

**BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
OF MONTEREY PARK
AGENDA**

SPECIAL MEETING

**Monterey Park City Hall
Community Room # 102
320 W. Newmark Avenue
Monterey Park, CA 91754**

**Monday
September 23, 2024
4:00 pm.**

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.

LAND ACKNOWLEDGMENT

We would like to acknowledge that the land we inhabit today was once known as Tovangaar, the home of the Gabrieleño-Tongva people. We show our respect to the Gabrieleño-Tongva people, as well as all Indigenous people, past, present, and future, and honor their labor as original caretakers of this land. We commit to uplifting the Gabrieleño-Tongva people, invite you to acknowledge the history, and join us in caring for this land.

GENERAL INFORMATION

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

PUBLIC PARTICIPATION

You may speak up to 5 minutes on Agenda item. You may combine up to 2 minutes of time with another person's speaking. No person may speak more than a total of 10 minutes. The Commission Chair and Commissioners may change the amount of time allowed for speakers. Written Communication will be accepted up to 2 hours before the special meeting via email to itorres@montereypark.ca.gov or by completing an online form at www.montereypark.ca.gov/CBC_comm

Per the Americans with Disabilities Act, if you need special assistance to participate in this meeting please call City Hall at (626) 307-1359 for reasonable accommodation at least 24 hours before a meeting. Council Chambers are wheelchair accessible.

CALL TO ORDER

Elizabeth Yang, Chairperson

ROLL CALL

Gene Jeng, Jessy Li, Josephine Louie, Zhen Wu, and Elizabeth Yang.

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

PUBLIC COMMUNICATIONS:

While all comments are welcome, the Brown Act does not allow the Commission/Board to take action on any item not on the agenda. The Commission/Board may briefly respond to comments after Public Communications is closed. Persons may, in addition to any other matter within the Commission/Board'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.] PRESENTATION

1-A Introductions of Open Rewards by Bluedot

[2.] CITY OF MONTEREY PARK - CONSENT CALENDAR

2-A APPROVAL OF MINUTES

It is recommended that the Business Improvement District Advisory Committee consider:

- (1) Approving the Minutes of the September 16, 2024, Special Meeting; and
- (2) Taking such additional, related action that may be desirable.

[3.] PUBLIC HEARING - NONE

[4.] OLD BUSINESS

4-A TASTE OF DOWNTOWN MONTEREY PARK MONTH PROMOTION FOR NOVEMBER 2024 IMPLEMENTATION

It is recommended that the Business Improvement District Advisory Committee consider:

- (1) Funding and implementing a “**Taste of Downtown Monterey Park Month**” program in November and December 2024 to stimulate more economic activity and foot traffic in the Downtown Business Improvement District (BID).
- (2) Taking such additional, related action that may be desirable.

[5.] NEW BUSINESS

5-A REVIEW AND APPROVE THE 2024 ANNUAL REPORT AND 2025 BUDGET FOR THE BUSINESS IMPROVEMENT DISTRICT NO. 1

It is recommended that the Business Improvement District Advisory Committee consider:

- (1) Reviewing and approving the 2024 Annual Report and 2025 Budget for Business Improvement District (BID) No. 1.
- (2) Taking such additional, related action that may be desirable.

[6.] COMMITTEE COMMUNICATIONS

[7.] FUTURE AGENDA ITEMS

[8.] ADJOURN



BIDAC Staff Report

DATE: September 16, 2024

AGENDA ITEM NO: 2-A

TO: Business Improvement District Advisory Committee
FROM: Joseph Torres, Economic Development Manager
SUBJECT: Approval of Minutes

RECOMMENDATION:

It is recommended that the BIDAC consider:

1. Approving the minutes of the September 16, 2024, Special Meeting; and
2. Taking such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

None

BACKGROUND:

None

FISCAL IMPACT:

None

Respectfully submitted by:

A handwritten signature in black ink, appearing to read "Joseph Torres".

Joseph Torres
Economic Development Manager

Prepared by:

A handwritten signature in black ink, appearing to read "Janice Huang".

Janice Huang
Economic Development Specialist

ATTACHMENTS

1. Minutes of September 16, 2024, Special Meeting

ATTACHMENT 1
Minutes of September 16, 2024, Special Meeting

**MINUTES
BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE OF
MONTEREY PARK
Special Meeting
September 16, 2024**

The Business Improvement District Advisory Committee (BIDAC) of the City of Monterey Park held a Special Meeting at Monterey Park City Hall, located at 320 W. Newmark Avenue, Community Room #102, Monterey Park, CA 91754, on June 11, 2024, at 4:00 p.m.

CALL TO ORDER:

Chairperson Elizabeth Yang called the meeting to order at 4:03 p.m.

ROLL CALL:

Economic Development Specialist Janice Huang called roll:

PRESENT: Elizabeth Yang, Josephine Louie, Gene Jeng, and Zhen Wu

ALSO PRESENT: Economic Development Manager Joseph Torres

ABSENT: Jessy Li

AGENDA ADDITIONS, DELETIONS, CHANGES, AND ADOPTIONS:

Economic Development Manager Joseph Torres presented an overview of the forthcoming 2024 Annual Report and Budget for Business Improvement District No. 1. BIDAC members reached a consensus to keep the budget unchanged, resulting in no increases. An updated report will be available for review at the next meeting.

ORAL AND WRITTEN COMMUNICATIONS

1. PRESENTATIONS - NONE

2. CITY OF MONTEREY PARK - CONSENT CALENDAR

2-A. APPROVAL OF MINUTES

Action Taken: The Business Improvement District Advisory Committee approved the September 16, 2024, Special Meeting.

Motion: Motioned by Committee Member Jeng, and seconded by Committee Member Louie, the motion was carried by the following vote:

Ayes: Committee Member: Yang, Louie, Jeng, and Wu
Noes: Committee Member: None
Absent: Committee Member: Li
Abstain: Committee Member: None

3. PUBLIC HEARING – None

4. OLD BUSINESS - None

5. NEW BUSINESS

5-A. TASTE OF DOWNTOWN MONTEREY PARK MONTH PROMOTION FOR NOVEMBER 2024 IMPLEMENTATION

It is recommended that the Business Improvement District Advisory Committee consider:

(1) Funding and implementing a “Taste of Downtown Monterey Park Month” program in November and December 2024 to stimulate more economic activity and foot traffic in the Downtown Business Improvement District (BID).

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

Economic Development Manager Joseph Torres proposed the "Taste of Downtown Monterey Park Month" program to invigorate the Downtown Business Improvement District (BID) by encouraging residents and visitors to dine at local restaurants. Tentatively scheduled for November 2024, the initiative will offer a 10% cashback reward on dining purchases made at BID establishments, with rewards redeemable until December 2024. Utilizing Bludot Technologies' Open Rewards platform, the program aims to boost economic activity and foot traffic while providing an easy, smartphone-based solution for both customers and businesses, requiring minimal administrative effort from participating restaurants.

BIDAC members expressed strong support for the program and raised several questions, requesting a demonstration from Bludot to better understand how the program works before approval.

City staff will arrange a Special Meeting soon to facilitate this demo of the Open Rewards system. Once BIDAC approves the program, staff will proceed with promotional efforts. The initiative is designed to maximize community engagement without disrupting restaurant operations, as it supports all payment methods and eliminates the need for manual tracking, ultimately aiming for a significant return on investment and a vibrant dining culture in Downtown Monterey Park.

6. COMMITTEE COMMUNICATIONS – None

7. FUTURE AGENDA ITEMS

Economic Development Manager Joseph Torres reminds BIDAC that a Special Meeting will need to be called later this month to finalize the Taste of Downtown Monterey Park Month and the 2024 Annual Report and Budget for Business Improvement District No. 1.

8. ADJOURNMENT

The meeting adjourned at 4:54 p.m.



BIDAC Staff Report

DATE: September 23, 2024

AGENDA ITEM NO: 4-A

TO: Business Improvement District Advisory Committee
FROM: Joseph Torres, Economic Development Manager
SUBJECT: Taste of Downtown Monterey Park Month Promotion November 2024

RECOMMENDATION:

It is recommended that the BIDAC consider:

1. Approving the "Taste of Downtown Monterey Park Month" program for implementation in November 2024 with award redemptions good until December 2024 to stimulate economic activity and foot traffic in the Downtown Business Improvement District (BID).
2. Allocating \$8,500 from the 2024 BID Promotion Budget to fund the program.
3. Taking such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

The proposed "Taste of Downtown Monterey Park Month" program aims to revitalize the Downtown BID by incentivizing residents and visitors to dine at BID restaurants. The program will use Bludot Technologies' Open Rewards platform, a turn-key, smartphone-based solution that offers a seamless experience for businesses and customers. By providing a 10% cashback reward on dining purchases within the BID, the program is expected to boost local spending, encourage repeat business, and foster community engagement.

BACKGROUND:

The Downtown BID has faced challenges recently, including decreased foot traffic and economic activity. The "Taste of Downtown" program presents a proactive approach to addressing these challenges by directly stimulating spending at local restaurants. Bludot's Open Rewards platform offers an efficient and cost-effective solution that requires minimal administrative overhead and provides valuable data insights. The platform's smartphone-based nature ensures a streamlined experience for all involved, from customers earning and redeeming rewards to businesses tracking their participation.

Program Details:

- **Duration:** Two months: Credits may only be earned during November 2024. Credits may only be redeemed during November and December 2024.
- **Target Audience:** Residents and visitors of Monterey Park.

- **Rewards Structure:** 10% cashback on spending at any BID restaurant, redeemable only at BID restaurants.
- **Platform:** Bludot Technologies' Open Rewards (smartphone-based, seamless integration, accepts all payment methods, including credit cards, debit cards, and cash).
- **Program Cost:** \$8,500 from the 2024 BID Promotion Budget (covers \$990 software license, \$500 marketing & promotion, and \$7,000 rewards redemption fund).

Program Benefits:

- **No Action Required by Restaurants:** Businesses do not need to sign up, train staff, or alter operations. The program works automatically with no disruption to normal business operations.
- **Universal Payment Support:** The platform supports all payment methods: credit card, debit card, and cash. This ensures the program is accessible to every community member.
- **Zero Administrative Overhead:** The app eliminates the need for manual tracking of receipts or in-person promotions. Businesses and staff don't need time or resources to manage the program.
- **Real-Time Data Dashboard:** Bludot provides a data dashboard that tracks key metrics, such as where consumers are dining, earning, redeeming credits, and the total impact of the program. This transparency allows for data-driven decision-making.
- **Promotion & Marketing Support:** To minimize cost, Economic Development staff will use a targeted, digital-only marketing campaign using all communication channels. Bludot will create a branded landing website page for the program, ensuring consistent and professional promotion throughout the community.
- **High Return on Investment:** Bludot estimates a 20X ROI for every \$1 invested. This maximizes the value of the BID's promotional funds, creating a significant economic impact with minimal cost.

FISCAL IMPACT:

The program's total cost of \$8,500 is covered by the allocated Promotion Budget from the 2024 BID Budget.

Respectfully prepared and submitted
by:



Joseph Torres
Economic Development Manager



BIDAC Staff Report

DATE: September 23, 2024

AGENDA ITEM NO: 5-A

TO: Business Improvement District Advisory Committee
FROM: Joseph Torres, Economic Development Manager
SUBJECT: Reviewing and Approving the Business Improvement District (BID) 2024 Annual Report and 2025 Budget

RECOMMENDATION:

It is recommended that the Business Improvement District Advisory Committee (BID) consider:

- (1) Reviewing and approving the 2024 Annual Report and 2025 Budget for Business Improvement District (BID) No. 1.
- (2) Taking such additional, related action that may be desirable.

EXECUTIVE SUMMARY:

California law requires the BID to file an annual report with the City Clerk summarizing its activities and expenditures for the past year and proposing its budget for the upcoming year. The BID Advisory Committee is not seeking an increase in assessments for the 2025 program year to help the businesses in the BID weather the financial burdens brought on by the prevailing economic conditions.

Annual revenue and expenditures may be found within the 2024 Annual Report attached as Attachment 2 or at the City Clerk's office where it is available for viewing.

BACKGROUND:

The Business Improvement District Advisory Committee (BIDAC) is the advisory board to the City Council, entrusted with providing it with feedback on the needs of the businesses within the BID. In addition, it is responsible for providing an annual report to the City Council. The BID was originally managed by an independent business association but was later replaced by the City Council with a City committee consisting of business owners within the assessed area.

In accordance with BID law, the BIDAC is submitting to the City Council its 2024 Annual Report for Business Improvement District No. 1 that identifies activities and expenditures

during the 2024 Program Year and describes the proposed programs and budget for the upcoming 2025 Program year. The 2024 Annual Report also reflects the 2025 fee schedule recommended by the BIDAC and is the amount needed to bring annual revenue to a level that covers the 2025 annual expenditures. This fee schedule is the same as in program year 2024.

FISCAL IMPACT:

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

Respectfully prepared and submitted
by:



Joseph Torres
Economic Development Manager

ATTACHMENTS

1. 2024 BID Annual Report

ATTACHMENT 1
2024 BID Annual Report

CITY OF MONTEREY PARK

BUSINESS IMPROVEMENT DISTRICT NO. 1

2024 ANNUAL REPORT



JANUARY 2024 – DECEMBER 2024

DOWNTOWN Garvey – Garfield



VISION STATEMENT

The Downtown Business Improvement District (BID) No. 1 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.

BID Board Members:

Elizabeth Yang, Chairperson
Gene Jeng, Vice Chair
Josephine Louie
Jesse Li
Zhen Wu

OVERVIEW

The Business Improvement District Advisory Committee (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 Committee also researches and plans innovative ways to promote businesses and maintain the goals and budget outlined in the Annual Report.

HISTORY

Comprised of approximately 343 small businesses, the Monterey Park Business Improvement District No. 1 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 and the Downtown Merchants Association (DMA) under 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 are used for the betterment of the BID businesses and the BID area.

The BIDAC comprises 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, before the following year's assessments.

ACCOMPLISHMENTS

This section of the Annual Report reflects the activities during 2024 to promote or enhance the BID area and its businesses.

Holiday Promotion

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

Janitorial Services

Valley Maintenance Corporation, taking over Chrysalis Corporation in December 2020, continues to perform the janitorial services in the BID area four days a week at a significantly reduced rate. In 2023, the City added the cleaning of the Downtown parking lot on Garvey and Garfield to the Valley Maintenance contract with the same significantly reduced rate.

Taste of Downtown Monterey Park Promotion

The Taste of Downtown Monterey Park promotion in November & December 2024 to boost foot traffic and stimulate economic activity for BID businesses.

BUDGET

2025 Program Year

The Annual Report contains an estimated budget for the BID for January 1, 2025, to December 31, 2025, and is tied to programs and activities scheduled during the calendar year.

The City budgeted approximately \$59,147 in revenue from the BID for the calendar year 2024. Exhibit B reflects the actual expenditures for the calendar year 2024, and Exhibit D reflects the BID's Estimated Annual Program Budget for the calendar year 2025.

GOALS for 2025

This section of the Annual Report shows the programs or activities intended for 2025.

- Continue to work with the Downtown BID businesses on ways they can assist in keeping the area attractive.
- Continue paying for janitorial services for the BID area.
- Install holiday decorations along Garvey Avenue, remove them, and place them in storage.
- Work with the City to provide resources, 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 a parking structure in the downtown, wayfinding signage, and maintenance; identify ways to promote businesses in the BID, such as the Taste of Downtown Monterey Park.

Exhibits:

- A: BID Area Map
- B: 2024 Estimated Budget
- C: 2024 Actual Expenditures
- D: 2025 Estimated Budget
- E: 2025 Fee Schedule

EXHIBIT A

BUSINESS IMPROVEMENT DISTRICT NO. 1 MAP



EXHIBIT B

Business Improvement District No. 1

2024 Estimated Budget

Budget Item	Description	2024 Est. Expenditures
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	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
TOTAL EST. EXPENDITURES:		\$54,859.00

EXHIBIT C

Business Improvement District No. 1

2024 Actual Expenditures

Budget Item	Description	2023 Actual Expenses
Administration	Postage	\$0.00
	Business Cards	\$0.00
	Translation Services	\$0.00
	Office Supplies	\$0.00
Holiday Decoration	Holiday light bulb replacements	\$500.00
	Holiday light storage & installation	\$6,000.00
Trash Receptacles	Additional liners & lids	\$200.00
Landscaping	Additional planting supplies	\$1,000.00
Custodial Contract	Maintenance of the BID area	\$23,322.00
	Pressure Washing	\$7,360.00
	TOTAL EXPENDITURES:	\$38,382.00
Revenue as of 08/2023		\$58,000.00
Reserves as of 09/2023		\$204,068.00

EXHIBIT D

Business Improvement District No. 1

2025 Estimated Budget

Budget Item	Description	2024 Estimated Budget
Administration	Postage	\$400.00
	Business Cards	\$150.00
	Office Supplies	\$300.00
BID Promotion	Incentives, marketing, & promotions	\$12,860.00
Holiday Decoration	Holiday light bulb replacements	\$500.00
	Holiday light storage & installation	\$6,000.00
Trash Receptacles	Additional liners & lids	\$200.00
Landscaping	Additional planting supplies	\$1,000.00
Custodial Contract	Maintenance of the BID area	\$23,322.00
	Pressure Washing	\$7,360.00
	TOTAL:	\$52,092.00

EXHIBIT E

2025 BID Fee Schedule (same as last year)

<u>Business Type</u>	<u>Fee</u>	<u>Employee/Seat</u>	<u>Formula</u>
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		

(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 more than 3 units. Eg. You own 5 units. You pay \$23.00 x 2 (5 units – 3 units) = \$56.00