



Corona del Mar Business Improvement District ANNUAL REPORT Year-End Report for FY 2018-2019 Improvements and Activities for FY 2019-2020

This is the 23rd 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, 2019 to June 30, 2020.

A. 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) 2019-2020. These programs and related expenditures are consistent with the BID's Vision Plan.

2.1 Parking & Transportation Improvements

The BID Advisory Board of Directors (Board) concluded a parking study performed by Walker Consultants during FY 2018-2019. The Board has put forth a concentrated effort on the study's findings and is working with City staff on implementation of potential solutions to improve parking within the Corona del Mar Business District and adjacent residential areas. The Board has been working with City staff, property owners and residents on the three items recommended for implementation:

- 1) Increase the parking time limit on East Coast Highway from one hour to two hours;
- 2) Incorporate underutilized private parking supply in the public parking supply; and
- 3) Lower parking requirements in the business district.

2.2 East Coast Highway Improvements

The BID Board continues to work on the appearance and safety of the Business District through various physical improvement projects and has budgeted the necessary funds for FY 2019-2020. Projects under consideration include improvements to the village center at the Marguerite Avenue and East Coast Highway intersection, including replacement of the dolphin topiaries and enhanced sidewalk enhancement at the intersection corners. Other projects under consideration are enhancements to the south entry, sidewalk appearance and an updated urban outreach planning charrette.

2.3 North Gateway Entry Electrical Maintenance (MacArthur and East Coast Hwy.)

The BID's FY 2019-2020 budget includes funding to maintain the electrical system, which was installed and paid for by the BID, in the gateway area and landscaped median to ensure proper working order and safety.

2.4 Business District Holiday Décor Program

The BID's FY 2019-2020 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 for the contracted services. The Board will work with the contract vendor and City staff on the annual permits, lighting and maintenance, as well as the installation and breakdown.

B. VISION PLAN – MARKETING AND MEMBER BENEFITS

2.5 Website and Communications

The BID's interactive website offers enhanced features to improve communications with and services for its members. The website includes a business directory feature to aide in marketing BID members to the public and the ability for members to pay their assessments online. Other features include the addition of news, events 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.

2.6 Marketing and Media Campaigns

The Board launched a "Shop Local" marketing campaign in a coordinated effort with the CdM Chamber of Commerce in FY 2017-2018. This campaign involved a variety of marketing and media components to assist the business district's retailers. The Shop Local program included a new design theme strategically used throughout the marketing components such as street light banners, direct mail pieces, newspaper and print advertisements, events and more. The BID's FY 2019-2020 budget includes funding to continue this campaign and to provide for additional campaign components throughout the fiscal year. The Board will maintain the existing annual marketing programs and develop new strategic campaigns to promote economic growth within the business district. The Board will continue to enhance its digital and media relations and maintain or develop new marketing collateral.

2.7 CdM BID Member Directory, Window Decals and Informational Brochures

The BID's FY 2019-2020 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 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 July 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.

2.8 Christmas Walk

The BID will contribute funds from the FY 2019-2020 budget to the CdM Chamber of Commerce as a sponsor for the annual Christmas Walk event, which successfully stimulates the economic climate of the Business District and provides a promotional platform for all businesses within the BID boundaries and beyond.

2.9 East Coast Highway Dolphin Topiary Décor Program

The BID's FY 2019-2020 budget includes funding to coordinate the festive seasonal decorations of the dolphin topiaries at the intersection of Marguerite Avenue and East Coast Highway. This continues to be a tradition that is embraced by the community.

2.10 Street Light Banner Program

The BID's FY 2019-2020 includes funding for the rotating street light banner program, which highlights the annual CdM signature community events (Annual Town Meeting, Scenic 5K, Christmas Walk) as well as the happy holidays banners and the shop local banners. The Board will continue to work with the contract vendor and City

staff on permits, schedules and installation and removal. The street light banner program continues to provide the Business District a sense of community spirit, pride and promotion.

2.11 Marketing Consulting and Reporting

The BID's FY 2019-2020 budget has funding allocated to continue the marketing consulting contract with the CdM Chamber of Commerce to formulate, coordinate and administer the BID's marketing efforts and provide routine reports to the Board on the results of the marketing activities.

C. VISION 2020 – OUTREACH

2.12 Annual Town Meeting

The Board will continue to co-host the Annual Town Hall 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 BID members and local community members. The annual meeting is required as stated in the BID bylaws and is co-hosted with the CdM Chamber of Commerce and the CdM Residents Association.

2.13 Business Beautification Award Program

The FY 2019-2020 BID budget includes funding to continue to pay for and manage the quarterly Business Beautification Award Program. The program identifies member businesses that have renovated, remodeled or enhanced the storefront aesthetics, which contributes to the overall Vision Plan. Recipients of the award receive media attention and an award at a community event.

2.14 Outreach Materials & Mailings

The Board 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.

D. VISION 2020 – BID ADMINISTRATION

2.15 Administrative Consulting and Reporting

The BID's FY 2019-2020 budget provides funding for the administrative consulting contract between the City and the CdM Chamber of Commerce. 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 providing a post-meeting action item summary to the City Manager's Office and keeping the Board programs on track.

2.16 Administrative Expenses

The BID's FY 2019-2020 budget includes funding for the CdM Chamber of Commerce to serve as the designated consultant to provide for a physical mailing address, telephone service, office equipment, meeting space and storage of BID collateral.

2.17 Financial Reporting, Bookkeeping and Billing Services

The BID's FY 2019-2020 budget includes funding for its bookkeeping services to be provided through an agreement between the City and Community Business Solutions. 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 2019-2020

Improvements	\$ 59,349.86
Landscaping (Maintenance & Other)	\$ 857
Streetscape (Maintenance & Other)	\$ 200
Marketing and Administration	\$ 55,578
Website (Hosting, Tech Support, Maintenance, Marketing)	\$ 8,550
Holiday Décor and Street Light Banner Program	\$ 34,000
Outreach	\$ 3,000
Administration and Financial Services	\$ 20,307.50
TOTAL	\$ 181,842.36

Vision Plan Revisions

The Board continues to re-evaluate and update the Vision Plan. Subcommittee meetings and workshops to develop new objectives will continue in FY 2019-2020 and the findings will be shared with BID and community members.

4. Method and Basis of Levying the Assessment

The member benefit assessments are collected in one installment. The benefit assessment shall be equal to 150 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 made improvements in collecting delinquent member assessments and will continue to work on the collection effort.

5. Surplus Carryover from Fiscal Year 2018-2019

It is estimated that approximately \$79,842 will be carried over from FY 2018-2019 to FY 2019-2020 due to projects in process.

6. Prior Year Accomplishments

FY 2018-2019 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 on the following page.

Fiscal Year 2018-2019 Projects and Programs*

Improvement Projects and Parking	\$ 3,806
District Parking Study (Improvement projects in process / continued)	
Landscaping	\$ 28,834
Contracted services for tree-well landscaping maintenance and irrigation repairs	
Streetscape/Maintenance	\$ 7,103
Powder-coating, maintaining and replacement of trash receptacles and benches	
Holiday Décor and Street Light Banner Program	\$ 27,578
Contracted service for installation, removal and storage	
Website Management & Communications	\$ 7,844
Contracted service for management, maintenance, hosting, technical support and marketing.	
Marketing, Administration and Outreach	\$ 48,619
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	\$ 19,233
Contracted services for billing, financial reporting, bookkeeping, mailings	
*Estimated fiscal-year end	
TOTAL	\$ 143,017

**Corona del Mar Business Improvement District
Proposed Operating Budget
Fiscal Year July 1, 2019 thru June 30, 2020**

Ordinary Income Expense	Budget
Income	
Late Fees	2,000
Member Assessments	100,000
Total Income	102,000
Expense	
Highway Holiday Décor and Banner Program	34,000
Website Maintenance and Support Services	8,550
Marketing and Administration Services	55,578
Streetscape Furniture and Maintenance	200
Landscaping	857
Administration (Board/Admin/Bookkeeping Services)	20,308
Improvements	59,350
Outreach	3,000
Total Expenses	181,843
Net Ordinary Income	(79,843)
Other Income Expense (Retained Earnings/*Carry Over)	79,843
*Carry Over from continued projects in process	
Net Income	0