

BALBOA VILLAGE BUSINESS IMPROVEMENT DISTRICT FISCAL YEAR 2010-2011 ANNUAL REPORT

This is the annual report for the fourteenth year of the Balboa Village 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 2010-2011 fiscal year:

Website

The District will maintain their website, www.balboavillage.com, listing each of the merchants within the District and containing information relative to visiting the District and its businesses.

Holiday Themed Decorations

The District will install decorations on public streetlights within the District during the period between Thanksgiving and Christmas.

Special Events

The District plans to continue the Balboa Village Art Fair in conjunction with the NOSA Newport to Ensenada Race start weekend, inviting plein air painters to display and sell their works in the parking lot located at Palm and Balboa. A media campaign is also planned in local print advertising venues to promote the Fair.

Memberships

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

Parking Lot Upgrades

The District will begin the first of its reimbursement payments to the City for excess costs associated with building a Village gateway sign when the new parking lot is constructed on the Balboa Market property. This is estimated to be approximately \$15,000 paid over a period of 10 years.

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

The District will hang decorative banners from the public streetlights on Balboa Avenue to create a sense of place and destination.

Annual Meeting

The District will host an annual meeting in late April 2011.

Doggie Walk Bags

The District will purchase and distribute bags for animal waste collection on a quarterly basis, with volunteers stocking the dispensers.

Administrative Costs

The District keeps a Directors and Operators insurance policy in force to protect the volunteers on the Advisory Board.

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

Website	\$ 1,500
Parking Lot Upgrades	\$ 1,500
Holiday Decorations	\$ 5,500
Special Events (Balboa Village Art Fair)	\$ 1,000
Memberships	\$ 800
Annual Meeting	\$ 500
Advertising	\$ 5,400
Banner Program	\$ 5,000
Administrative Costs	\$ 1,600
Doggie Walk Bags	\$ 600
TOTAL	\$23,400

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. 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 less than \$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 \$10,000 contributed to the District from the City of Newport Beach. The District may collect less than \$1,000 from entry fee proceeds from the Balboa Village Art Fair held in April 2011.

7) Past Year Accomplishments

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

- Continued holiday décor program
- Distribution of promotional brochures to local/regional hotels
- Sponsored the Balboa Village Art Fair to coincide with the start of the NOSA race from Balboa Pier
- Maintained website
- Provided clean up bags for residents walking their dogs
- Participation with Newport Harbor Chamber of Commerce and Visitor's Bureaus of Newport Beach and Anaheim/Orange County

The merchants of the Balboa Village want to thank the City Council for their financial support and efforts on behalf of the District.

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

Funds Available at end of Fiscal Year 2009 - 2010	\$ 500
Funds to be Collected July 2010	\$12,500
Anticipated Matching Funds from City	\$10,000
Anticipated Funds from Balboa Village Art Fair	<u>\$ 1,000</u>
TOTAL AVAILABLE FUNDS	\$24,000

<u>Priorities</u>	<u>Amount</u>
Website	\$ 1,500
Parking Lot Upgrades	\$ 1,500
Holiday Decorations	\$ 5,500
Special Events (Balboa Village Art Fair)	\$ 1,000
Memberships	\$ 800
Annual Meeting	\$ 500
Advertising	\$ 5,400
Banner Program	\$ 5,000
Administrative Costs	\$ 1,600
Doggie Walk Bags	<u>\$ 600</u>
TOTAL EXPENDITURES	\$23,400