

CORONA DEL MAR BUSINESS IMPROVEMENT DISTRICT FISCAL YEAR 2010-2011 ANNUAL REPORT

This is the annual report for the fourteenth year of the Corona del Mar 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:

Lane Reduction

The CdM Vision Plan calls for the narrowing of Coast Highway from three lanes to two before Avocado Avenue, resulting in an additional area at MacArthur and Coast Highway for greater pedestrian access. The District will partner with the City to develop plans, cost estimates, and timelines to begin this project.

Street Furniture

The District will identify various additional locations for benches, bicycle racks, and bus stops. Such street furniture will be purchased and added as needed.

Hanging Baskets

Following the test case of creating hanging flower baskets from last year, the District will investigate the installation of hanging flower baskets from bus stops or strategic community areas, such as the intersection of Coast Highway and Goldenrod.

Landscaping

The District will continue to provide landscape maintenance for the unplanted tree wells, the planted median at the intersection of Marguerite and Coast Highway, and the Centennial Plaza plant beds. The District will also fund the upkeep and repair of the irrigation backflow valves that water the street trees.

Outreach

The District will provide funds for holding the Annual Meeting, as well as other public relations events and associated mailings as needed.

Holiday Decor

The District will contract to install holiday-themed decorations, lighting, and decorative streetlight banners.

Banner Program

The District will establish a rotating banner program on public streetlights within the District to highlight the CdM 5K, the Coastline Classic Car Show, and the Christmas Walk.

Christmas Walk

The District will contribute funds to the CdM Chamber of Commerce to sponsor the Christmas Walk.

Marketing through CdM Chamber

The District will continue to contract with the Corona del Mar Chamber of Commerce to provide a website, bimonthly newsletter, an annual business directory and the new CdM VIP Card merchant discount program.

Administrative Costs

The District will continue to provide Directors and Operators insurance to protect the volunteer Advisory Board. It also will pay for any ancillary mailings or inserts into BID billings.

Dolphin Decorations

The District will continue to pay for the seasonal decoration of the Dolphin topiaries at the intersection of Marguerite and Coast Highway.

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

Lane Reduction	\$ 25,000
Street Furniture	\$ 25,000
Hanging Baskets	\$ 5,000
Landscaping	\$ 9,160
Outreach	\$ 3,500
Holiday Decor	\$ 26,400
Banner Program	\$ 14,900
Christmas Walk	\$ 3,000
Marketing through CdM Chamber	\$ 64,516
Administrative Costs	\$ 2,900
Dolphin Decorations	\$ 500
TOTAL	\$179,876

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 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 5.08 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 \$25,000 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 \$48,000 contributed to the District from the City of Newport Beach.

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:

- Committed funds to City to offset the cost of CdM streetlight improvements throughout Village
- Organized, prepared, and implemented the CdM VIP Card program promoting CdM businesses
- Maintained the health of the 200 Palms and Hong Kong Orchids along the Coast Highway right-of-way and paid to maintain the planters & irrigation systems
- Installed holiday décor in the medians at Marguerite and Coast Highway and on the streetlights/entrance signs in the Village.
- Expansion of streetlight banner program to promote CdM-specific events
- Continued design progress on various items called for in the CdM Vision Plan
- Supported CdM Chamber of Commerce events
- Advertised in CdM Chamber of Commerce business directory

The merchants of the 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, 2010 – June 30, 2011**

Funds Available at end of Fiscal Year 2009 – 2010	\$ 25,000
Funds to be Collected July 2010	\$109,000
Anticipated Matching Funds from City	<u>\$ 48,000</u>
TOTAL AVAILABLE FUNDS	<u>\$182,000</u>

<u>Priorities</u>	<u>Amount</u>
Lane Reduction	\$ 25,000
Street Furniture	\$ 25,000
Hanging Baskets	\$ 5,000
Landscaping	\$ 9,160
Outreach	\$ 3,500
Holiday Decor	\$ 26,400
Banner Program	\$ 14,900
Christmas Walk	\$ 3,000
Marketing through CdM Chamber	\$ 64,516
Administrative Costs	\$ 2,900
Dolphins	<u>\$ 500</u>
TOTAL EXPENDITURES	<u>\$179,876</u>