Business Improvement District No. 1

2018 Annual Report

January 1, 2018 – December 31, 2018

DOWNTOWN

Garvey - Garfield

VISION STATEMENT

The Downtown Business Improvement District No. 1 (BID)
was established to improve and preserve the business
community in the "heart" of the city.

The Downtown area of the city is an important destination point
for the business community and residents of Monterey Park. Through continued efforts
in organization, beautification, promotion and revitalization, the city leaders
and its business community will work together to preserve
and improve the quality of life for future generations.

Board Members:
Johnny Thompson
Gene Jeng
Josephine Louie
Jesse Li
One Vacancy

OVERVIEW

The Business Improvement District Advisory Board (BIDAC) meets quarterly and during special meetings to discuss issues of concern to businesses located within the BID area. Programs addressing cleanliness, promotions, and marketing are all reflected in the budget for the BID. In addition to the issues discussed, the Board also researches and plans innovative ways of promoting businesses and endeavors to maintain the goals and budget set forth in the Annual Report.

HISTORY

The Monterey Park Business Improvement District No.1, (BID) encompasses the area extending along Garvey Avenue from Ramona Avenue to Nicholson Avenue, and on Garfield Avenue from south of Newmark Avenue to Emerson Avenue (refer to Exhibit A). The Monterey Park City Council established the BID in 1986 at the request of local businesses in the area and the Downtown Merchants Association (DMA), pursuant to the California Streets and Highway Code Section 36500 et seq.

The primary responsibility of the BIDAC is to make recommendations to the City Council on the methods and ways by which revenues, derived from the annual assessment, may be used for the betterment of the BID businesses and the BID area.

The BIDAC is composed of five (5) members appointed by the City Council for one year and may serve for up to eight (8) years if reinstated by a Council member. Each City Council member appoints one Committee member. The BIDAC meets quarterly and as needed and hosts an annual meeting of the BID members-at-large at the end of the year; prior to the next year's assessments.

ACCOMPLISHMENTS

This section of the of the Annual Report reflects the activities during 2018 for the promotion or enhancement of the BID area and it's businesses.

Promotion

The BIDAC negotiatied with World Journal to provide free advertising for BID businesses in the World Journal prior to Christmas and Lunar New Year, as part of World Journal's efforts to assist businesses due to impacts caused by street closures during the Lunar New Year event held on Garvey Avenue.

The BIDAC entered into an agreement with Goliath Graffix, a Pasadena based company, to professionally design a concept for BID banners.

Holiday Promotion

New holiday decorations were purchased for the BID area. Previous ornaments were worn and broken requiring the purchase of new decorations.

Janitorial Services

During past years, Chrysalis Enterprises was contracted to perform janitorial services for the BID area. The contract expired on June 30, 2018, requiring a new agreement be issued for those services.

BUDGET

2019 Program Year

The Annual Report contains a budget for the BID for the period of January 1, 2019 – December 31, 2019, and is tied to programs and activities scheduled during the calendar year.

The City received approximately $60,375 in revenue from the BID for calendar year 2018. Attachment "D" – Fee Schedule reflects the fees for 2019; Exhibit "B" reflect the estimated expenditures for calendar year 2018; and Exhibit "C" reflects the BID's Annual Program Budget for calendar year 2019.

GOALS for 2019

This section of the Annual Report shows the programs or activities intended for 2019

- Support an increase to annual assessments in an amount to cover the annual operating costs of holiday ornaments, janitorial services, and maintance of potted plants in the BID area. The BIDAC is recommending the City Council increase BID fees to cover current operating costs.

- Continue to work with the Downtown Garvey - Garfield businesses on ways they can assist in keeping the area attractive.

- Create banners for BID area. This item will return to the City Council for their consideration and an appropriation from BID reserves.

- Support city projects that benefit the BID area such as discussions on the need for a parking structure in the downtown, signage, and maintenance.

Exhibits:

A: BID Area Map
B: 2018 Expenditures
C: 2019 Budget
D: 2019 Fee Schedule
E: 2018 Fee Schedule (Recommended Increase)

EXHIBIT "A"

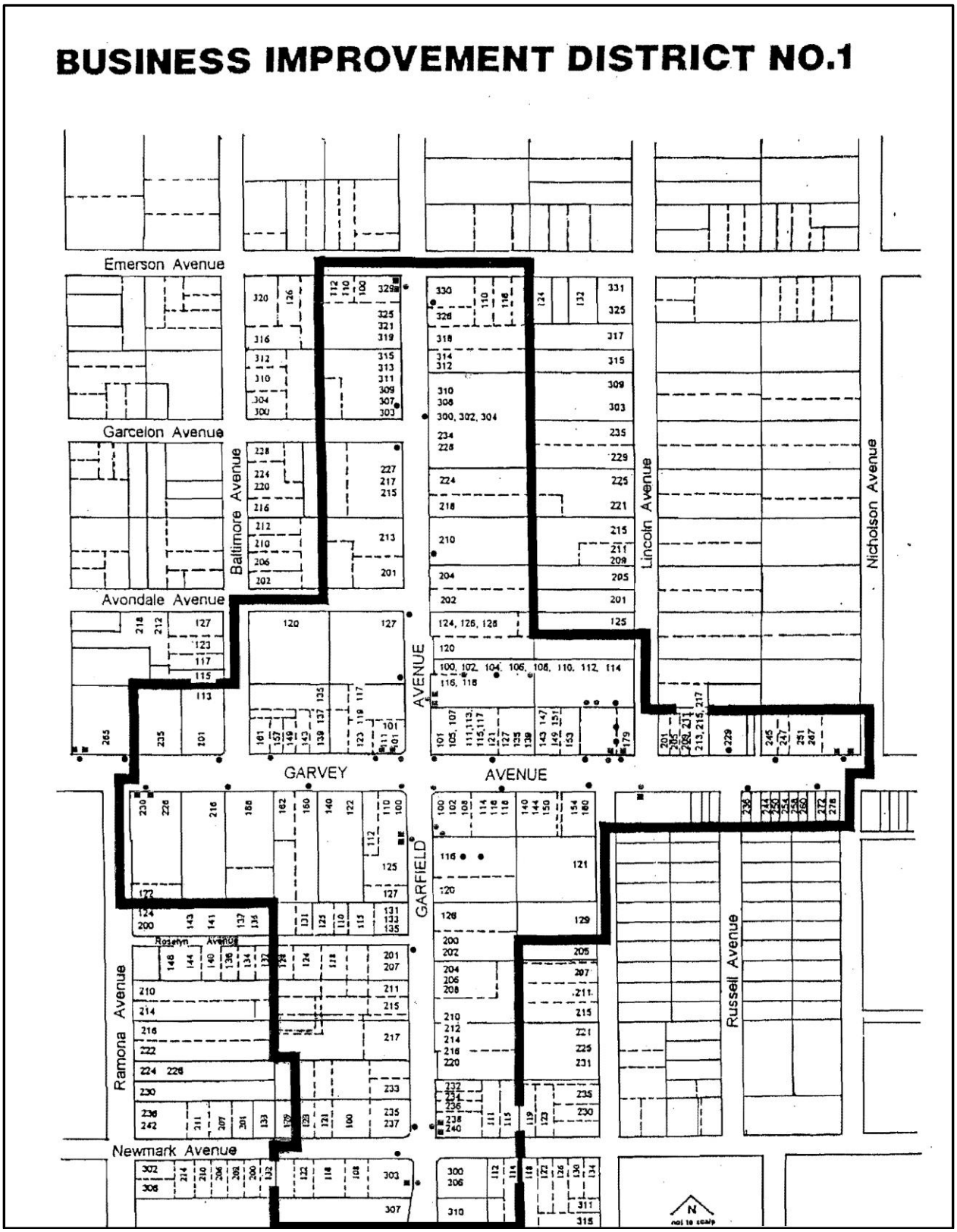
BUSINESS IMPROVEMENT DISTRICT NO.1
Emerson Avenue
Garcelon Avenue
Avondale Avenue
Baltimore Avenue
Lincoln Avenue
Nicholson Avenue
GARVEY AVENUE
GARFIELD AVENUE
Rosslyn Avenue
Ramona Avenue
Russell Avenue
Newmark Avenue
N
not to scale

EXHIBIT "B"

Business Improvement District No. 1

2018 Estimated Expenditures

Budget Item		Description		2017 Estimated Expenditures
Administration		Postage		$500.00
		Business Cards		$60.00
		Translation Services (5)		$300.00
		California Assoc. Membership		$300.00
		Office Supplies		$100.00
		Graphic Designer		$2,000.00
Holiday Decoration		New Decorations		$17,268
		Holiday lighting - electrical cost		$555.00
		Holiday light storage & installation		$5,577.00
Trash Receptacles		Liners		$50.00
Landscaping		Additional planting supplies		$2,500.00
Custodial Contract		Maintenance of the BID area		$26,204.00

TOTAL: $54,914.00

Estimated Revenues for 2018:	$60,375.00
Reserves as of 7/20/17:	$157,100

EXHIBIT "C"

Business Improvement District No. 1 - 2019 Budget

Budget Item		Description		2018 Estimated Expenditures
Administration		Postage		$300.00
		Business Cards		$60.00
		Translation Services		$600.00
		Office Supplies		$300.00
		Office Supplies		$200.00
Holiday Decoration		Holiday light bulb replacement		$500.00
		Holiday light storage & installation		$100.00
				$11,154.00
		Additional liners & lids		
Trash Receptacles				$200.00
		Additional planting supplies		
Landscaping				$3,000.00
		Maintenance of the BID area		
Custodial Contract				$73,125.00
			TOTAL:	**$89,539.00**

	$57,500.00
Estimated Revenues for 2018:	
	$157,100
Reserves as of 7/20/17:	

EXHIBIT "D"

2019 New BID Fee Schedule

Business Type	Fee	Employee/Seat	Formula
Retail	$110.43	$14.20	
Service (inc. Financial)	$110.43	$14.20	
Restaurant			
Without ABC	$110.43	$ 6.90	(1)
With ABC	$110.43	$ 8.26	(2)
Professional (inc. Insurance)	$110.43	$14.20	
Theater	$110.43		
Wholesale	$110.43		
Manufacturing	$110.43		
Contractor	$110.43		
Commercial Rental	$24.15 + .006607 sq. ft.		(3)
Residential Rental	$24.15		(4)
Hotel	$24.15 per unit		
Laundromat	$110.43		

(1) 20 seats or less, no seat assessment fees. Over 20 seats, $6.90 per seat starting with Seat 21. Eg. For 50 seats, total charge is $110.43 (base fee) + $207.00 (30 seats x $6.90) = $317,43.

(2) 20 seats or less, no seat assessment fees. Over 20 seats, $8.26 per seat starting with Seat 21. Eg. For 50 seats, total charge is $110.43 (base fee) + $247.80 (30 seats x $8.26) = $358.23.

(3) Base fee is $24.15 per unit. For every additional sq. ft. over 2,000; multiply excess by $.006607. Eg. 2,500 sq. ft., total charge is $24.15 + $3.30 (500 sq. ft. x $0.006607) = $27.45 (calculations are rounded up)

If you own 1-3 units, there is no charge. If you own more than 3 units, you pay $24.15 per unit in excess of 3 units. Eg. You own 5 units. You pay $24.15 x 2 (5 units – 3 units)

***Fee Schedule "E" is Recommended by the BIDAC and Subject to BID and City Council Approval**

EXHIBIT "E"

2019 New BID Fee Schedule

(Recommended Increase)

Business Type	Fee	Employee/Seat	Formula
Retail	$178.79	$22.98	
Service (inc. Financial)	$178.79	$22.98	
Restaurant			
Without ABC	$178.79	$11.17	(1)
With ABC	$178.79	$13.78	(2)
Professional (inc. Insurance)	$178.79	$39.07	
Theater	$178.79		
Wholesale	$178.79		
Manufacturing	$178.79		
Contractor	$178.79		
Commercial Rental	$39.10 + .011176 sq. ft.		(3)
Residential Rental	$39.10		(4)
Hotel	$39.10 per unit		
Laundromat	$178.79		

(4) 20 seats or less, no seat assessment fees. Over 20 seats, $11.17 per seat starting with Seat 21. Eg. For 50 seats, total charge is $178.79 (base fee) + $335.10 (30 seats x $11.17) = $513.89.

(5) 20 seats or less, no seat assessment fees. Over 20 seats, $13.78 per seat starting with Seat 21. Eg. For 50 seats, total charge is $178.79 (base fee) + $413.40 (30 seats x $13.78) = $582.19.

(6) Base fee is $39.10 per unit. For every additional sq. ft. over 2,000; multiply excess by $0.011176. Eg. 2,500 sq. ft., total charge is $39.10 + $5.59 (500 sq. ft. x $0.011176) = $44.69 (calculations are rounded up)

(7) If you own 1-3 units, there is no charge. If you own more than 3 units, you pay $39.10 per unit in excess of 3 units. Eg. You own 5 units. You pay $39.10 x 2 (5 units – 3 units) = $78.20

EXHIBIT "F"

Decoration for Antique Light Poles