



Corona del Mar Business Improvement District ANNUAL REPORT Year-End Report for FY 2019-20 & Proposed Improvements and Activities for FY 2020-21

This is the 24th annual report for 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, 2020 to June 30, 2021.

A. VISION PLAN – MARKETING AND MEMBER BENEFITS

2.1 Marketing and Media Campaigns

The Board launched the ongoing “Shop & Dine Local” marketing campaign in a coordinated effort with the CdM Chamber of Commerce in FY 2017-18. This campaign involves a variety of marketing and media components to assist the business district’s retailers and restaurants. The most recent phase of the Shop Local program includes a new coordinated design theme to be used strategically throughout the business district’s marketing, such as street light banners, direct mail pieces, digital/print advertisements, events and more. Given the COVID-19 pandemic and its impact on businesses, the BID will prioritize marketing the CdM business district in an effort to assist in the economic and financial recovery of the small businesses. The BID’s FY 2020-21 proposed budget includes increased funding to continue the rebranding of the Shop & Dine Local campaign and to provide for additional campaign components once businesses are allowed to safely reopen and throughout the upcoming fiscal year. The Board will maintain the existing annual marketing programs and develop new strategic components to promote economic growth during the “reopening” of the business district. New marketing ideas include forums regarding business re-opening and surveying the needs of the business members to see if the BID should provide protective equipment, guidance compliance posters or social distancing floor decals to the stakeholders. The Board will continue to enhance its digital and media relations to maintain and develop new marketing collateral to drive more customers to the business district.

2.2 Website and Communications

The BID’s interactive webpage offers enhanced features to improve communications with and services for its members. The webpage includes a business directory feature to aide in marketing BID members to the public, as well as the ability for members to pay their assessments online. Other additional features include the new releases, events promotion and meeting postings with an integrated connection to the BID’s social media platforms. The Board will continue to maintain, update and keep optimization current for enhanced member marketing, communications and information sharing. The BID will also continue to communicate guidance regarding business reopening and any district-wide promotional campaigns to further encourage the economic recovery of the businesses.

2.3 CdM BID Member Directory, Window Decals and Informational Brochures

The BID’s FY 2020-21 proposed budget includes funding to continue to co-produce and co-publish the annual Corona del Mar Business Directory (Directory) with the CdM Chamber of Commerce. The directory lists and markets CdM BID members in a colorful print publication that encourages shopping local. The directory is mailed to 10,000 households in Corona del

Mar and distributed in the surrounding areas. The BID's Annual Vision Plan brochures listing the BID's recent accomplishments and future goals will be updated and distributed with the annual member assessment mailings in September and throughout the year. The Board will continue to mail members who have paid their assessments a membership decal signifying they are members in good standing.

2.4 Street Light Banner Program

The BID's FY 2020-21 proposed budget includes funding for the rotating street light banner program, which highlights the Shop & Dine Local Campaign, annual CdM signature community events (CdM Scenic 5K and CdM Christmas Walk), as well as the festive banners promoting the holiday shopping and dining season. The Board will continue to work with Dekra-Lite and City staff on permits, schedules and installation and removal of the banners. The street light banner program continues to provide the Business District a sense of community spirit, pride and promotion year-round.

2.5 Marketing Consulting and Reporting

The BID's FY 2020-21 proposed budget has funding allocated to continue the marketing consulting contract to formulate, coordinate and administer the BID's marketing efforts and provide routine reports to the Board on the results of the marketing activities.

2.6 East Coast Highway Dolphin Topiary Décor Program

The BID's FY 2020-21 proposed budget includes minimal funding to coordinate the festive seasonal decorations of the dolphin topiaries at the intersection of Marguerite Avenue and East Coast Highway. Due to the recent planting of new dolphins, décor on the topiaries for calendar year 2020 has been canceled. However, once the topiaries have grown their roots, the holiday decoration will resume.

2.7 Christmas Walk

The BID would like to continue contributing funds from the proposed FY 2020-21 budget to the CdM Chamber of Commerce, to help sponsor the annual Christmas Walk event, should it take place in 2020. This annual event successfully stimulates the economic climate of the Business District and provides a promotional platform for all businesses within the BID boundaries, allowing participants to get a head start on their holiday shopping while enjoying their walk around Corona del Mar.

B. VISION 2020 – OUTREACH

2.8 Outreach Materials and Mailings

Programs, collateral and BID announcements will be available, displayed and communicated through the CdM Chamber of Commerce, the CdM Residents Association and at other appropriate community events once they resume. The Board shall continue to communicate with the community through participating in various monthly and annual events.

2.9 Annual Town Meeting

The Board will continue to co-host the Annual Town Hall Meeting for Corona del Mar with the CdM Residents Association and CdM Chamber and coordinate a "State of the Business District Address" to its members. The meeting serves as an outreach platform and community gathering for BID members and local community members. This Annual Town Meeting also typically serves as the BID's annual meeting for its stakeholders, however due to the COVID-19 pandemic, the BID's annual meeting for FY 2019-20 was held via conference call, independent of the canceled co-hosted town meeting. Stakeholders were notified of the

meeting via email and were encouraged to participate by submitting public comment via email or in person at the community room. If the co-hosted Annual Town Hall Meeting is rescheduled, the BID will participate.

2.10 Business Beautification Award Program

The FY 2020-21 BID proposed budget includes funding to continue to pay for and manage the Business Beautification Award Program. The program identifies member businesses that have renovated, remodeled or enhanced the storefront aesthetics, which contributes to the overall CdM Vision Plan. Recipients of the award receive media attention and an award at a community event.

C. VISION 2020 – REVITALIZATION IMPROVEMENTS AND MAINTENANCE

The following are revitalization project improvements and maintenance programs planned for the CdM BID for the fiscal year (FY) 2020-21. These programs and related expenditures are consistent with the BID's Vision Plan.

2.11 Parking & Transportation Improvements

The BID Advisory Board of Directors (Board) concluded a parking study performed by Walker Consultants during FY 2018-19. The Board has put forth a concentrated effort on the study's findings and has successfully worked with the City this past year to change the street parking time limit on Pacific Coast Highway in the business district from one hour to two hours, easing the burden on business owners and their patrons. The BID is continuing to work with City staff on implementation of other potential solutions to improve parking within the Corona del Mar Business District and adjacent residential areas. The Board continues to work with the City, property owners and residents on the two remaining items recommended for implementation:

- 1) Incorporating underutilized private parking supply in the public parking supply.
- 2) Lowering parking requirements in the business district.

2.12 Business District Holiday Décor Program

The BID's FY 2020-21 proposed budget provides for the annual installation and maintenance of the median holiday decorations within the Business District. The holiday décor program is provided through a City agreement with Dekra-Lite. The Board will continue to work with the contract vendor and City staff on the annual permits, lighting and maintenance, as well as the decoration installation and breakdown schedules.

D. VISION 2020 – BID ADMINISTRATION

2.13 Administrative Consulting and Reporting

The BID's FY 2020-21 proposed budget provides funding for the administrative consulting contract. The services include providing support to formulate, coordinate and administer the BID and report to the Board routinely on the results and issues that may arise. Activities include preparing and coordinating agendas, memos, communications and/or reports. Other duties include serving as a liaison with City staff and keeping the Board programs on track.

2.14 Financial Reporting, Bookkeeping and Billing Services

The BID's FY 2020-21 proposed budget includes funding for its bookkeeping services. Bookkeeping services consist of coordinating the member assessment billing, managing the accounts receivable and payable, preparation of the monthly financial reports and providing financial reporting to City staff and the BID Board.

3. Estimated Cost of Improvements & Activities for FY 2020-21

Marketing and Administration	\$	102,550
Accounting and Bookkeeping	\$	21,408
Holiday Décor and Street Light Banner Program	\$	30,792
Improvements	\$	1,473
TOTAL	\$	156,223

CdM Vision Plan Revisions

The Board continues to re-evaluate and update the CdM Vision Plan on an as-needed basis. Working group meetings and workshops to develop new objectives will continue in FY 2020-21 and the findings will be shared with BID and community members.

4. Method and Basis of Levying the Assessment

Member assessments are collected in one installment. The CdM BID Board voted to reduce assessments this coming fiscal year in an effort to provide financial relief to their stakeholders. The CdM BID Board voted to lower the assessment to the following:

The assessment shall be equal to 70 percent 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 50 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 shall be pro-rated for new businesses that open during the fiscal year. The Board has asked the assessment billing to be sent out in September 2020.

5. Surplus Carryover from Fiscal Year 2019-20

It is estimated that approximately \$59,223 will be carried over from FY 2019-20 to FY 2020-21 due to projects that did not come to fruition due to the COVID-19 crisis. These projects have been postponed until the business district has been able to economically recover from the effects of COVID-19.

6. Sources of Contributions from Other Than Levy

In addition to the annual BID assessments, the CdM BID’s FY 2020-21 proposed budget includes the City’s consideration to contribute \$40,000 to the BID’s COVID-19 recovery efforts.

7. Prior Year Accomplishments

FY 2019-20 was successful for the CdM BID. The Board successfully completed projects and programs, maintained existing programs and developed new projects within the CdM Business District as reflected in the estimated FY end expenses as shown below:

Fiscal Year 2019-20 Projects and Programs Budget Allocation*

Improvement Projects	\$	45,000
Purchase of three wayfinding kiosks set in strategic locations and the purchase of new wayfinding signs to better direct pedestrian and traffic patrons within the district.		
Holiday Décor and Street Light Banner Program	\$	31,052
Contracted service for installation, removal and storage & purchase of new “Explore CdM” Shop Local Banners.		
Streetscape/Maintenance	\$	6,573
Refurbishment and powder coating of trash cans & lids		
Landscaping	\$	4,061
Contracted Services for Tree-well landscaping maintenance		
Website Management & Communications	\$	8,774
Contracted service for management, maintenance, hosting, technical support and marketing.		
Marketing, Administration and Outreach	\$	57,561
Contracted service for providing the Shop Local marketing campaign, BID brochures, CdM Business Directory, dolphin topiary program, beautification program, Christmas Walk sponsorship, membership decals, annual meeting, mailings, storage and physical office facilities, administration, agendas, reports and communications		
Administration and Accounting	\$	<u>24,323</u>
Contracted services for billing, financial reporting, bookkeeping, mailings		

**Estimated fiscal-year end:*

TOTAL

\$

177,344

Some of the improvements projects did not come to fruition in FY 2019-20 due to the COVID-19 crisis. Approximately \$59,223 from this budget is to be carried over to FY 2020-21.

**Corona del Mar Business Improvement
District Proposed Operating Budget
Fiscal Year July 1, 2020 thru June 30, 2021**

Ordinary Income Expense	Budget
Income	
City's COVID-19 Contribution	40,000
Late Fees	2,000
Member Assessments (Assessment rates lowered for FY 2020-21)	55,000
Total Income	97,000
Expense	
Marketing and Administration	102,550
Accounting and Bookkeeping	21,408
Holiday Décor and Street Light Banner Program Improvements	30,792
	1,473
TOTAL	156,223
Net Ordinary Income	(59,223)
Other Income Expense (*Carry Over)	59,223
*Carry Over from continued projects in process	
Net Income	0