BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE OF MONTEREY PARK
AGENDA

SPECIAL MEETING

THURSDAY
September 30, 2021
4:00 P.M.

MISSION STATEMENT
The mission of the City of Monterey Park is to provide excellent services to enhance the quality of life for our entire community.

EXECUTIVE ORDER NO. N-29-20

These meetings will be conducted pursuant to Section 3 of Executive Order No. N-29-20 issued by Governor Newsom on March 17, 2020.

Accordingly, the Committee Chair and Committee Members will be provided with a meeting login number and conference call number; they will not be physically present at City Hall, 2nd Floor, Room 251 located at 320 W. Newmark Avenue, Monterey Park, CA 91754.

Pursuant to the Governor's order, the public may provide public comment utilizing the methods set forth below.

Note that City Hall is currently closed to the public. You will not be admitted to City Hall.

GENERAL INFORMATION

Documents related to an Agenda item are available to the public in the **Economic Development Department** located at 320 West Newmark Avenue, Monterey Park, CA 91754, during normal business hours and the City's website at http://www.montereypark.ca.gov/AgendaCenter.

PUBLIC PARTICIPATION

In accordance with Executive Order No. N-29-20 and guidance from the California Department of Public Health on gatherings, remote public participation is allowed in the following ways:

Via Email

Public comment will be accepted up to 24 hours before the meeting via email to EconDev@montereypark.ca.gov and, when feasible, read into the record during public comment. Written communications are limited to not more than 50 words.

Via Telephone

Public comments may be submitted via telephone during the meeting, before the close of public comment, by calling (888) 788-0099 or (877) 853-5247 and entering Zoom Meeting ID: 862 8121 5024 then press pound (#). When prompted to enter participation ID number press pound (#) again. If participants would like to make a public comment they will enter "*9" then the Economic Development Department office will be notified, and you will be in the rotation to make a public comment. Participants are encouraged to join the meeting 15 minutes before the start of the meeting. You may speak up to 5 minutes on Agenda item. Speakers will not be allowed to combine time. The Committee Chair and Committee Members may change the amount of time allowed for speakers. As part of the virtual meeting protocols, anonymous persons will not be allowed to provide public comment.

Important Disclaimer

When a participant calls in to join the meeting, their name and/or phone number will be visible to all participants. Note that all public meetings will be recorded.

Per the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call City Hall at Economic Development Department at (626) 307-1385 for reasonable accommodation at least 24 hours before a meeting. Council Chambers are wheelchair accessible.

CALL TO ORDER **Interim Chairperson**

ROLL CALL **Gene Jeng, Jessy Li, Josephine Louie, and Elizabeth Yang.**

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

PUBLIC COMMUNICATIONS (Related to Items NOT on the Agenda). While all comments are welcome, the Brown Act does not allow the Committee to act on any item not on the agenda. The Committee may briefly respond to comments after Public Communications is closed. Persons may, in addition to any other matter within the Committee's subject-matter jurisdiction, comment on Agenda Items at this time. If you provide public comment on a specific Agenda item at this time, however, you cannot later provide comments at the time the Agenda Item is considered.

ORAL AND WRITTEN COMMUNICATIONS

[1.] PRESENTATIONS –

1-A. OATH OF OFFICE FOR THE NEW COMMISSION MEMBER, MS. ELIZABETH YANG, ADMINISTERED BY CITY CLERK, VINCENT CHANG

1-B. INTRODUCTION OF NEW ECONOMIC DEVELOPMENT SPECIALIST, MS. KAREN KO

1-C. OVERVIEW OF THE NEW CITY OF MONTEREY PARK SHOP LOCAL PROGRAM APP DESIGNED TO REVITALIZE THE LOCAL ECONOMY

[2.] CITY OF MONTEREY PARK - CONSENT CALENDAR – None

[3.] PUBLIC HEARING – None

[4.] OLD BUSINESS – None

[5.] NEW BUSINESS

5-A. REVIEW THE 2021 ANNUAL REPORT AND BUDGET – BUSINESS IMPROVEMENT DISTRICT NO.1

It is recommended that the Business Improvement District Advisory Committee:

(1) Review and approve the 2021 Annual Report for Business Improvement District No.1. BID Members will have an opportunity to review the 2021 Annual Report with the BIDAC and make final revisions to programs or the budget at the annual Member-At-Large Meeting to be held on October 7, 2021.

(2) Take such additional, related action that may be desirable.

[6.] FUTURE AGENDA ITEMS - None

ADJOURN

BIDAC Staff Report

DATE: September 30, 2021

AGENDA ITEM NO: 5-A

TO: Business Improvement District Advisory Committee

FROM: Joseph Torres, Economic Development Manager

SUBJECT: Review and approval of the 2021 Annual Report for Business Improvement District No. 1.

RECOMMENDATION:

It is recommended that the BIDAC:

1. Review and approve the 2021 Annual Report and incorporate any necessary changes;
2. Direct staff to take 2021 Annual Report to the City Council; and
3. Take such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

Business lmprovement Districts are required to produce and annual report that addresses the expenditures for the year of the report and program activities and the fee schedule, programs activities, and budget for the upcoming year. In addition a map showing the boundaries of the assessed area is to be incorporated in the report.

BACKGROUND:

The annual report includes a summary of accomplishments for 2021 and the anticipated expenditures for the year. In addition, the 2022 budget and programs, and BID area map are included within the report. The major expenditure was the installation of Holiday decorations for Garvey Avenue and janitorial services for the downtown area. New janitorial services were contracted to provide street maintenance at a cost savings of 74% year-over-year.

FISCAL IMPACT:

All costs related to Business lmprovement District No. 1 come from the BID assessments and not the general fund.

Respectfully submitted by:

Joseph Torres
Economic Development Manager

Prepared by:

Karen Ko
Economic Development Specialist

ATTACHMENT

1. 2021 Annual Report

ATTACHMENT 1
2021 BID Annual Report

CITY OF MONTEREY PARK

BUSINESS IMPROVEMENT DISTRICT NO. 1

2021 ANNUAL REPORT

JANUARY 2021 - DECEMBER 2021

DOWNTOWN MONTEREY PARK
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

Gene Jeng
Jessy Li
Josephine Louie
Elizabeth Yang
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 2020 for the promotion or enhancement of the BID area and its businesses.

Holiday Promotion
Holiday decorations will be installed and displayed along Garvey Avenue and the medians to provide a bright seasonal atmosphere for shoppers in the downtown BID.

Janitorial Services
Chrysalis Enterprises continued to perform janitorial services for the BID area until their contract was terminated on November 31, 2020, to offset growing cost. Effective December 1, 2020, through December 31, 2021, the BID janitorial services was added to the City's contract with Valley Maintenance Corporation, providing the BID area with janitorial services four days a week at a significant cost savings of 64% year-over-year.

BUDGET

2021 Program Year
The Annual Report contains a budget for the BID for the period of January 1, 2021 – December 31, 2021, tied to programs and activities scheduled during the calendar year.

The City received approximately $66,836.60 in revenue from the BID for calendar year 2021. Exhibit “B” reflects the estimated expenditures for calendar year 2021; and Exhibit “C” reflects the BID’s Annual Program Budget for calendar year 2022.

GOALS for 2022

This section of the Annual Report shows the programs or activities intended for 2022.

- Continue to work with the Downtown Garvey - Garfield businesses on ways they can assist in keeping the area attractive.
- Continue Valley Maintenance Corporation janitorial services at a reduced cost for the BID area.
- Install holiday decorations along Garvey Avenue, then remove and place in storage.
- Work with the City to provide workshops and other business assistance activities for businesses in the BID area.
- Support city projects that benefit the BID area such as discussions on the need for assisting businesses in the downtown area post-pandemic, signage, and maintenance.

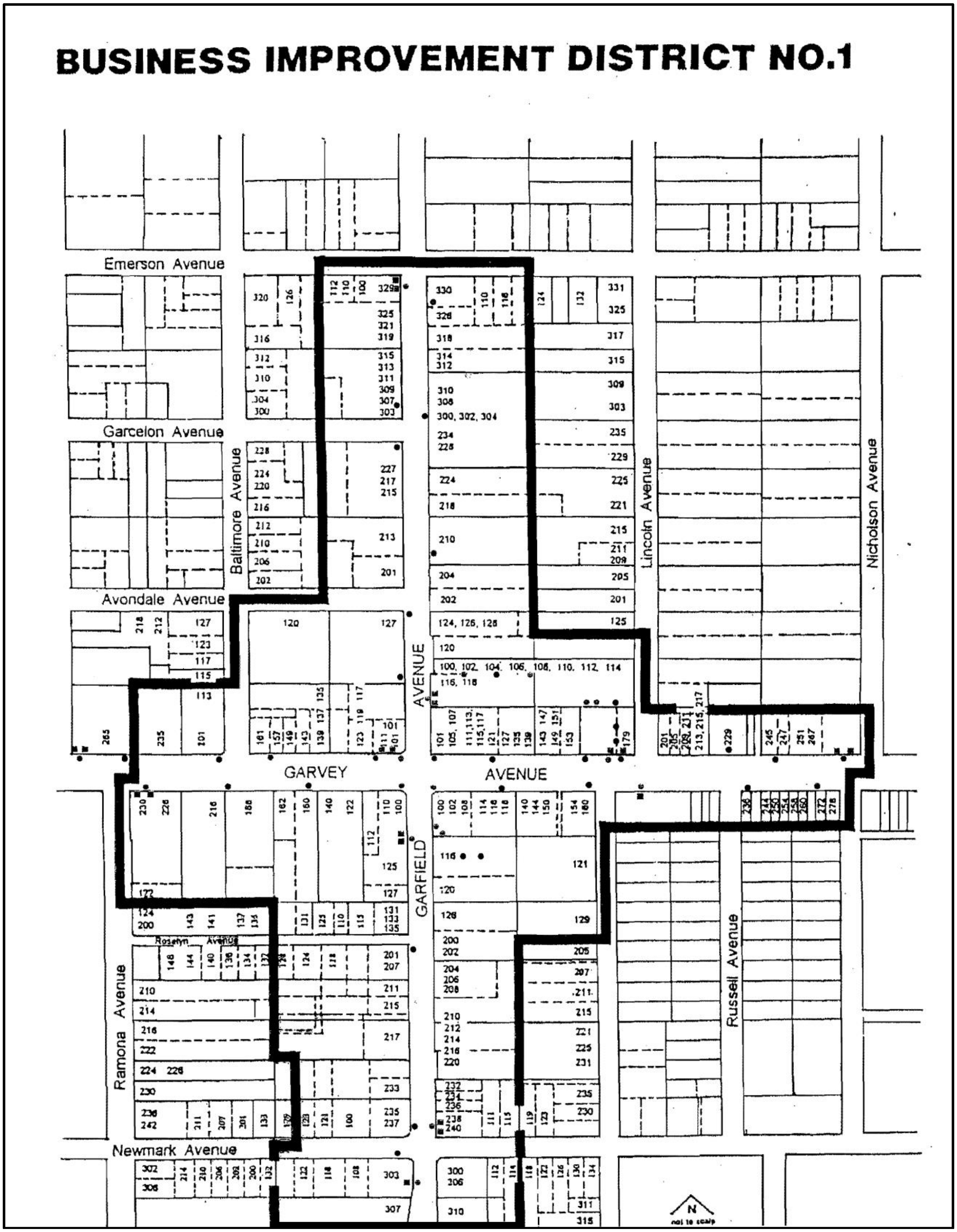
2020, 2019, 2018 Program Years

While developing the 2021 Annual Report, it was brought to staff’s attention that there is a possibility that the annual budgets for the 2020, 2019, and 2018 Program Years may not have had approval from Council due to a combination of staff turnovers and the unprecedented demands, disruptions, and priorities brought on by the COVID-19 pandemic. Therefore, as an over-abundance of caution, we are including the 2020, 2019, and 2018 Annual Budgets in this report as additional Exhibits for Council’s retroactive approval.

Exhibits:

A: BID Area Map
B: 2021 Expenditures
C: 2022 Estimated Budget
D: 2022 New BID Fee Schedule
E: 2020 Expenditures
F: 2021 Estimated Budget
G: 2021 BID Fee Schedule
H: 2019 Estimated Expenditures
I: 2020 Estimated Budget
J: 2020 BID Fee Schedule
K: 2018 Estimated Expenditures
L: 2019 Estimated Budget
M: 2019 BID Fee Schedule

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

2021 Expenditures

Budget Item		Description		2020 Expenditures
Administration		Postage		$ 300.00
		Business Cards		$225.00
		Translation Services		$600.00
		Office Supplies		$300.00
Holiday Decoration		Holiday lighting - electrical cost		$600.00
		Holiday light storage & installation		$5,577.00
Trash Receptacles		Liners		$200.00
Landscaping		Additional planting supplies		$1,000.00
Custodial Contract		Maintenance of the BID area		$21,840.00
		Pressure Washing		$7,360.00

TOTAL: **$38,002.00**

Actual Revenues for 2021:	$66,836.60
Reserves as of 9/29/2021	$136,579.76

EXHIBIT "C"

Business Improvement District No. 1 - 2022 Estimated Budget				
Budget Item		**Description**		**2022 Estimated Budget**
Administration		Postage		$600.00
		Business Cards		$225.00
		Translation Services		$1,200.00
		Office Supplies		$300.00
Street Banners		20 Large Banners 30" x 96"		$3,380.00
		34 Small Banners		$3,740.00
		1 Across the Street Banner		$1,400.00
		Single & Double Brackets		$6,912.00
Holiday Decoration		Holiday light bulb replacement		$500.00
		Edison		$625.00
		Holiday light storage & installation		$5,577.00
Trash Receptacles		Additional liners & lids		$200.00
Landscaping		Additional planting supplies		$1,000.00
Custodial Contract		Maintenance of the BID area		$21,840.00
		Pressure Washing		$7,360.00
		TOTAL:		**$54,859.00**
Estimated Revenues for 2022:		$75,000.00		
Reserves as of 9/29/2021		$136,579.76		

EXHIBIT "D"

2022 New BID Fee Schedule

Business Type	Fee	Employee/Seat	Formula
Retail	$105.17	$13.52	
Service (Includes Financial)	$105.17	$13.52	
Restaurant			
Without ABC	$105.17	$ 6.57	(1)
With ABC	$105.17	$ 7.87	(2)
Professional (inc. Insurance)	$105.17	$13.52	
Theater	$105.17		
Wholesale	$105.17		
Manufacturing	$105.17		
Contractor	$105.17		
Commercial Rental	$23.00 + .006574 sq. ft.		(3)
Residential Rental	$23.00		(4)
Hotel	$23.00 per unit		
Laundromat	$105.17		
Street Vendors	$105.17		

(1) 20 seats or less, no seat assessment fees. Over 20 seats, $6.57 per seat starting with Seat 21. Eg. For 50 seats, total charge is $105.17 (base fee) + $197.10 (30 seats x $6.57) = $302.27.

(2) 20 seats or less, no seat assessment fees. Over 20 seats, $7.87 per seat starting with Seat 21. Eg. For 50 seats, total charge is $105.17 (base fee) + $236.10 (30 seats x $7.87) = $341.27.

(3) Base fee is $23.00 per unit. For every additional sq. ft. over 2,000; multiply excess by $.006574. Eg. 2,500 sq. ft., total charge is $23.00 + $3.29 (500 sq. ft. x $0.006574) = $26.29 (calculations are rounded up)

(4) If you own 1-3 units, there is no charge. If you own more than 3 units, you pay $23.00 per unit in excess of 3 units. Eg. You own 5 units. You pay $23.00 x 2 (5 units – 3 units) = $46.00

EXHIBIT "E"

Business Improvement District No. 1

2020 Expenditures

Budget Item		Description		2020 Expenditures
Administration		Postage		$ 300.00
		Business Cards		$120.00
		Translation Services		$600.00
		Office Supplies		$300.00
Holiday Decoration		Holiday lighting - electrical cost		$600.00
		Holiday light storage & installation		$5,577.00
Trash Receptacles		Liners		$200.00
Landscaping		Additional planting supplies		$1000.00
Custodial Contract		Maintenance of the BID area		$ 73,000.00

TOTAL: **$81,697.00**

Actual Revenues for 2020: $44,367.38

Reserves as of 12/31/2020 $127,735

EXHIBIT "F"

Business Improvement District No. 1 - 2021 Estimated Budget				
Budget Item		**Description**		**2021 Estimated Budget**
Administration		Postage		$600.00
		Business Cards		$60.00
		Translation Services		$1,200.00
		Office Supplies		$300.00
Holiday Decoration		Holiday light bulb replacement		$500.00
		Edison		$625.00
		Holiday light storage & installation		$5,577.00
Trash Receptacles		Additional liners & lids		$200.00
Landscaping		Additional planting supplies		$1,000.00
Custodial Contract		Maintenance of the BID area		$21,840.00
		Pressure Washing		$7,360.00
		TOTAL:		**$39,262.00**
Estimated Revenues for 2021:		$74,000.00		
Reserves as of 12/31/2020		$109,703		

EXHIBIT “G”

2021 BID Fee Schedule

Business Type	Fee	Employee/Seat	Formula
Retail	$105.17	$13.52	
Service (inc. Financial)	$105.17	$13.52	
Restaurant			
Without ABC	$105.17	$ 6.57	(1)
With ABC	$105.17	$ 7.87	(2)
Professional (inc. Insurance)	$105.17	$13.52	
Theater	$105.17		
Wholesale	$105.17		
Manufacturing	$105.17		
Contractor	$105.17		
Commercial Rental	$23.00 + .006574 sq. ft.		(3)
Residential Rental	$23.00		(4)
Hotel	$23.00 per unit		
Laundromat	$105.17		

(1) 20 seats or less, no seat assessment fees. Over 20 seats, $6.57 per seat starting with Seat 21. Eg. For 50 seats, total charge is $105.17 (base fee) + $197.10 (30 seats x $6.57) = $302.27.

(2) 20 seats or less, no seat assessment fees. Over 20 seats, $7.87 per seat starting with Seat 21. Eg. For 50 seats, total charge is $105.17 (base fee) + $236.10 (30 seats x $7.87) = $341.27.

(3) Base fee is $23.00 per unit. For every additional sq. ft. over 2,000; multiply excess by $.006574. Eg. 2,500 sq. ft., total charge is $23.00 + $3.29 (500 sq. ft. x $0.006574) = $26.29 (calculations are rounded up)

If you own 1-3 units, there is no charge. If you own more than 3 units, you pay $23.00 per unit in excess of 3 units. Eg. You own 5 units. You pay $23.00 x 2 (5 units – 3 units) = $56.00

EXHIBIT "H"

Business Improvement District No. 1

2019 Estimated Expenditures

Budget Item		Description		2019 Estimated Expenditures
Administration		Postage		$500.00
		Translation Services		$400.00
		California Assoc. Membership		$500.00
Holiday Decoration		Holiday lighting - electrical cost		$575.00
		Holiday light storage & installation		$5,577.00
Trash Receptacles		Liners		$200.00
Landscaping		Additional planting supplies		$500.00
Custodial Contract		Maintenance of the BID area		$ 73,000.00

TOTAL: $81,252.00

Estimated Revenues for 2020:	$74,000.00
Reserves as of 10/25/19	$127,735

EXHIBIT "I"

Business Improvement District No. 1 - 2020 Estimated Budget				
Budget Item		**Description**		**2020 Estimated Budget**
Administration		Postage		$300.00
		Business Cards		$60.00
		Translation Services		$600.00
		Office Supplies		$300.00
Holiday Decoration		Holiday light bulb replacement		$500.00
		Edison		$600.00
		Holiday light storage & installation		$5,577.00
Trash Receptacles		Additional liners & lids		$200.00
Landscaping		Additional planting supplies		$1,000.00
Custodial Contract		Maintenance of the BID area		$85,036.34
		TOTAL:		**$94,173.34**
Estimated Revenues for 2020:		$74,000.00		
Reserves as of 10/25/19		$127,735		

EXHIBIT "J"

2020 BID Fee Schedule

Business Type	Fee	Employee/Seat	Formula
Retail	$105.17	$13.52	
Service (inc. Financial)	$105.17	$13.52	
Restaurant			
Without ABC	$105.17	$ 6.57	(1)
With ABC	$105.17	$ 7.87	(2)
Professional (inc. Insurance)	$105.17	$13.52	
Theater	$105.17		
Wholesale	$105.17		
Manufacturing	$105.17		
Contractor	$105.17		
Commercial Rental	$23.00 + .006574 sq. ft.		(3)
Residential Rental	$23.00		(4)
Hotel	$23.00 per unit		
Laundromat	$105.17		

(4) 20 seats or less, no seat assessment fees. Over 20 seats, $6.57 per seat starting with Seat 21. Eg. For 50 seats, total charge is $105.17 (base fee) + $197.10 (30 seats x $6.57) = $302.27.

(5) 20 seats or less, no seat assessment fees. Over 20 seats, $7.87 per seat starting with Seat 21. Eg. For 50 seats, total charge is $105.17 (base fee) + $236.10 (30 seats x $7.87) = $341.27.

(6) Base fee is $23.00 per unit. For every additional sq. ft. over 2,000; multiply excess by $.006574. Eg. 2,500 sq. ft., total charge is $23.00 + $3.29 (500 sq. ft. x $0.006574) = $26.29 (calculations are rounded up)

If you own 1-3 units, there is no charge. If you own more than 3 units, you pay $23.00 per unit in excess of 3 units. Eg. You own 5 units. You pay $23.00 x 2 (5 units – 3 units) = $56.00

EXHIBIT "K"

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: **$55,414.00**

Estimated Revenues for 2018:	$60,375.00
Reserves as of 9/1/18:	$157,100

EXHIBIT "L"

Business Improvement District No. 1 – 2019 Estimated 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 9/1/18	

EXHIBIT “M”

2019 BID Fee Schedule

Business Type	Fee	Employee/Seat	Formula
Retail	$105.17	$13.52	
Service (inc. Financial)	$105.17	$13.52	
Restaurant			
Without ABC	$105.17	$ 6.57	(1)
With ABC	$105.17	$ 7.87	(2)
Professional (inc. Insurance)	$105.17	$13.52	
Theater	$105.17		
Wholesale	$105.17		
Manufacturing	$105.17		
Contractor	$105.17		
Commercial Rental	$23.00 + .006574 sq. ft.		(3)
Residential Rental	$23.00		(4)
Hotel	$23.00 per unit		
Laundromat	$105.17		

(7) 20 seats or less, no seat assessment fees. Over 20 seats, $6.57 per seat starting with Seat 21. Eg. For 50 seats, total charge is $105.17 (base fee) + $197.10 (30 seats x $6.57) = $302.27.

(8) 20 seats or less, no seat assessment fees. Over 20 seats, $7.87 per seat starting with Seat 21. Eg. For 50 seats, total charge is $105.17 (base fee) + $236.10 (30 seats x $7.87) = $341.27.

(9) Base fee is $23.00 per unit. For every additional sq. ft. over 2,000; multiply excess by $.006574. Eg. 2,500 sq. ft., total charge is $23.00 + $3.29 (500 sq. ft. x $0.006574) = $26.29 (calculations are rounded up)

If you own 1-3 units, there is no charge. If you own more than 3 units, you pay $23.00 per unit in excess of 3 units. Eg. You own 5 units. You pay $23.00 x 2 (5 units – 3 units) = $56.00