite Contract	\$ 24,800
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Marketing & Administration

Ad Campaigns, Brochures, Website Maintenance & Hosting, Business Directory, Dolphin Topiary Program, Beautification Program, Xmas Walk Sponsorship, Membership Decals, Annual Mtg, Mailings, Storage & Physical Address, Board Administration, Agendas, Reports, Communications.

\$ 42,000

TOTAL \$109,580

Corona del Mar Business Improvement District
Proposed Operating Budget / Fiscal Year July 1, 2016 thru June 30, 2017

REVISED

Source of Funds	Budget
Member Assessment (net)	107,000.00
City Matching Funds	40,000.00
Carry over contribution from FY 2015-16	64,000.00
Total Sources of Funds	211,000.00
 Use of Funds	
<u>Administration</u>	
Mailings	1,400.00
Accounting and Financial Reporting Services	15,600.00
Total Administrative	17,000.00
 <u>Improvements</u>	
Marguerite Project (Landscaping)	22,000.00
Gateway Electrical Maintenance	1,000.00
Parking	3,000.00
Consulting / Studies	2,800.00
News Racks	20,000.00
Total Improvements	48,800.00
 <u>Landscaping</u>	
Backflow Valve	2,000.00
Landscape/Tree Wells - (Pinnacle Contract)	12,480.00
Landscaping Contingency	6,000.00
Total Landscaping	20,480.00
 <u>Streetscape</u>	
Street Furniture (Maintenance)	1,000.00
Street Furniture (Benches)	5,000.00
Total Streetscape	6,000.00
 <u>Marketing & Administration</u>	
Marketing Campaigns & Programs	15,000.00
Collateral/Brochures	1,600.00
Directory	7,500.00
Christmas Walk	4,000.00
Dolphins	1,000.00
Beautification Award Program	1,000.00
Office facilities/Storage/Phones	3,500.00
Social Media/Communications	1,200.00
Annual Meeting	1,000.00
Membership decals	1,200.00
Website - Hosting & Tech Support	1,500.00
Website - Maintenance	7,200.00
Consulting (Reporting)	23,000.00
Contingency	5,000.00
Total Marketing	73,700.00
 <u>Website - Development</u>	
Website - Development & Project Management	9,100.00
Contingency	1,000.00
Total Marketing	10,100.00
 <u>Highway Décor - Dekralite</u>	
Banner Program (Lite pole)	5,178.00
Holiday Décor (Contract)	21,000.00
Contingency	3,000.00
Total Marketing	29,178.00
 <u>Outreach</u>	
Contributions (Sherman Gardens)	500.00
Community Workshops	842.00
Total Outreach	1,342.00
Total Uses of Funds	206,600.00