

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT ANNUAL REPORT 2021-2022

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 October 19, 2021.

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 2022 is approximately \$75,000.

INCOME/FUNDS DISTRIBUTION

Pre-Covid, the RVA income averaged annual income of \$124,125 per year (2016-2019). However, in 2020, due to the implementation of the RVA Parklet Program (see discussion below), the RVA's traditional financial model changed significantly. The 2020 income was \$265,833, and the 2021 income YTD is \$308,823, a 131% average increase over the average annual income over the last five years. These increases in revenue are related to reimbursements related to Parklet Program and are expected to return to pre-COVID levels once the RVA recovers its costs. Historically, the BID has distributed funds in the following allocation: 50% Beautification, 40% Marketing, and 10% Administration. Expenses have decreased recently for several reasons, most notably being the lack of ability to fund community events and market them.

PARKLET PROGRAM

The parklet program was initiated in July 2020 by the RVA in response to the COVID pandemic, and the inability of businesses within the Riviera Village to conduct indoor operations. The RVA created the program rapidly, with an economic methodology whereby the RVA would pay for and construct the

parklets, and then would charge back participating businesses in order to recover capital expenses. As the pandemic wore on, additional expenses arose which were unanticipated, such as the hydrology study and consequential impacts on the program, and as a result the RVA decided to take a conservative approach in the recovery of its capital put towards the initial construction and ongoing maintenance. The RVA is also anticipating *future* expenses, such as the eventual demolition of the parklets, immediate repair of the parklets due to an accident of some kind, and the potential permanentizing of the parklet program. The RVA believes the parklet program has been extremely successful at providing immediate economic relief to the businesses in the village, and that the Village was simultaneously able to keep its character and charm due to the uniform implementation of the program. Several cities have since been in contact to learn from and duplicate the RVA's efforts.

BEAUTIFICATION FUNDS

Due to COVID, the RVA has not undertaken any significant beautification projects in 2021. The primary use of energy, resources, and funds have gone to the planning, building, and maintenance of the parklets in the RVA district, with some level of expense going to the general maintenance of the Riviera Village. For example, 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. In addition to the very successful implementation and maintenance of the parklet program, the BID Board has also been working on the following projects/items:

- Potential permanentizing of a community-approved version of the parklet program;
- Installing permanent retractable bollards in key areas of the Riviera for pedestrian safety during community events;
- Continuing to work with the City to help & assist with permanent paver program.

VILLAGE BANNERS

The BID holiday banners will be on all streetlight poles during the holiday season and then replaced by the new "All Season" banners which represent the positive branding of the Riviera Village. The BID is responsible for the costs associated with the banners and the City provides the mounting hardware for the poles.

ART WRAP PROJECT

Because the initial Art Wrap has received incredibly positive comments from people in the Riviera Village as well as in Social Media, the BID voted to move forward with wrapping the 7 remaining metal junction boxes within the Riviera Village. The Public Art Commission also voted in support of the city-owned junction boxes to be art wrapped which the RVA's graphic artist is working on so the proposed graphics can get final approvals from city staff before being applied. This project is in place and we expect completion by early 2022.

MARKETING/PROMOTIONAL FUNDS

In addition to a recently approved paid campaign budget, the RVA's social media is managed by a paid local professional whose focuses are raising awareness and putting faces to the names of Village businesses. Her role includes photography and videography that conveys lifestyle, Riviera Village

products/services, people, and surrounding beauty. In 2021, video content has trended especially well with the opportunities presented by Instagram Reels and IGTV. Year to date forty-seven video posts have yielded over *105k views. Riviera Village's social media is showing positive gains and reach as follows:

January 2021 – October 2021

INSTAGRAM FOLLOWERS 6,015
+ 1,328 | + 22%

FACEBOOK FOLLOWERS 7,321
+100 | + 1.4%

Reach (the number of people who saw any content from RVA accounts pages or about RVA pages)

INSTAGRAM
73,072 | +14.8%

FACEBOOK
190,012 | +9.5%

**Instagram counts multiple video views from the same user*

Unique to RVA's content creation is a monthly video spotlighting a Village business. The two-to-three-minute video is featured in the RVA consumer email campaign, on the home page of the RVA website and posted to social media. It is free for association members and can be used for their own marketing purposes. Additionally, the RVA transmits a monthly email campaign for consumers to keep them informed of Village happenings, as well an internal campaign for association members.

FIRST FRIDAYS & SIDEWALK SALES

Although still on hold due to COVID concerns, the BID is prepared to offer the monthly First Fridays with live music, etc. when it becomes more prudent to hold social events of this fashion again.

HALLOWEEN & HOLIDAY STROLL

The BID Board has decided to hold both of these events, implementing COVID protocols where necessary in order to maintain a safe shopping environment for our Community. The Board recently appointed a dedicated "Events Director" in order to increase the focus on quality and execution of BID events that occur in the Riviera district, and will continue to focus on efforts to sharpen and improve upon its quality community events.

JULY 4TH COMMUNITY CELEBRATION

Last year marked a new event in the Riviera Village, where a Board member, Jeff Ginsburg, spearheaded an effort that culminated in a spectacular fireworks show. This year, the Board is exploring several options, and looks forward to reviewing Jeff's plan, as his charitable entity has expressed interest in continuing to build a new tradition.

CERTIFIED FARMERS MARKET

The BID continues to support the Certified Farmers Market located in the Triangle Parking Lot on Sundays between 9am and 2pm which attracts many visitors to the Riviera Village. The manager of the Farmers Market has excelled in dynamically planning the layout of the market to comply with ever-changing conditions, and remains a source of income for the BID.

ADMINISTRATIVE FUNDS

Historically, the RVA has not had any paid administrative assistance. All administrative work, including agenda & minute preparation, management of events or promotions, management of social media

manager, and other items have been undertaken by Board members and/or Officers of the Board. In order to more effectively carry out the mission of the RVA, the Board is exploring potentially onboarding additional paid help in 2022.

INSURANCE POLICIES

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 (Outside Dining Parklets & Sidewalk Sale during COVID-19) is in place as well.

BUSINESS LICENSE VERIFICATIONS

Annual Business License verification walkthrough procedure began in late 2018 which resulted in a dramatic improvement of paid business license taxes and fees benefiting both the BID as well as the city bringing businesses into compliance (see Fiscal Year breakdown below of BID fees collected – data provided from city business license department). The BID will continue to execute this, and expects similar revenue in 2022.

FY 16-17 = \$74,943

FY 17-18 = \$76,491

FY 18-19 = \$78,945

FY 19-20 = \$87,494

FY 20-21 = \$75,650

PROJECTS/GOALS ANTICIPATED FOR FISCAL YEAR 2021

- Working with Chief Kauffman to create a cohesive plan to identify, seek grants for, and install retractable bollards in the Riviera Village with a phased approach.
- Working with City Staff and the Coastal Commission to present a scope & vision for permanentizing the positive benefits of the parklet program in some manner, while mitigating the parking effects it has had.
- 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 to continue vetting possible solutions to the short-term and long-term parking challenges within the Village.
- Putting a distinct and focused effort on a cohesive, well-marketed events calendar in the Riviera Village area, that serves the community while bringing business to the retail and restaurant members of the RVA

FINANCIAL REPORTS

Exhibit A: 2021 RVA BID Summary of Projected Budget

Exhibit B: 2021 RVA BID Summary of year-to Date Budget

Exhibit C: RVA BID Financial Reports

EXHIBIT A

2022 Riviera Village Association BID Projected Operating Budget for Calendar Year 2022

REVENUE

BID Income	\$75,000
Farmers Market	\$13,862
Surplus from 2021	<u>\$50,000</u>
Total	\$138,862

EXPENSES

Administrative	\$13,886	(10%)
Marketing	\$48,601	(35%)
Advertising	\$6,943	(5%)
Beautification & Maintenance	<u>\$69,431</u>	(50%)
Total	\$138,862	(100%)

EXHIBIT B

2021 Riviera Village Association BID Summary of RVA 2021 YTD Budget

REVENUE

BID Income	\$63,060
Farmers Market	\$13,862
Grant Revenue	\$15,000
Parklet Income	<u>\$216,900</u>
Total	\$308,823

EXPENSES

Administrative	\$13,547	(4%)
Marketing	\$14,350	(5%)
Advertising	\$4,800	(2%)
Beautification & Maintenance	<u>\$101,410</u>	(33%)
Total	\$134,107	

Estimated Carry Over from 2021	\$50,000
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Exhibit C
Riviera Village Association

Profit and Loss
January 1 - October 12, 2021

	TOTAL
Income	
BID Income	63,060.60
Farmers Market	13,862.44
Grant Revenue	15,000.00
Income	0.00
Parklet Reimbursement Income	216,900.00
Unapplied Cash Payment Income	0.00
Total Income	\$308,823.04
GROSS PROFIT	\$308,823.04
Expenses	
Administrative Expenses	13,547.35
Advertising	4,800.00
Marketing	14,349.85
RVA BID Activities	101,409.91
Unapplied Cash Bill Payment Expense	0.00
Total Expenses	\$134,107.11
NET OPERATING INCOME	\$174,715.93
NET INCOME	\$174,715.93

Riviera Village Association

Balance Sheet

As of October 12, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Bill.com Money Out Clearing	0.00
Manage RVA BID Funds	0.00
Opus Bank - RVA - 6543	0.00
Opus Bank - RVA BID - 2990	197,887.24
Petty Cash	0.00
Wells Fargo - 0288-864036	0.00
Total Bank Accounts	\$197,887.24
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	\$197,887.24
Other Assets	
Loan Receivable	0.00
RVA BID	0.00
Total Loan Receivable	0.00
Total Other Assets	\$0.00
TOTAL ASSETS	\$197,887.24
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Loan Payable	0.00
RVA BID	0.00
Total Loan Payable	0.00
Other Liabilities	0.00
State Board of Equalization Payable	
Sales Tax Payable	0.00
Total State Board of Equalization Payable	0.00
Total Other Current Liabilities	\$0.00
Total Current Liabilities	\$0.00
Total Liabilities	\$0.00
Equity	
Retained Earnings	141,600.65
Suspense Account	0.00

Riviera Village Association

Balance Sheet

As of October 12, 2021

	TOTAL
Net Income	56,286.59
Total Equity	\$197,887.24
TOTAL LIABILITIES AND EQUITY	\$197,887.24

Riviera Village Association
Check Detail
July 1 - October 11, 2021

	Date	Transaction Type	Num	Name	Memo/Description	Amount
Bill.com Money Out Clearing	07/02/2021	Bill Payment (Check)		Enthusiast Inc	Inv #38286	-550.00
						-550.00
	07/07/2021	Bill Payment (Check)		Kathleen Fisher	Inv #6-2021-RivV-katisme	-1,066.00
						-1,066.00
	07/07/2021	Bill Payment (Check)		Kathleen Fisher	Inv #0820243	-109.45
						-109.45
	07/08/2021	Bill Payment (Check)		Kathleen Fisher	Inv #6-2021-RivV-katsme2	-600.00
						-600.00
	07/13/2021	Bill Payment (Check)		Path To Clean	Inv #202144	-2,862.81
						-2,862.81
	07/20/2021	Bill Payment (Check)		Lisa's Garden Therapy	Inv #3759	-1,050.00
						-1,050.00
	08/05/2021	Bill Payment (Check)		A Chessmore Design	Inv #RIVIER-0022	-360.00
						-360.00
	08/05/2021	Bill Payment (Check)		Kathleen Fisher	Multiple invoices	-1,599.58
						-1,599.58
	08/12/2021	Bill Payment (Check)		Path To Clean	Inv #202143	-2,862.81
						-2,862.81
	08/12/2021	Bill Payment (Check)		Three Trees Consulting, Financial and Accounting Solutions	Inv #RVA04302021Bill.com	-75.00
						-75.00
	08/12/2021	Bill Payment (Check)		Three Trees Consulting, Financial and Accounting Solutions	Multiple invoices	-1,011.25
						-1,011.25
	08/19/2021	Bill Payment (Check)		Sanford Ventures	Inv #V55 - Revised w Disc-- bill.com Check Number: 201062154	-10,000.00
						-10,000.00
	08/19/2021	Bill Payment (Check)		Salt Media Co	Inv #39-- bill.com Check Number: 201061537	-1,600.00
						-1,600.00
	08/19/2021	Bill Payment (Check)		Ralph Russomano	Inv ##IMAD4766D791	-2,840.00
						-2,840.00
	08/26/2021	Bill Payment (Check)		Lisa's Garden Therapy	Inv #3867	-1,050.00
						-1,050.00
	09/08/2021	Bill Payment (Check)		Pacific Traffic Control	Inv #25196-1	-12,396.78
						-12,396.78
	09/13/2021	Bill Payment (Check)		Pacific Traffic Control	Inv #25196-1B	-12,396.79

-12,396.79

09/14/2021	Bill Payment (Check)	Kathleen Fisher	Multiple invoices	-1,311.12
				-1,311.12
09/23/2021	Bill Payment (Check)	Ecolab Pest Elimination	Acct # RIV0048-001 - Inv #5344703	-1,650.00
				-1,650.00
09/28/2021	Bill Payment (Check)	Lisa's Garden Therapy	Inv #3923	-1,050.00
				-1,050.00
10/05/2021	Bill Payment (Check)	Path To Clean	Inv #202166	-2,862.81
				-2,862.81
10/05/2021	Bill Payment (Check)	Kathleen Fisher	Inv #9-2021-RivV-katisme	-600.00
				-600.00
10/07/2021	Bill Payment (Check)	Path To Clean	Inv #202183	-2,862.81
				-2,862.81

Opus Bank - RVA BID - 2990

07/02/2021	Expense	EXP070221 Pike Properties	Storage - July STORAGE - July	-299.00 299.00
07/06/2021	Expense	EXP070621 Google	Google Monthly Fee - July Google Monthly Fee - July	-12.00 12.00
07/11/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily. System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-90.25 90.25
07/12/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily. System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-32.00 32.00
07/13/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily. System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-43.75 43.75
07/16/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily. System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-10.00 10.00
07/26/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily. System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-43.75 43.75
07/27/2021	Expense	Intuit	Intuit Software Monthly Fee - June Intuit Software Fees - July	-40.00 40.00

08/03/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-43.75
			System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	43.75
08/04/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-141.25
			System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	141.25
08/06/2021	Expense	EXP080621 Google	Google Apps	-18.95
			Google Apps	18.95
08/09/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-10.00
			System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	10.00
08/10/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-43.75
			System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	43.75
08/11/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-10.00
			System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	10.00
08/17/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-36.50
			System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	36.50
08/18/2021	Expense	EXP081821 Google	Voided - Google Monthly Fee - Aug	0.00
			Google Monthly Fee - August	0.00
08/18/2021	Expense	EXP081821 Pike Properties	Storage - Aug	-299.00
			STORAGE - Aug	299.00
08/27/2021	Expense	EXP082721 Intuit	Intuit Software Fee	-50.00
			Intuit Software Fees	50.00
08/29/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-87.50
			System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	87.50
09/02/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-43.75
			System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	43.75

09/06/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-43.75
			System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	43.75
09/07/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-56.50
			System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	56.50
09/08/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-87.50
			System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	87.50
09/13/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-43.75
			System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	43.75
09/17/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-22.00
			System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	22.00
09/19/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-43.75
			System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	43.75
09/20/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-43.75
			System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	43.75
09/21/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-43.75
			System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	43.75
09/23/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-43.75
			System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	43.75
09/24/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-43.75
			System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	43.75
09/29/2021	Expense	EXP092921 Pike Properties	Storage - Sept	-299.00
			STORAGE - Sept	299.00
09/29/2021	Expense	92921 Intuit	Intuit Software Fee	-50.00

			Intuit Software Fees	50.00
10/01/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-185.00
			System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	185.00
10/07/2021	Expense	QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	-42.75
			System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	42.75

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