



# Corona del Mar Business Improvement District ANNUAL REPORT Year-End Report for FY 2016-2017 Improvements and Activities for FY 2017-2018

This is the annual report for the 21 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, 2017 to June 30, 2018.

### 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) 2017-2018. These expenditures are consistent with the BID's Vision 2020 plan.

#### 2.1 Parking & Transportation Improvements

The BID will be putting forth a concentrated effort on various methods to solve the parking problems affecting Corona del Mar's Business District. This continued effort involves study and analysis toward possible solutions working with property owners and City staff on parking requirements, employee parking solutions, parking way-finding signs, a shuttle program, and additional components for increased parking and a better overall parking environment.

#### 2.2 Flower Street Sign Program – (PCH through the CdM Business District)

The Board will be completing the Flower Street Sign Program as a carry-over project from the FY 2016-2017. These improvements shall include enhanced street signs to accentuate the popular flower streets of Corona del Mar. The 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 Gateway Entry Electrical Improvements & 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 16 years and was recently completed. The BID requested and funded the installation of electricity along the new sidewalk area. The BID will budget for annual electrical maintenance to ensure the electricity stays in good-working order. In addition, the BID has budgeted for completion of electrical to the median in this area for enhanced gateway entry lighting.

#### 2.4 CdM South Entry Improvements (Hazel/Poppy & PCH)

The BID will be working on enhancing the south entry to Corona del Mar and has budgeted funds for project improvements, which could include an upgraded entry monument sign, lighting or other facade to welcome visitors coming to and from South County through the Corona del Mar Business District.

## **2.5 Landscaping & Tree Well Maintenance**

The BID will continue to provide maintenance through a landscape agreement to ensure 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 provide water to the street trees and tree wells.

## **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.

## **2.7 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, interfere with valuable parking along Coast Highway. The improvement program groundwork with the help of the City staff and the City Council, has been in the works for the past couple years. The BID had budgeted \$20,000 in FY 2016-2017 toward the cost of project completion and recently the project has been halted. City staff is currently working with the publications on improving or removing the existing news racks. The BID is currently allocating budget funds in the event this project may be reinstated for the purchase and installation of the upgraded news racks.

## **B. VISION 2020 – MARKETING & MEMBER BENEFITS**

### **2.8 Website & Communications**

The BID recently launched a new informative and interactive website with features to better communicate with its members. The website includes a business directory feature to aide in marketing BID members to the public, as well as the ability to pay member assessments online. Other features include the addition of news, event and meeting postings with an integrated connection to the BID's social media. The BID will continue to maintain, update and keep optimization current for enhanced member marketing and information.

### **2.9 Marketing & Media Campaigns**

The BID has recently launched a "Shop Local" Marketing Campaign as 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. Components include street light banners, direct mail, newspaper advertisement, events and more. The BID's budget includes funding to continue this campaign along with additional campaigns throughout the year. The BID will maintain the existing annual marketing programs and develop new strategic campaigns to promote economic growth within the business district. The BID will continue media relations with local press and community associations and maintain or develop new marketing collateral.

### **2.10 CdM BID Member Directory, Window Decals & Informational Brochures**

The BID shall continue to co-produce and co-publish the annual business membership promotional publication, the Corona del Mar Business Directory (Directory). The Directory shall list and market the CdM BID members in a colorful print publication campaign for shopping local, which is mailed to 10,000 households

in Corona del Mar and the 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.

### **2.11 Christmas Walk**

The BID will contribute funds to the CdM Chamber of Commerce 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 BID boundaries and beyond.

### **2.12 Pacific Coast Hwy Dolphin Topiary Program**

The BID will continue to fund and 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.

### **2.13 Street Light Banner Program**

The BID will continue to fund and coordinate the rotating Street Light Banner Program to highlight the annual CdM signature community events (Annual Town Meeting, Scenic 5K, Christmas Walk) as well as the Happy Holidays Banners and Shop Local Banners. The BID will continue to work with the contract vendor and the City on permits, schedules and installation/breakdown. The Street Light Banner Program continues to offer the Business District a sense of community spirit and promotion.

### **2.14 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 and the installation/breakdown.

### **2.15 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.

## **C. VISION 2020 – OUTREACH**

### **2.16 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. The meeting serves as an outreach platform and community gathering for the BID members and local community members. The annual meeting is required by the BID bylaws.

### **2.17 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.

### **2.18 Outreach Materials & Mailings**

The BID 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. The BID will continue to mail members who have paid their assessments a membership decal signifying they are in good standing with the BID.

## **D. VISION 2020 – ADMINISTRATION**

### **2.19 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 and coordinating agendas, memos, communications and/or reports (preparation of annual report and budget). Other duties include serving as liaison with City staff and providing a post-meeting action item list to the City Manager's Office. The BID Board shall continue to assume some administrative responsibility to include taking meeting minutes.

### **2.20 Administrative Expenses**

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

### **2.21 Financial Reporting, Bookkeeping and Billing Services**

The BID shall continue to contract with Community Business Solutions for its bookkeeping services, which includes coordination of the assessment billing, accounts receivable and payable, preparation of the monthly financial reports, and financial reporting to the City staff and BID Board.

## **3. Estimated Cost of Improvements & Activities for FY 2017-2018**

Improvements	\$	72,469
Landscaping (Maintenance & Other)	\$	21,600
Streetscape (Maintenance & Other)	\$	6,000
Marketing & Administration	\$	75,300
Website (Hosting, Tech Support, Maintenance & Marketing)	\$	8,440
Holiday Décor & Lite Pole Banner Program	\$	34,000
Outreach	\$	1,000
Administration & Financial Services	\$	19,120
<b>TOTAL</b>	<b>\$</b>	<b>237,929</b>

### **2020 Vision Plan Revisions**

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

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

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. 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 pro-rated for new businesses that open during the fiscal year. The BID is considering a more aggressive collection effort on delinquent member assessments.

**5. Surplus Carryover from Fiscal Year 2016-2017**

It is estimated that approximately \$95,929 will be carried over as retained earnings from FY 2016-2017 to FY 2017-2018.

**6. Sources of Contributions from other than levy**

In addition to the annual BID assessments, the CdM BID’s FY 2017-2018 budget includes \$40,000 in funding from the City.

**7. Prior Year Accomplishments**

The FY 2016-2017 was a successful year for the CdM BID although improvement projects were slow to develop. The City contributed \$40,000 as the fourth installment of a five-year commitment to support the BID. The BID successfully began work or completed projects and programs, maintained existing programs and developed new projects within the CdM Business District in the estimated FY end budget as show on the following page.

**Fiscal Year 2016-2017 Projects and Programs**

<b>Improvement Projects</b>	\$	5,000
News Racks (\$20,000 budgeted) – program denied		
Flower Street Sign Program		
<b>Landscaping</b>	\$	14,424
Tree-well landscaping maintenance & back flows		
<b>Holiday Décor &amp; Street Light Banner Program</b>	\$	29,000
Dekra-lite Contract		
<b>New Website</b>	\$	10,000
Development of website for member benefits & information		
<b>Marketing, Administration &amp; Outreach</b>	\$	53,774
Shop Local Marketing Campaign and components, BID brochures, website (developed, hosted and maintained), CdM Business Directory, Dolphin Topiary Program, Beautification Program, Christmas Walk sponsorship, membership decals, annual meeting, mailings, storage and physical address, Board administration, agendas, reports and communications		
<b>Administration &amp; Accounting</b>	\$	13,717
Billing, financial reporting, mailings		
<b>TOTAL</b>	<b>\$</b>	<b>125,915</b>

**Corona del Mar Business Improvement District**  
**Proposed Operating Budget / Fiscal Year July 1, 2017 thru June 30, 2018**

<b>Income</b>	
City Matching Funds	40,000.00
Late Fees	2,000.00
Member Assessments	<u>100,000.00</u>
<b>Total Income</b>	<b>142,000.00</b>
<b>Expense</b>	
<b>Highway Decor – Dekra-lite</b>	
Contingency	3,000.00
Holiday Decor (Contract)	24,000.00
Banner Program (Street Light)	<u>7,000.00</u>
Total Highway Decor – Dekra-lite	34,000.00
<b>Website Maintenance &amp; Support Service</b>	
Website Maintenance & Management	7,200.00
Website Hosting	240.00
Website Contingency	<u>1,000.00</u>
Total Website Maintenance & Support Service	8,440.00
<b>Marketing &amp; Administration</b>	
Contingency	5,000.00
Consulting (Reporting)	23,000.00
Membership decals	1,200.00
Annual Meeting	1,000.00
Social Media/Communications	1,000.00
Office Facilities/Storage/Phone	4,000.00
Beautification Award Program	1,000.00
Dolphins	1,000.00
Christmas Walk	4,000.00
Directory	7,500.00
Collateral/Brochures	1,600.00
Marketing Campaigns & Programs	<u>25,000.00</u>
Total Marketing & Administration	75,300.00
<b>Streetscape</b>	
Street Furniture (Benches)	5,000.00
Street Furniture (Maintenance)	<u>1,000.00</u>
Total Streetscape	6,000.00
<b>Landscaping – Pinnacle</b>	
Landscaping Contingency	6,000.00
Landscaping/Tree Wells	<u>15,600.00</u>
Total Landscaping – Pinnacle (Contract)	21,600.00
<b>Administration &amp; Accounting</b>	
Accounting service fee (bill.com)	2,400.00
Admin Bank Service Charge	120.00
Accounting & Financial Reporting Services	15,600.00
Mailings	<u>1,000.00</u>
Total Administration	19,120.00

<b>Improvements</b>	
Flower Street Signs	10,000.00
News Racks	1,000.00
Gateway Electrical Improvements	5,000.00
Gateway Electrical Maintenance	1,000.00
South Entry Improvements	5,000.00
Consulting / Studies	5,000.00
Parking & Transportation	<u>45,469.00</u>
Total Improvements	72,469.00
<b>Outreach</b>	
Community Workshops	<u>1,000.00</u>
Total Outreach	1,000.00
<b>Total Expense</b>	<b><u>237,929.00</u></b>
<b>Net Ordinary Income</b> (Prior Year Retained Earnings)	-95,929.00
<b>Net Income</b>	<b><u>0.00</u></b>