

## Attachment A

### **CORONA DEL MAR BUSINESS IMPROVEMENT DISTRICT FISCAL YEAR 2012-2013 ANNUAL REPORT**

This is the annual report for the seventeenth 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 July 1, 2013 to June 30, 2014 Fiscal Year**

The following improvements and activities are planned for the Corona del Mar Business Improvement District (BID) for the new fiscal year:

##### Gateway Improvement (MacArthur & Pacific Coast Highway)

The BID will work with the City on continued improvements to the gateway entrance at MacArthur and Coast Highway with a modified plan to widen the sidewalk an additional eight feet, add dramatic landscape improvements and relocate eight parking spaces.

##### Parking Project

Parking in the village needs to be addressed further, especially in light of past studies and to address concerns of both business owners and residents alike. The BID has been working with parking consultant Nelson/Nygaard and City staff to develop an inclusive parking study to address long-term parking issues in the village.

##### Signal Arm Modifications

The BID will work with the City during its upcoming signal modification work to replace signal arms with new arms to coordinate with the updated, heritage-style street lights in the village.

##### Sidewalk Steam Cleaning

The BID recently approved steam cleaning for sidewalks within the District. The BID will initiate outreach to all businesses and a campaign for keeping sidewalks clean. Ongoing cleaning will be evaluated and discussed further with the City.

##### Street Furniture Maintenance & New Features

The BID will continue to maintain and refurbish existing street furniture, trash receptacles, benches and bus stops. In addition, the BID will evaluate the condition and placement of newspaper stands. The BID will work with the City for appropriate placement of bike racks within the village for the first time.

### Marguerite Project

The Board seeks to develop various improvements in landscaping, streetscape and other items to foster a sense of identity for the village at the intersection of Marguerite and Pacific Coast Highway.

### Tree Wells

The BID will continue to provide landscape maintenance through an agreement to assure proper care and cultivation of 180 tree well areas.

### Plaza Upkeep

Pursuant to the Memorandum of Understanding with the City, the BID is responsible for the long-term maintenance of the facilities at the Centennial Plaza at Pacific Coast Highway and Marguerite. The BID will repair and replace various elements in the Plaza as needed.

### Landscaping

The BID will continue to provide oversight of overall landscaping in the village, working closely with the City. The BID will fund maintenance and repair of the irrigation backflow valves that water the street trees.

### Pocket Park

The BID will coordinate development of a new “Pocket Park” by the Hobie Surf Shop to serve as a village green space, incorporating decorative landscaping, art and seating for pedestrians.

### 2020 Vision Plan

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

### Business District Holiday Décor Program and Dolphin Topiary Program

The BID will continue to fund and coordinate the installation and maintenance of the annual holiday decorations. The BID will work with a contract vendor and the City on annual permits, lighting maintenance and the installation/breakdown, as in past years. In addition, the BID will continue to fund, coordinate and store the festive seasonal dolphin topiaries at the intersection of Marguerite and Pacific Coast Highway.

### Street Light Banner Program

The BID will fund and coordinate the rotating banner program to highlight holidays as well as annual community events (Scenic 5K, Coastline Classic Car Show, Christmas Walk).

### Special Events and Outreach

The BID will continue the Annual Town Meeting and coordinate a “State of the Business District Address” for its members and residents alike. Also, the BID will contribute funds to the Corona del Mar Chamber to sponsor the annual Christmas Walk. The BID will continue to fund and manage the bi-monthly Business Beautification Award Program recognizing District businesses that have renovated, remodeled or enhanced the aesthetics of their storefronts, contributing to the overall Vision 2020 Plan.

The BID will continue its outreach in the community, exhibiting at various monthly and annual events. Programs, collateral materials and BID announcements will be available, displayed and communicated through the Corona del Mar Chamber of Commerce, residents' association and at other community events.

Website and Communications

The BID has been working around an antiquated website platform for many years. This year, the BID will work with the City and Newport Beach & Company for the development of a state-of-the-art website to enhance the online branding of the business district. The City will fund \$10,000 for these efforts with Newport Beach & Company, payable to Newport Beach & Company, on behalf of the BID.

Social Media and Online Marketing

The BID shall maintain a social media platform, coordinating efforts with Newport Beach & Company to reach outside audiences and developing methods to further stimulate electronic communications with its members.

Marketing Campaigns and Collateral Materials

The BID will maintain the existing BID marketing programs and develop new strategic campaigns to promote economic growth within the District. The BID will maintain media relations with local press and community associations and maintain or develop new BID marketing collateral materials. The BID shall continue to produce and publish the annual business membership promotional publication called the Directory. The BID will manage a "Shop Local" advertising campaign for the business district, highlighting seasonal shopping and unique offerings of village shops and businesses.

Administration/City Liaison

The BID shall continue to operate and conduct general business by maintaining a BID Administrator who shall provide a physical and mailing address, telephone answering services, office equipment, meeting space and storage. The BID shall pay for professional administrative services to handle periodic mailings, member communications, database management, meeting coordination and agenda distribution and other administrative tasks. The BID shall provide a BID Administrator to serve as liaison with the City, the BID's financial consultant, and other contractors of the BID. The BID Administrator will coordinate BID business and eliminate the need for City staff time and attention.

**3) Cost of Planned Improvements and Activities for FY 2013-2014**

The summarized cost of the improvements and activities proposed is as follows:

Improvements	87,500.00
Maintenance	24,700.00
Outreach	8,500.00
Special Events	36,900.00
Marketing Programs	20,200.00
Administration	<u>43,640.00</u>

**TOTAL**

**221,440.00**

**4) Method and Basis of Levying the Assessment**

The method and basis of levying the assessment shall continue as follows:

The benefit assessments will be collected by the City in one annual installment. The assessment for new businesses shall be pro-rated according to the number of full months remaining in the BID's fiscal year. 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 Newport Beach Municipal Code. The penalty for delinquent payments shall be equal to that established for delinquent business license fees pursuant to Chapter 5.08 of the Municipal Code, providing that the penalty to be added shall in no event exceed one hundred 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 be prorated 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 2012-2013**

It is estimated that approximately \$84,000 will be carried over from FY 2012-2013 to FY 2013-2014.

**6) Sources of Contributions Other Than Levied Assessments**

The BID estimates that approximately \$40,000 will be contributed from the City for FY 2013-2014 for marketing and public area improvements. The BID acknowledges that the City may consider additional funding for the Gateway Improvement Project and the Parking Project study.

**7) Past Year Accomplishments**

FY 2012-2013 was a successful one for the business district. The BID worked on the following projects and programs, maintained and enhanced existing programs, and developed new projects including:

REVITALIZATION IMPROVEMENTS

Marguerite Project  
Gateway Improvement (MacArthur & PCH)  
Street Furniture & Maintenance  
Parking Project  
Plaza Upkeep  
Sidewalk Steam Cleaning

Tree Wells  
Village Landscaping

PROGRAM MANAGEMENT

Holiday Décor Program  
Street Light Banner Program  
Dolphin Topiary Program  
Business Beautification Award Program

MARKETING & MEMBER BENEFITS

Website hosting and maintenance  
Business Directory  
Advertising Campaigns  
Social Media & Online Marketing  
Marketing Campaigns & Collateral

SPECIAL EVENTS

Annual Town Meeting  
Christmas Walk  
Special Event Outreach

ADMINISTRATION

Facilities & Equipment  
Professional Administrative Services

The merchants of Corona del Mar want to thank the City Council for their financial support and efforts on behalf of the BID.

**Corona del Mar Business Improvement District  
 Priorities and Budget Outline  
 July 1, 2013 – June 30, 2014**

<b>Income</b>	<b>Total</b>
FY 2012-2013 Carryover	84,000.00
FY 2013-2014 Member Assessment	106,000.00
Anticipated City Matching Funds	<u>40,000.00</u>
<b>Total Available Funds</b>	<b>230,000.00</b>

<b>Priorities</b>	
<b>Improvements</b>	
Marguerite Project	24,000.00
Gateway - MacArthur & PCH	38,000.00
Street Furniture	25,500.00
<b>Maintenance</b>	
Landscaping, Backflow Valve Inspection	15,200.00
Centennial Plaza Upkeep	500.00
Tree Wells	2,000.00
Street Furniture	6,000.00
Repairs & Other	1,000.00
<b>Outreach</b>	
Contributions	500.00
Public Relations - Parking Project	5,000.00
Public Relations – Misc. Programs	3,000.00
<b>Special Events</b>	
Holiday Décor	25,000.00
Banners	8,400.00
Christmas Walk	3,000.00
Dolphin Topiaries	500.00
<b>Marketing Programs</b>	
Directory	7,500.00
Marketing Campaigns/Programs	10,000.00
Collateral/Brochure	1,500.00
Member Window Decals	1,200.00
<b>Administration</b>	
BID Administrator	41,040.00
Website Upgrade	2,000.00
Mailings, Special Admin Costs	<u>600.00</u>
<b>TOTAL EXPENDITURES</b>	<b>221,440.00</b>