



Corona del Mar Business Improvement District ANNUAL REPORT Year-End Report for FY 2017-2018 Improvements and Activities for FY 2018-2019

This is the annual report for the 22nd year of the Corona del Mar Business Improvement District (CdM BID), 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, 2018 to June 30, 2019.

A. VISION 2020 - REVITALIZATION IMPROVEMENTS & MAINTENANCE

The following are revitalization project improvements and maintenance programs planned for the CdM BID for the fiscal year (FY) 2018-2019. These expenditures are consistent with the BID's Vision 2020 plan.

2.1 Parking & Transportation Improvements

The BID Advisory Board of Directors (Board) is currently engaged in a parking study being performed by Walker Consultants. As a carry-over project from FY 2017-2018, the Board will be putting forth a concentrated effort on the studies preliminary findings and the implementation of potential solutions to improve parking within the Corona del Mar Business District and adjacent residential areas. This continued effort involves analyzing possible solutions and working with City staff, property owners and residents on the items identified in the study to potentially develop a change in the City's parking requirements, implement employee parking solutions, install parking way-finding signs, and achieve a better overall parking environment.

2.2 PCH Improvements (PCH through the CdM Business District)

The BID Board will continue to enhance the appearance and safety of the Business District through various physical improvement projects and has budgeted the necessary funds for FY 2018-2019. Projects under consideration include improvements to the south entry, sidewalk treatments, intersection enhancements and an updated urban planning charrette.

2.3 Landscaping & Tree Well Maintenance

The BID's FY 2018-2019 budget includes funding for the continued maintenance and necessary improvements of the tree well landscaping along PCH. The landscape maintenance is provided through a City agreement to ensure the proper care and cultivation of the 180 tree wells. The Board will continue to provide oversight of overall landscaping in the village while working closely with City staff and the contracted landscape vendor.

2.4 Streetscape & Street Furniture Maintenance

The BID's FY 2018-2019 budget includes funding for the maintenance and refurbishment of the existing street furniture, which includes trash receptacles, benches, bike racks and bus stops to ensure quality aesthetics. In addition, the

Board will work with the City to ensure the existing newspaper racks continue to be properly maintained.

2.5 North Gateway Entry Electrical Maintenance (MacArthur & PCH)

The BID's FY 2018-2019 budget includes funding to maintain the BID requested electrical system in the recently improved gateway area and landscaped median to ensure the system stays in good-working.

2.6 Business District Holiday Décor Program

The BID's FY 2018-2019 budget provides for the annual installation and maintenance of the median holiday decorations within the Business District. The holiday décor program is provided through a City agreement. The Board will work with the contract vendor and City staff on the annual permits, lighting and maintenance, as well as the installation and breakdown.

B. VISION 2020 – MARKETING & MEMBER BENEFITS

2.7 Website & Communications

In FY 2017-2018, the BID launched a new informative and interactive website with enhanced features to improve communications with and services for its members. The website includes a business directory feature to aide in marketing BID members to the public and the ability for members to pay their assessments online. Other features include the addition of news, events and meeting postings with an integrated connection to the BID's social media platforms. The Board will continue to maintain, update and keep optimization current for enhanced member marketing, communications and information sharing efforts.

2.8 Marketing & Media Campaigns

During FY 2017-2018, the Board launched a "Shop Local" marketing campaign in a coordinated effort with the CdM Chamber of Commerce. This campaign involves a variety of marketing and media components to assist the Business District's retailers. The Shop Local program includes a new design theme that is strategically used throughout the marketing components such as street light banners, direct mail pieces, newspaper advertisements, events and more. The BID's FY 2018-2019 budget includes funding to continue this campaign and to provide for additional campaign components throughout the fiscal year. The Board will maintain the existing annual marketing programs and develop new strategic campaigns to promote economic growth within the business district. The Board will continue to enhance its media relations with the local press and community associations and maintain or develop new marketing collateral.

2.9 CdM BID Member Directory, Window Decals & Informational Brochures

The BID's FY 2018-2019 budget includes funding to continue to co-produce and co-publish the annual Corona del Mar Business Directory (Directory) with the CdM Chamber of Commerce. The directory lists and markets CdM BID members in a colorful print publication that encourages shopping local. The directory is mailed to 10,000 households in Corona del Mar and the surrounding areas. The BID's annual Vision 2020 brochures listing the BID's recent accomplishments and future goals will be updated and distributed with the annual member assessment mailings in July and throughout the year. The Board will continue to mail members who have paid their

assessments a membership decal signifying they are members in good standing.

2.10 Christmas Walk

The BID will contribute funds from the FY 2018-2019 budget to the CdM Chamber of Commerce as a sponsor for the annual Christmas Walk event, which successfully stimulates the economic climate of the Business District and provides a promotional platform for all businesses within the BID boundaries and beyond.

2.11 PCH Dolphin Topiary Program

The BID's FY 2018-2019 budget includes funding to coordinate the festive seasonal decorations of the dolphin topiaries at the intersection of Marguerite and PCH. This continues to be an embraced tradition by the community.

2.12 Street Light Banner Program

The BID's FY 2018-2019 includes funding for the rotating street light banner program, which highlights the annual CdM signature community events (Annual Town Meeting, Scenic 5K, Christmas Walk) as well as the happy holidays banners and the shop local banners. The Board will continue to work with the contract vendor and City staff on permits, schedules and installation and removal. The street light banner program continues to provide the Business District a sense of community spirit, pride and promotion.

2.13 Marketing Consulting & Reporting

The BID's FY 2018-2019 budget has funding allocated to continue the marketing consulting contract with the CdM Chamber of Commerce to formulate, coordinate and administer the BID's marketing efforts and provide routine reports to the Board on the results of the marketing activities.

C. VISION 2020 – OUTREACH

2.14 Annual Town Meeting

The Board will continue to co-host the Annual Town Hall Meeting for Corona del Mar and coordinate a "State of the Business District Address" to its members. The meeting serves as an outreach platform and community gathering for BID members and local community members. The annual meeting is required as stated in the BID bylaws and is co-hosted with the CdM Chamber of Commerce and the CdM Residents Association.

2.15 Business Beautification Award Program

The FY 2018-2019 BID budget includes funding to continue to pay for and manage the bi-monthly Business Beautification Award Program. The program identifies member businesses that have renovated, remodeled or enhanced the storefront aesthetics, which contributes to the overall Vision 2020 Plan. Recipients of the award receive media attention and an award at a community event.

2.16 Outreach Materials & Mailings

The Board shall continue to communicate with the community through exhibiting at various monthly and annual events. Programs, collateral and BID announcements will be available, displayed and communicated through the CdM Chamber of Commerce, the CdM Residents Association and at other community events.

D. VISION 2020 – ADMINISTRATION

2.17 Administrative Consulting & Reporting

The BID's FY 2018-2019 budget provides funding for the administrative consulting contract between the City and the CdM Chamber of Commerce. The services include providing support to formulate, coordinate and administer the BID and report to the Board routinely on the results and issues that may arise. Activities include preparing and coordinating agendas, memos, communications and/or reports. Other duties include serving as a liaison with City staff and providing a post-meeting action item summary to the City Manager's Office. The Board continues to assume some administrative responsibility to include taking meeting minutes.

2.18 Administrative Expenses

The BID's FY 2018-2019 budget includes funding for the CdM Chamber of Commerce to serve as the designated consultant to provide for a physical mailing address, telephone service, office equipment, meeting space and storage of BID collateral.

2.19 Financial Reporting, Bookkeeping & Billing Services

The BID's FY 2018-2019 budget includes funding for its bookkeeping services to be provided through an agreement between the City and Community Business Solutions. Bookkeeping services consist of coordinating the member assessment billing, managing the accounts receivable and payable, preparation of the monthly financial reports and providing financial reporting to City staff and BID Board.

3. Estimated Cost of Improvements & Activities for FY 2018-2019

Improvements	\$	34,592
Landscaping (Maintenance & Other)	\$	29,070
Streetscape (Maintenance & Other)	\$	9,000
Marketing & Administration	\$	66,900
Website (Hosting, Tech Support, Maintenance & Marketing)	\$	8,344
Holiday Décor & Lite Pole Banner Program	\$	34,000
Outreach	\$	1,000
Administration & Financial Services	\$	19,072
TOTAL	\$	199,978

2020 Vision Plan Revisions

The Board continues to re-evaluate and update the 2020 Vision Plan. Subcommittee meetings and workshops to develop new objectives will continue in FY 2018-2019 and the findings will be shared with BID and community members.

4. Method and Basis of Levying the Assessment

The benefit assessments will be collected in one installment. The benefit assessment shall be equal to 150 percent 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 50 percent of the assessment amount due. Banks and financial institutions that are exempt from City business license regulations shall be assessed \$500 per year. Insurance agencies that are exempt from City business license regulations shall be assessed \$250 per 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; and 3. Real estate agents. Assessments shall be collected in one annual installment at the beginning of the fiscal year, and shall be pro-rated for new businesses that open during the fiscal year. The Board is working to improve the delinquent member assessment collection effort.

5. Surplus Carryover from Fiscal Year 2017-2018

It is estimated that approximately \$58,000 will be carried over as retained earnings from FY 2017-2018 to FY 2018-2019.

6. Sources of Contributions from Other Than Levy

In addition to the annual BID assessments, the CdM BID’s FY 2018-2019 budget includes \$40,000 in funding from the City. The Board Chair has submitted a letter to the City Council requesting the City’s ongoing funding support of \$40,000 per fiscal year for three years.

7. Prior Year Accomplishments

FY 2017-2018 was successful for the CdM BID. The Board successfully completed projects and programs, maintained existing programs and developed new projects within the CdM Business District as reflected in the estimated FY end expenses as shown below.

<u>Fiscal Year 2017-2018 Projects and Programs*</u>	
Improvement Projects	\$ 57,600
District Parking Study, Flower Street Sign Improvement Project, Gateway Electrical Improvements.	
Landscaping	\$ 38,168
Tree-well landscaping maintenance and Irrigation repairs	
Holiday Décor & Street Light Banner Program	\$ 28,430
Dekra-lite Contract	
Website Management & Communications	\$ 7,200
Management, Maintenance, Hosting, technical support and Marketing.	
Marketing, Administration & Outreach	\$ 49,000
Shop Local Marketing Campaign and components, BID brochures, website, CdM Business Directory, Dolphin Topiary Program, Beautification Program, Christmas Walk sponsorship, membership decals, annual meeting, mailings, storage and physical office facilities, Board administration, agendas, reports and communications	
Administration & Accounting	\$ 19,000
Billing, financial reporting, Bookkeeping, mailings	
*Estimated fiscal-year end	TOTAL \$ 199,398

**Corona del Mar Business Improvement District
Proposed Operating Budget
Fiscal Year July 1, 2018 thru June 30, 2019**

Ordinary Income Expense	Budget
Income	
City Funds	40,000
Late Fees	2,000
Member Assessments	100,000
Total Income	<u>142,000</u>
Expense	
Highway Décor	34,000
Website Maintenance and Support Services	8,344
Marketing and Administration Services	64,900
Streetscape/Maintenance	9,000
Landscaping	29,070
Administration (Bookkeeping Services)	19,072
Improvements	34,592
Outreach	1,000
Total Expenses	<u>199,978</u>
Net Ordinary Income	(57,978)
Other Income Expense (Retained Earnings/Carry Over)	57,978
Net Income	<u>0</u>