

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT ANNUAL REPORT 2020

The Riviera Village Business Improvement District (BID) Advisory Board hereby requests that the City Council of the City of Redondo Beach authorize the continuance of a Parking and Business Improvement District in the Riviera Village area of Redondo Beach in accordance with the State Law of 1989 (36500 of the Streets and Highway Code). The BID Advisory Board further requests that the Mayor and City Council generally include the following in any Resolution of Intention considered for adoption at the Redondo Beach City Council meeting on November 5, 2019.

DISTRICT NAME:

The name of the BID is "Riviera Village Business Improvement District".

DISTRICT BOUNDARIES:

The district boundaries will remain unchanged.

PROPOSED ASSESSMENT:

The proposed assessment will remain as follows:

All business license holders located within the boundaries will continue to be members of the BID. Each license holder (with the exception of nonprofit organizations who elect not to participate in the BID) will be assessed as follows: Each business license holder will pay a base fee of \$100 plus a fee of \$29 per employee per year to a maximum assessment of \$1,000. Those licensees who are property owners and are assessed on their business license fees on a per unit basis shall pay BID fees of \$100 plus \$29 per rental unit per year with a maximum assessment of \$1500. Examples: A licensee with 10 employees would pay a total annual assessment of \$390. A licensee with no employees would pay a total annual assessment of \$100. A licensed property owner with four rental units would pay an annual assessment of \$216.

METHOD OF COLLECTION:

The assessment will be billed, accounted for and collected by the City. All BID funds collected by the City will be turned over to the BID in a timely manner consistent with the Agreement for Project Services executed between the City of Redondo Beach and the Riviera Village Association. A rough estimate of the annual amount of fees that may be collected through the BID in 2020 is approximately \$80,000.

FUNDS DISTRIBUTION:

The BID Board's goal is to generally distribute funds as follows: 50% beautification, 40% marketing and 10% administrative costs. Please see Exhibit A & B for financial reports/budget.

BEAUTIFICATION FUNDS:

Projects undertaken during fiscal year 2019:

POTS AND PLANTS:

The BID continues to work with its landscaping company to maintain/replenish the hanging pots and sidewalk pots along Catalina Ave, Avenue I, Avenida del Norte and Elena which enhances the look of Riviera Village to better reflect the clientele we serve.

JOINT PROJECTS WITH CITY:

The BID Board continues to meet with city staff regularly including having city staff along with our City Council Member attend the monthly BID Board meetings. The BID and city staff have been working together to install a new LED cable lighting phase around the Triangle Parking Lot adjacent to Elena/Avenida del Norte (should be completed just before holiday season). The installation and maintenance cost associated with this lighting project will be paid for by the BID with the City providing the necessary electrical power.

VILLAGE BANNERS:

The BID holiday banners will be on all streetlight poles during the holiday season and then replaced by the regular "All Season" banners which represent the positive branding of the Riviera Village. The BID is in the process of getting graphics completed for new "All Season" banners to go up after the holiday season since the existing "All Season" banners are fading. The BID is responsible for the costs associated with the banners and the City provides the mounting hardware for the poles.

DIGITAL DIRECTORY SIGN:

The BID's new Digital Directory graphical display sign by the Kiosk (Catalina Ave & Vista del Mar) has worked out to be an outstanding way to promote events/businesses within the Riviera Village. Recently an attractive graphic wrap was placed over the metal box which holds the Digital Directory which further enhances the attractiveness of the sign while also letting the public know it is an information directory that they can stop at to learn about the Riviera Village, as well as find locations on the graphical digital map.

ART WRAP PROJECT:

After the Digital Directory got an Art Wrap the idea of wrapping the old Frontier junction box near the South/West corner of Catalina Ave & Avenue I came up and once the approvals were obtained from Frontier & City Staff the BID's graphic artist came up with an excellent design which was printed/installed a few weeks ago. The Art Wrap has received incredibly positive comments from people in the Riviera Village as well as in Social Media!

MARKETING/PROMOTIONAL FUNDS:

Projects undertaken during fiscal year 2019:

FIRST FRIDAYS & SIDEWALK SALES:

The BID began a First Friday's program in 2018 and recently added a "Theme" to each First Friday (ie: Halloween in October). The monthly event includes live music in multiple locations as well as promoting a quarterly Sidewalk Sale weekend which kicks off on First Friday. For the Sidewalk Sale many businesses setup sidewalk sales in front of their shops and restaurants/bars offer specials for people in the Riviera Village.

HALLOWEEN & HOLIDAY STROLL:

The BID hires an event coordinator to organize Halloween in the Riviera Village which attracts families/visitors that fills the village with happy parents, their children and of course many more as well. Most of the Riviera Village businesses get involved by handing out Trick-or-Treat candy and offering Halloween Specials for this very fun day. To top off the Holiday Season, the BID's event coordinator also puts together the Holiday Stroll. This event is incredibly popular - occurring the Thursday following Thanksgiving - and appears to attract more people to the Riviera Village than any other event of the year! The activities include holiday music, horse & carriage rides, holiday decorations and many of the businesses offer holiday specials for that day that continue through the entire holiday season.

RIVIERA VILLAGE TOTE BAGS:

The BID created Riviera Village tote bags which are available to businesses within the BID at no charge. In addition to saving paper by offering reusable tote bags, the Riviera Village logo is on all the bags which helps to market/promote the Village.

WEBSITE & SOCIAL MEDIA MARKETING:

The BID recently hired a company to update its website RivieraVillage.net which provides valuable information for people curious about the Riviera Village, the businesses and the RVA events. In addition, the BID retains a marketing company which keeps all of the social media updated (Facebook, YELP, Instagram and more) while also sending out regular newsletters via email.

CERTIFIED FARMERS MARKET:

The BID continues to support the Certified Farmers Market located in the Triangle Parking Lot (between Elena & Avenida del Norte) on Sundays between 9am and 2pm which attracts many visitors to the Riviera Village.

ADMINISTRATIVE:

Projects undertaken during fiscal year 2019:

INSURANCE POLICY:

General Liability Insurance required by the City of Redondo Beach was renewed.

Officers and Directors Liability Insurance was also renewed.

Certificate of Insurance for Events (Halloween, Holiday Stroll, First Fridays, etc.)

BUSINESS LICENSE VERIFICATIONS:

Annual Business License verification walkthrough procedure began in 2018 which resulted in a dramatic improvement of paid business license fees benefiting both the BID as well as the city bringing businesses into compliance.

PROJECTS/GOALS ANTICIPATED FOR FISCAL YEAR 2020:

- The top BID goal is working with the Mayor, City Council and City staff to complete the Sidewalk Pavers Capital Improvement Project (CIP) throughout the Village. Each segment of the CIP which gets completed adds to the ambiance of the village encouraging more outside dining which also can bring in more revenue both for the businesses and the city (a "win-win" for the village & city).
- Another BID goal is improving the safety while also adding a unique feature to the village with a Roundabout at Catalina Ave & Avenue I; roundabouts both improve traffic flow while separating pedestrians from vehicle traffic inside the roundabout where the vehicles travel.
- The BID's current long-term goal is adding a parking garage to the existing triangle parking lot to improve parking availability (parking has been one of the biggest challenges in the Riviera Village).
- The BID plans to continue to add and maintain the plants in the large pots on Catalina Avenue, Avenue I, Avenida Del Norte, and Elena.
- The BID will continue meeting regularly with our Redondo Beach City staff to focus on improvements for the Riviera Village.
- The BID will further develop its website/marketing/social media program for the Village.
- The BID has been meeting with the Redondo Beach Travel and Tourism (RBTT) Board to work on a consolidated map for hotels, the pier & harbor which would benefit visitors having 1 organized map for the area.

Financial Reports

As of September 30, 2019, the BID Balance was \$44,123.43. Attached, please find the following Financial Reports:

Exhibit A: 2020 RVA BID Projected Expense Report

Exhibit B: 2019 RVA BID Year-to-Date Expenses

**Exhibit A
2020 RVA BID
Projected Budget**

Marketing	\$40,000.00
Beautification	\$32,000.00
Administration	\$8,000.00
Total	\$80,000.00

Exhibit B
RVA BID 2019 YEAR-TO-DATE EXPENSES

Available Annual Revenue:

Estimated amount carried over from 2018	\$62,000.00
Annual Revenue	\$80,000.00

Expenses

Marketing	\$50,000.00
Beautification	\$17,000.00
Administration	\$7,000.00

RIVIERA VILLAGE ASSOCIATION

Balance Sheet as of October 29, 2019

Riviera Village Association

BALANCE SHEET

As of October 29, 2019

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Manage RVA BID Funds	0.00
Opus Bank - RVA - 6543	37,756.56
Opus Bank - RVA BID - 2990	75,126.74
Petty Cash	0.00
Wells Fargo - 0288-864036	0.00
Total Bank Accounts	\$112,883.30
Accounts Receivable	
Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
Cash Advances	0.00
Undeposited Funds	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$112,883.30
Other Assets	
Loan Receivable	0.00
RVA BID	0.00
Total Loan Receivable	0.00
Total Other Assets	\$0.00
TOTAL ASSETS	\$112,883.30
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	0.00
Total Accounts Payable	\$0.00
Credit Cards	
CapitolOne - 3553	0.00
Total Credit Cards	\$0.00
Other Current Liabilities	
Loan Payable	0.00
RVA BID	0.00
Total Loan Payable	0.00
Other Liabilities	1,000.00
Sales Tax Payable	2,203.68
State Board of Equalization Payable	-2,203.68
Total Other Current Liabilities	\$1,000.00
Total Current Liabilities	\$1,000.00

	TOTAL
Total Liabilities	\$1,000.00
Equity	
Retained Earnings	44,544.58
Suspense Account	0.00
Net Income	67,338.72
Total Equity	\$111,883.30
TOTAL LIABILITIES AND EQUITY	\$112,883.30

RIVIERA VILLAGE ASSOCIATION

Profit & Loss Statement as of October 29, 2019

Riviera Village Association

PROFIT AND LOSS

July 1 - October 29, 2019

	TOTAL
Income	
BID Income	56,893.60
Income	40,000.00
Total Income	\$96,893.60
Cost of Goods Sold	
Expenses	
Event Entertainment	800.00
Licenses and Permits	72.00
Total Expenses	872.00
Total Cost of Goods Sold	\$872.00
GROSS PROFIT	\$96,021.60
Expenses	
Administrative Expenses	
Marketing Expense	
Meals and Entertainment	764.22
Website Expense	2,500.00
Total Marketing Expense	3,264.22
Storage Rent	571.20
Taxes	
State	10.00
Total Taxes	10.00
Total Administrative Expenses	3,845.42
Advertising	1,880.51
Insurance	900.00
Maintenance	4,800.00
Trash Removal	1,950.00
Total Maintenance	6,750.00
Marketing	5,975.05
Artwork	2,097.00
Total Marketing	8,072.05
Outside Services	1,769.00
Postage and Delivery	300.00
Printing and Reproduction	4,165.90
Professional Fees	1,000.00
Total Expenses	\$28,682.88
NET OPERATING INCOME	\$67,338.72
NET INCOME	\$67,338.72

RIVIERA VILLAGE ASSOCIATION

Check Statement as of October 29, 2019

Riviera Village Association

CHECK DETAIL

July 1, 2018 - October 29, 2019

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	CLR	AMOUNT
Opus Bank - RVA - 6543						
07/04/2018	Check	EFT	Plaza Riviera Rent		R	-242.00 242.00
07/11/2018	Check	4160	Pacific Decorating Co.	Banenrs for Holiday Stroll	R	-1,769.00 1,769.00
08/04/2018	Check	EFT	Plaza Riviera Rent		R	-242.00 242.00
09/04/2018	Check	EFT	Plaza Riviera Rent		R	-242.00 242.00
10/04/2018	Check	EFT	Plaza Riviera Rent		R	-242.00 242.00
10/10/2018	Check	4161	Speedpro Imaging	6678 and 6677 Holiday Stroll Halloween	R	-271.02 135.51 135.51
10/24/2018	Check	4162	Hennessey's	Wind Dancers for Halloween	R	-204.85 204.85
11/04/2018	Check	EFT	Plaza Riviera Rent		R	-242.00 242.00
11/10/2018	Check	4163	Ellen Engelke/Cowgirl Communications	No Parking Signs--Halloween Halloween	R	-28.62 28.62
11/20/2018	Check	4164	Easy Reader, Inc.	ER18112223	R	-1,800.00 1,800.00
11/29/2018	Check	4165	Paul F. Amarillas	0131 and 0132	R	-1,469.46 400.00 1,000.00 34.73 34.73
11/29/2018	Check	4166	Southern California Barricades	6762	R	-5,246.00 5,246.00
11/29/2018	Check	4167	Alan Katz	Santa		-300.00

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	CLR	AMOUNT
				Santa		300.00
11/29/2018	Check	4168	Wilcox Busy Buggy Carriage Co.		R	-2,000.00 2,000.00
11/29/2018	Check	4169	Broadcast Support, Inc.	112518-571	R	-7,160.00 7,160.00
12/01/2018	Check	4170	Easy Reader, Inc.	ER18112920	R	-1,800.00 1,800.00
12/04/2018	Check	EFT	Plaza Riviera Rent		R	-242.00 242.00
12/04/2018	Check	4171	Southern California Barricades	6721	R	-4,583.00 4,583.00
12/09/2018	Check	4172	Roberto Oliva	3998 After event clean up services	R	-695.00 695.00
12/10/2018	Check	4173	Michael A. Schlotter		R	-1,250.00 1,250.00
12/19/2018	Check	4174	Ellen Engelke/Cowgirl Communications	Halloween and Holiday Stroll 2018 Halloween Holiday Stroll	R	-5,000.00 2,500.00 2,500.00
01/02/2019	Check	4175	Athens Services		R	-241.46 241.46
01/04/2019	Check	EFT	Plaza Riviera Rent		R	-261.00 261.00
01/06/2019	Check	4176	Pacific Decorating Co.	Payment 2 Banenrs for Holiday Stroll	R	-1,769.00 1,769.00
02/01/2019	Check	4177	Vital Signs	18480 Banners for Holiday Stroll 2018	R	-82.13 82.13
02/04/2019	Check	EFT	Plaza Riviera Rent		R	-532.80 532.80
03/04/2019	Check	EFT	Plaza Riviera Rent	Voided - VOID:	R	0.00 0.00
03/04/2019	Check		Plaza Riviera Office Building #105	Acct No.: 105-207-P1-SE2	R	-234.00 234.00