CITY OF MONTEREY PARK

BUSINESS IMPROVEMENT DISTRICT NO. 1

2023 ANNUAL REPORT



JANUARY 2023 – DECEMBER 2023

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 410 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 2023 to promote or enhance the BID area and its businesses.

Holiday Promotion

Holiday decorations were 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.

BUDGET

2024 Program Year

The Annual Report contains an estimated budget for the BID for January 1, 2024, to December 31, 2024, and is tied to programs and activities scheduled during the calendar year.

The City budgeted approximately $84,000 in revenue from the BID for the calendar year 2023. Exhibit B reflects the estimated expenditures for the calendar year 2023, and Exhibit D reflects the BID's Estimated Annual Program Budget for the calendar year 2024.

GOALS for 2024

This section of the Annual Report shows the programs or activities intended for 2024.

- Continue to work with the Downtown BID businesses on ways they can assist in keeping the area attractive.
- Continue 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.

Exhibits:

A: BID Area Map
B: 2023 Estimated Expenditures
C: 2023 Actual Expenditures
D: 2024 Estimated Budget
E: 2024 Fee Schedule

EXHIBIT A

BUSINESS IMPROVEMENT DISTRICT NO. 1 MAP



EXHIBIT B

Business Improvement District No. 1

2023 Estimated Expenditures

Budget Item		Description		2022 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

2023 Actual Expenditures as of August 2023

Budget Item		Description		2023 Actual Expenses
Administration		Postage		$400.00
		Business Cards		$46.00
		Translation Services		$0.00
		Office Supplies		$0.00
Holiday Decoration		Holiday light bulb		$500.00
		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		$16,380.00
		Pressure Washing		$5,520.00
		Downtown Parking Lot Cleaning		$11,790.00
		TOTAL EXPENDITURES:		**$41,413.00**
Revenue as of 08/2023				**$56,000.00**
Reserves as of 08/2023				**$173,192.00**

EXHIBIT D

Business Improvement District No. 1

2024 Estimated Budget

Budget Item		Description		2023 Estimated Budget
Administration		Postage		$400.00
		Business Cards		$150.00
		Translation Services		$1,200.00
		Office Supplies		$300.00
BID Promotion		Incentives, marketing, & promotions		$12,860.00
Holiday Decoration		Holiday light bulb replacement		$500.00
		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
		Downtown Parking Lot Cleaning		$15,120.00
		TOTAL:		**$59,147.00**

EXHIBIT E

2024 BID Fee Schedule (same as last year)

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		

(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