

MARINE AVENUE BUSINESS IMPROVEMENT DISTRICT FISCAL YEAR 2010-2011 ANNUAL REPORT

This is the annual report for the fourteenth year of the Marine Avenue Business Improvement District. As required by Section 36533 of the California Streets and Highways Code, the annual report shall contain the following information:

1) Proposed Changes to the District Boundary

There are no changes proposed to the District boundaries

2) Improvement and Activities for the Fiscal Year of July 2010 to June 2011

The following are activities planned for the new fiscal year:

Improvement of Website

The District will maintain their website, www.balboa-island.net, listing each of the merchants within the District and containing information relative to visiting the District and its businesses. The Advisory Board has identified several improvements, including enhanced merchant listing, tracking of web visitors, an e-newsletter, and other web marketing strategies.

Holiday Themed Decorations

The District will decorate public streetlights within the District during the period between Thanksgiving and Christmas. The District's successful program of distributing holiday lights to merchants will also be continued.

Special Events

The District plans to create and promote a monthly special event during the months of September, October, and November, consisting of live music as a draw to consumers to the District.

Memberships

The District will continue its membership in the Anaheim Convention and Visitor's Bureau, allowing the ability to advertise to over 600,000 tourists who contact the AVCB for information.

Wayfinding Signage

The District will fund individual signs directing visitors to the District at strategic locations. These signs will be fabricated and installed to the specifications of the Citywide Wayfinding and Directional Sign Program.

Advertising

The District has planned an advertising program for the 2010-2011 fiscal year, including quarterly ads in tourist publications distributed to regional hotels, ads in the Newport Beach Visitor’s Guide and the Anaheim Visitor’s Guide, folder distribution, and advertising in local publications.

Banner Program

During the summer months and holiday seasons, the District will hang decorative banners and/or American flags from public streetlights in the District to create a sense of place and destination.

3) The costs of these activities are projected as follows:

Improvement of Website	\$ 2,500
Holiday Themed Decorations	\$ 1,200
Special Events	\$ 4,000
Memberships	\$ 800
Wayfinding Signage	\$ 3,300
Advertising	\$11,800
Banner Program	<u>\$ 1,200</u>
TOTAL	\$24,800

4) The method and basis of levying the assessment shall be as follows:

The benefit assessments will be collected by the City in one installment. The benefit assessment shall be equal to one hundred percent (100%) of the City’s annual business license fee as established pursuant to Chapter 5.08 of the Municipal Code if the business is located in a downstairs space; if upstairs, a flat \$25.00 will be assessed. 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 amount added shall in no event exceed one hundred percent (100%) 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 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
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.

5) Surplus Carryover from Fiscal Year 2009-2010

The District estimates that approximately \$1,500 will be carried over from Fiscal Year 2009-2010 to Fiscal Year 2010-2011.

6) Sources of Contributions from other than levy

The District estimates that there will be approximately \$8,500 contributed to the BID from the City of Newport Beach.

7) Past Year Accomplishments

The Fiscal Year of 2009-2010 was a successful one for the District. The BID instituted and completed the following projects:

- Installation of artificial turf in Marine Avenue tree wells
- Installation of holiday décor/lighting along Marine Avenue
- Installation of storefront holiday lighting with participating merchants
- Continuation of Balboa Island flag campaign
- Maintained top visited Balboa Island sponsored website
- Placement of advertising in tourist related publications
- Participation with CVBs of Newport Beach and Anaheim/Orange County

The merchants of Marine Avenue appreciate the efforts of the City Council and your continued support of Balboa Island.

**Marine Avenue
Business Improvement District
Priorities and Budget Outline
July 1, 2010 – June 30, 2011**

Funds Available at end of Fiscal Year 2009 – 2010	\$ 1,500
Funds to be Collected July 2010	\$ 15,000
Anticipated Matching Funds from City	<u>\$ 8,500</u>
TOTAL AVAILABLE FUNDS	\$ 25,000

<u>Priorities</u>	<u>Amount</u>
Improvement of Website	\$ 2,500
Holiday Themed Decorations	\$ 1,200
Special Events	\$ 4,000
Memberships	\$ 800
Wayfinding Signage	\$ 3,300
Advertising	\$11,800
Banner Program	<u>\$ 1,200</u>
TOTAL EXPENDITURES	<u>\$24,800</u>