



Riviera Village
Business Improvement District
(BID)
Renewal 2025

Redondo Beach City Council –
November 5, 2024

RIVIERA VILLAGE BID



- First established in 2003
- Non-profit corporation oversees funding - RVA
- Businesses elect the Board for the BID

RENEWAL PROCESS

November 5, 2024:

- Receive and file the BID Advisory Board's Annual Report for 2024
- Renew the ordinance to levy an assessment
- Approve Resolution to Appoint Advisory Board
- Approve Resolution to direct Advisory Board to create 2025 Report

November 19, 2024:

- 2nd reading for assessment ordinance

PROPOSED ASSESSMENT

2024 Assessments:

Property owners and business license holders:

\$100 + \$29/employee (not to exceed \$1,000)

2025 Proposed Assessments (changes)

Increases: +25% license fee, +17.24% employee/rental unit fee

- Business License Holders:
 - \$125 + \$34/employee (not to exceed \$1,400)
- Property Owners:
 - \$125 + \$34/rental unit (not to exceed \$1,400)
- Estimated Gross Revenues: \$99,000 to \$105,000
- Planned 2025 BID Expenditures:
 - 50% Beautification
 - 40% Marketing
 - 10% Administration

2024 ACCOMPLISHMENTS

Events

\$22.5k profit increase over 2023



2024 ACCOMPLISHMENTS

Farmers Market

\$24k annual income increase over 2023



2024 ACCOMPLISHMENTS

Video Production “Meet me in the Village”



2024 ACCOMPLISHMENTS

Partnerships



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CALENDAR YEAR 2025 PROJECTS

- ▶ January 2025 Avenida del Norte pavers installed. Continue to work with the City to complete the Sidewalk Pavers Capital Improvement Project throughout the Village
- ▶ Change RVA's fiscal year to a calendar year and modify RVA BID By-Laws to reflect this change
- ▶ Further develop current strategic partnerships and seek more partners
- ▶ Make inroads on bollards project with Chief Hoffman to create a cohesive plan to identify, seek grants for, and install bollards

CALENDAR YEAR 2025 PROJECTS

- ▶ Further develop the website, marketing, advertising and social media program for the Village
- ▶ Continue to meet with the Redondo Beach Travel and Tourism (RBTT) Board to work on a consolidated map for hotels, the pier & harbor
- ▶ Long-term goal to improve safety while also adding a unique feature to the Village with a Roundabout at S Catalina Ave & Avenue I.

RECOMMENDATION

- 1) Open the Public Hearing and take testimony;
- 2) Close the Public Hearing; and
- 3) Adopt resolutions confirming the 2024 report of the Riviera Village Business Improvement District Advisory Board and levying an assessment for calendar year 2025.