



# Information Item

Date: February 10, 2011

To: Mayor and City Council  
From: Andy Agle, Director of Housing and Economic Development  
Subject: Bayside District Corporation Annual Report FY 2009-2010

## **Introduction**

This report transmits the Bayside District Corporation Annual Report for FY 2009-10.

## **Background**

The Amended and Restated Services Agreement between the City and the Bayside District Corporation (BDC), dated May 14, 2009, requires BDC to submit to the City an Annual Report that discusses BDC's operations, programs, and accomplishments. The Annual Report for FY 2009-10 was presented to approximately 100 people at a general meeting of all Bayside businesses held at the Fairmont Miramar Hotel on December 9, 2010, and was also mailed to 1,800 businesses and residents.

## **Discussion**

The BDC, a non-profit corporation, is governed by a Board of Directors consisting of 13 members; six members are elected by property owners, another six are appointed by the City Council, and the 13<sup>th</sup> member serves as the City Manager's designee. BDC's operating budget is funded by fees charged for services, sponsorships, and assessments paid by property owners and businesses. During FY 2009-10, BDC generated \$5,160,473 from the following sources:

Mall Maintenance Fees	\$1,249,812
Property-based Assessments	\$3,294,779
Central Business District Fees	\$ 164,633
Other	<u>\$ 451,249</u>
Total	\$5,160,473

Expenditures during the fiscal year totaled \$4,925,600, as follows:

Economic/Business Dev.	\$ 259,401
Marketing/Promotions	\$1,312,983
Operations	\$ 209,136
Ambassadors	\$1,563,452
Maintenance	\$ 954,015
Management/General	\$ 354,844
Special Projects	\$ 159,091
Homeless Support/Programs	\$ 61,178
Dolphin contributions	<u>\$ 51,500</u>
Total	\$ 4,925,600

As described in the BDC's Annual Report, activities during this reporting period were focused on enhanced maintenance, elevated marketing and events, a Downtown Ambassador program, and special projects.

BDC achieved a higher level of maintenance throughout the District as a result of contracting for services to supplement the City's services. This work was done in part in collaboration with the City's Maintenance Management Division. Bayside's supplemental services increased the frequency of power washing sidewalks and parking structures, litter and graffiti removal, and trash removal. Additionally, the BDC completed special projects including tree trimming, fountain maintenance and vector control, and contracted with Chrysalis to perform some of these services. A listing of the number and frequency of these activities by zone is included in the Annual Report.

BDC's heightened marketing efforts involved various methods of communication with local merchants and the general public, as well as a focus on its own branding. In an effort to increase communication with local merchants, BDC hosted bi-monthly

merchant meetings, dedicated a portion of its web page to announcements for merchants, promoted the Downtown Employee Discount Program and played a lead role in the Buy Local campaign. BDC's focus on social network outreach was evident in the over 20 million hits received by DowntownSM.com from 1.6 million distinct users. Finally, BDC conducted a brand name and identity study which generated a number of recommendations that are being implemented by the Board.

One of BDC's major work efforts during FY 2009/10 was the production of ICE. During the 2009 winter holiday season, ICE attracted 60,000 paid participants and 8,000 hosted skaters during its four month run. ICE accounted for \$154,498 of BDC's expenditures and generated \$219,518 in revenue.

Property-Based Assessment District revenues enabled BDC to provide many of the enhanced services described above, as well as the initiation of the Ambassador Program. During FY 2009-10, the ambassadors attended the public restrooms in Parking Structure No. 4 and provided service to the District's many residents, employees and visitors in the form of 85,293 hospitality interactions and 31,062 quality of life interactions.

BDC's special projects included participation in efforts to create an off-peak Downtown Employee Parking Plan, providing advice to the City on a variety of projects including the Exposition Light Rail and demolition of the former Interim Library, and monitoring street performers and the City's vending cart programs. The BDC also contributed \$50,000 in Dolphin Change Program Grants that were awarded by the Westside Shelter and Hunger Coalition.

**Prepared By:** Miriam Mack, Economic Development Manager

Attachment: Bayside District Corporation's "Downtown Santa Monica, A Year in Review," Annual Report 2009/10



Downtown Santa Monica  
a year in review

annual report  
2009/2010



DOWNTOWN SANTA MONICA  
& THIRD STREET PROMENADE



# Downtown Santa Monica mission statement

On behalf of the City of Santa Monica, to promote economic stability, growth and community life within the Bayside District through responsible planning, development, management and

coordination of programs, projects and services designed to benefit the community as a whole; which includes the District's businesses, property owners, residents and visitors.

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# Downtown Santa Monica a message

It has been a monumental year in Downtown Santa Monica.

In the past 12 months, Bayside has launched one of the most aggressive and successful downtown improvement programs in California. The results are obvious. We changed the face of the District with the addition of our friendly and helpful ambassadors. We helped locate lost children, picked up trash, advised smokers and skateboarders, removed graffiti, escorted employees to their cars and guided visitors.

Our maintenance program has produced amazing results. The public parking decks are cleaner than ever, the sidewalks are scoured and our broken infrastructure is repaired and maintained efficiently. A newly remodeled public restroom with a foyer posted monitor was opened and had nearly 200,000 visitors in the first year. Our marketing and public relations programs have maximized our visibility and provided strategic partnerships helping our Downtown businesses to thrive. The Downtown Santa Monica Brand Study resulted in a fresh way to look and market ourselves as a downtown community and we look forward to continued implementation of that program.

When we look to the future, we have much more to do. We know parking and traffic circulation in the Downtown core is a top priority. Short and long-term solutions must be implemented to address these issues.

Our sights are also turned toward the major development projects that will affect our area. These include the redevelopment of movie theatres, the redevelopment of the newly acquired City site at 4th and Arizona Avenue, and the development and replacement of our District's parking structures. We will also be lending our support to the reinvestment in several hotel projects in the District.

In 2009, we celebrated our 20th Anniversary. It is time that we also reinvest in the Downtown's infrastructure to refresh some of the aging elements of the Promenade and District that have served us well, and need to be updated.

Overall, we will continue to nurture a Downtown that is beloved by locals and visitors, one that is prosperous for businesses and the pride of our community. Thank you for your enduring support and we look forward to a dynamic and productive year.

Sincerely,



**Kathleen Rawson**  
CEO



**Bill Tucker**  
BOARD CHAIR

# introduction



## Downtown Santa Monica a new direction

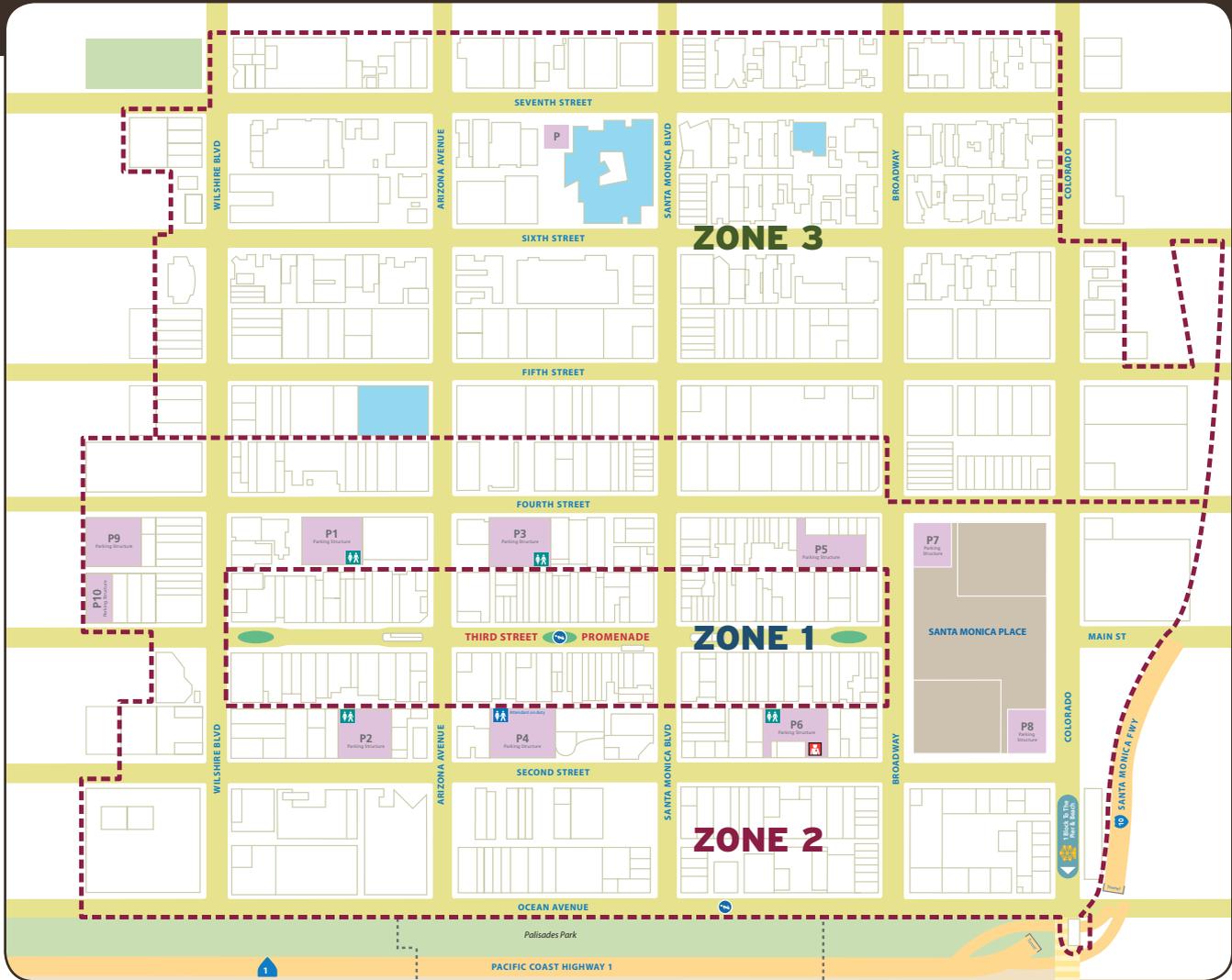
Bayside District Corporation (BDC) oversees the day-to-day operations in Downtown Santa Monica including the Ambassador and maintenance programs, management of capital improvements, marketing, events, film shoots and special projects.

This year, Bayside District Corporation focused on the brand equity of the district which entailed an in-depth look at the district's current identity as well as repositioning the area as a true urban Downtown community, not only an entertainment district. With this study complete, BDC will work toward implementation of a new district identity both on the street level as well as internally on the corporate level. A new logo and comprehensive website are just the start of the implementation process.

Also, at the forefront of Bayside's objectives was to look at a comprehensive vision plan for Downtown Santa Monica that addresses opportunities to enhance the district in areas including access, improved pedestrian orientation and to identify and address obstacles for small businesses. With so much development and redevelopment impacting the area it is necessary to steer the direction of major projects such as the arrival of the Expo Light Rail, the rebuild of public parking structures, development of Fourth Street and Arizona Avenue, and most importantly, the Downtown Specific Plan.

The Bayside Board of Directors looks to compile this vision and proactively guide the course Downtown takes, securing that in the coming years, we are working, living and enjoying a community that we have built purposefully and collectively.

# DISTRICT MAP



# district objectives



## Downtown Santa Monica keeping a promise

When the Bayside District Corporation first proposed the new District plan two years ago, we promised a cleaner, more friendly and attractive Downtown. Today, we are proud to announce just that. Downtown Santa Monica and the Third Street Promenade have weathered the national economic downturn with stability unheard of in other urban districts.

The four primary objectives in the new plan included enhanced maintenance, elevated marketing and events, a Downtown Ambassador program and improvements through special projects.

In the following pages, we have summarized the results from the first year of implementation of the new Bayside District structure.

“Bayside District Corporation is a major contributor to the vitality of the Downtown area. Under the new district plan, Bayside has made visible strides to keep Santa Monica a leading city to live, work and enjoy. There is much to anticipate in the years ahead and we will continue to work side by side with Bayside to forge a strong future for our great Downtown.”

**Rod Gould**  
SANTA MONICA CITY MANAGER

# OBJECTIVE 1

# OBJECTIVE 2

# OBJECTIVE 3

# OBJECTIVE 4



ENHANCED  
MAINTENANCE



BRAND, IDENTITY,  
MARKETING



AMBASSADOR  
PROGRAM



SPECIAL  
PROJECTS



# Downtown Santa Monica enhanced maintenance

Bayside District teams work together with the City of Santa Monica to sweep, scrub and power-wash sidewalks and parking structures. Our teams also remove litter and graffiti and improve the appearance of all public spaces in Downtown. In addition to managing the Enhanced Maintenance budget, the Bayside District Corporation works with the City of Santa Monica Community Maintenance Department to ensure the completion of daily maintenance

and special maintenance projects in Downtown. Daily maintenance includes pressure washing, sweeping, scrubbing, pan and broom, and trash removal. Special projects consist of tree trimming, electrical and plumbing services, and painting. The BDC also coordinates with the City in its management of vendors contracted to assist the City with maintenance needs. These vendors include: landscaping, vector control, and fountain maintenance.

“The enhanced maintenance program is working - the sidewalks are cleaner and there is virtually no graffiti and that’s good for business!”

**Michael Segal**  
MANAGING PARTNER, FRED SEGAL SANTA MONICA

Objective 1

836 instances of graffiti, 11,152 pieces of debris & 1,349 flyers/stickers were removed.

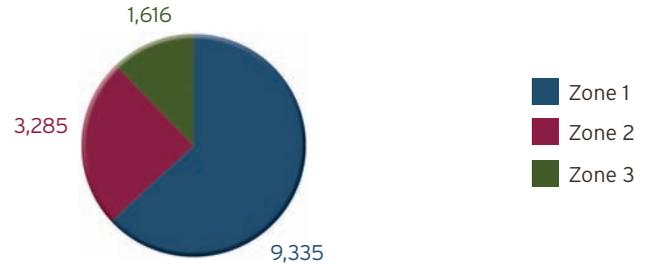
# ACCOMPLISHMENTS, FY 2009/10

## GENERAL MAINTENANCE FREQUENCIES AND ACTIVITIES

<b>3X / DAY</b>
Walk structures removing loose trash and debris Empty structure trash and replace trash can bags Clean & maintain structure restrooms* Clean & maintain elevator interiors
<b>DAILY</b>
Spray & wipe down signage in structures Spray & wipe down handrails in structure stairwells Spray & wipe down trash can surfaces Mop structure stairwells, restrooms, landings and lobby areas Spray & wipe walls in structure restrooms, lobby areas, stairwells & landings Report non-functioning lights in structure, including elevators
<b>WEEKLY</b>
Clean & deodorize trash can liners
<b>CONTINUOUSLY</b>
Remove graffiti, flyers, and handbills from structures (emergency maintenance such as spill clean-ups are required and are attended to immediately)

\* includes restocking hand towels and other sanitary supplies

## MANAGED MAINTENANCE ISSUES IN FY 2009/2010



## PRESSURE WASHING IN DOWNTOWN

<b>ONCE / MONTH</b>	<b>ONCE / TWO MONTHS</b>
Zone 1	Zone 2
<b>ONCE / MONTH</b>	<b>AS NEEDED</b>
Parking structure #s 1-6, 9 & 10	Downtown Hotspots (areas of need)

\* The City of Santa Monica handles pressure washing for Zone 3.



before  
and  
after





# Downtown Santa Monica brand, identity, marketing

The Marketing Department at BDC works to promote the whole of Downtown Santa Monica, which includes the world-renown, pedestrian-only Third Street Promenade and Santa Monica Place. Brand stability, community-focused events, strategic media outreach and effective marketing to locals, visitors and employees continue to be the primary focus.

This year, BDC conducted a brand name and identity study that determined the most effective and fitting brand identity for Downtown Santa Monica as a district and as Bayside District Corporation the organization. The study is complete and implementation of

the new district and organization identity will occur in Fiscal Year 2010/2011.

Advertising has historically been important in establishing and sharing Downtown Santa Monica's brand. BDC allocated efforts toward an aggressive social networking program that used various online networking sites such as Facebook and Twitter to build a loyal following of people that use and frequent this area. This form of marketing has provided Bayside with an immediate, direct path to a warm consumer mix that includes locals, visitors and employees of the area, creating stronger shared purchase power.

"The business conducted in our Downtown continues to be a major contributor to the City's fiscal health. We must remain committed to a stable and diversified mix of activities and businesses while reinvesting in core infrastructure so that Downtown continues to draw residents, visitors, and businesses and their employees."

**Andy Agle**

DIRECTOR OF HOUSING AND ECONOMIC DEVELOPMENT, CITY OF SANTA MONICA

OBJECTIVE 2

DowntownSM.com received 20,513,327 hits and 1,647,576 unique users.

# BRAND, IDENTITY, MARKETING, FY 2009/2010

## GOALS & OBJECTIVES, FY 2009/10

- Create and maintain a strong brand image for Downtown Santa Monica as a thriving urban community
- Encourage consumers to enjoy a local Downtown Santa Monica experience
- Manage public perception of the district via a tactical communications plan
- Take an active role in the community through strategic partnerships with various local organizations and businesses
- Assist area businesses in promoting their products and services

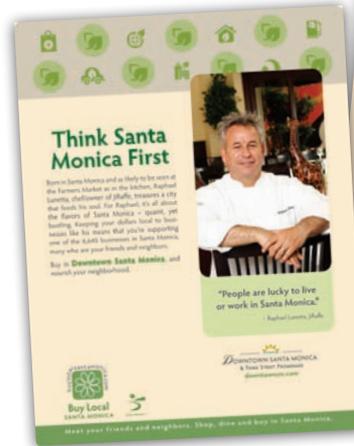
## REACHING THE TOURISTS

To reach tourists, Bayside partnered with LA Inc. and Santa Monica Convention and Visitors Bureau through a co-op ad presence in the Official Visitors Guides for Los Angeles and Santa Monica, respectively. BDC also became the first Downtown organization to hold an umbrella membership with LA Inc. securing visibility for all Downtown Santa Monica businesses to the visitor market.

## BUY LOCAL CAMPAIGN

Bayside has been able to generate local support to 'Think Santa Monica First.' The mantra continues to gain traction and acts as a way for businesses to network, creating cross-promotional opportunities.

Buy Local Campaign Ad  
Bayside District Corporation



Buy Local Campaign Ad  
Santa Monica City Partnership



it's  
worth  
sharing



# WEBSITE & SOCIAL NETWORKING

## WEBSITE & SOCIAL NETWORKING PLAN

BDC Marketing utilized various online networking sites such as Facebook, Twitter and other blogs to build up a loyal following of people that use and frequent the area. This form of marketing provides Bayside with an immediate, direct path to a warm consumer mix that includes locals, visitors and employees of the area that have stronger shared purchase power.

## ACCOMPLISHMENTS, FY 2009/2010

Marketing projects included editorial placements, distribution of press releases and the launch and development of BDC's Facebook and Twitter accounts.

- Bayside's website received 20,513,327 hits and 1,647,576 unique users



BDC Website, [DowntownSM.com](http://DowntownSM.com)



BDC Facebook Account

BDC Twitter Account



## PUBLICITY & COMMUNICATIONS

### THE FUNCTIONS OF MEDIA RELATIONS

The primary function of BDC's media relations is to generate positive commentary for the area through media impressions. The program has been focused on securing coverage of Downtown Santa Monica in regional, national and international outlets.



Downtown Santa Monica  
20th Anniversary

### MONTHLY MEDIA PLACEMENTS, FY 2009/2010

July 1 - August 31st is not included. Program started in September 2009.

MONTH	AD EQUIVALENCY
September 2009	\$28,327.56
October 2009	\$988,476.59
November 2009	\$90,754.23
December 2009	\$1,199,210.40
January 2010	\$73,847.93
February 2010	\$24,750.36
March 2010	\$119,550.74
April 2010	\$37,762.25
May 2010	\$30,913.00
June 2010	\$416,953.22
<b>FY 2009/10 TOTAL</b>	<b>\$3,010,543.90</b>

## MERCHANT MEETINGS & DISCOUNT PROGRAM

### WHAT ARE MERCHANT MEETINGS?

Merchant meetings are an effective way to help Bayside understand the issues and needs of local businesses. This year, BDC Marketing hosted bi-monthly merchant meetings to discuss hot topics and to inform businesses about BDC's efforts. BDC has developed a section on **DowntownSM.com** to post important announcements and serve as an information portal to downtown businesses. In addition to these efforts, Marketing continues to schedule regular one-on-one visits with merchants in order to strengthen relationships.



Merchant Meeting  
Downtown Business Owners

### DOWNTOWN EMPLOYEE DISCOUNT PROGRAM

Employees can enjoy the perks of working in Downtown. Many businesses in the area offer discounts as a thank you to employees that frequent their businesses. This program has been very successful over the years and continues to gain traction.

Employee Discount Handout  
Bayside BEAT, October 2010



## EVENTS, SAMPLINGS & FILM SHOTS

### OUTSIDE EVENT & FILMING REQUESTS

One quality that makes Bayside District and Third Street Promenade unique is the experience that the area offers consistently to its visitors. On any given day, a visitor to Third Street Promenade may encounter an event to launch a hot ticket item or sample a new sunscreen or breakfast bar. It's likely that they might run into a filming for an upcoming movie, commercial or even be asked to participate in an on-camera interview. All these encounters are part of BDC's strategic experiential marketing plan, which helps to enhance the overall experience and keep Downtown Santa Monica distinct.



Commercial Shoot, Scope  
Third Street Promenade

### MONTHLY EVENTS HELD, FY 2009/2010

MONTH	FILMINGS	EVENTS
July 2009	6	0
August 2009	7	3
September 2009	2	4
October 2009	6	1
November 2009	7	4
December 2009	8	3
January 2010	7	2
February 2010	10	2
March 2010	11	1
April 2010	8	6
May 2010	5	8
June 2010	6	6
<b>FY 2009/10 TOTAL</b>	<b>83</b>	<b>40</b>



ICE Opening, 5th and Arizona





# Downtown Santa Monica ambassador program

Downtown Ambassadors provide a welcome face for the district and help businesses and visitors alike. The Ambassador Program deploys hospitality guides throughout Downtown to provide the following services: concierge services for Downtown users, maintenance reporting as well as incidental clean up for issues like flyers, handbills, stickers, and loose debris, and to serve as witness to “quality of life” issues that need to be reported to the Santa Monica Police Department.

Ambassadors also serve as restroom monitors in the Premier Restrooms located in Parking Structure #4. Ambassadors are deployed throughout Downtown, with a frequency that corresponds to the three zones of service in Santa Monica. Ambassadors are on foot and on Segway®, where allowed, and wear distinctive clothing that maximizes their visibility as well as complements overall Downtown marketing efforts. This new program has been a great success.

“We’ve noted that since the Ambassador Program started there has been a significant impact on the number of transient-related calls to the Downtown area. We’ve seen a 27% decrease since the program began.”

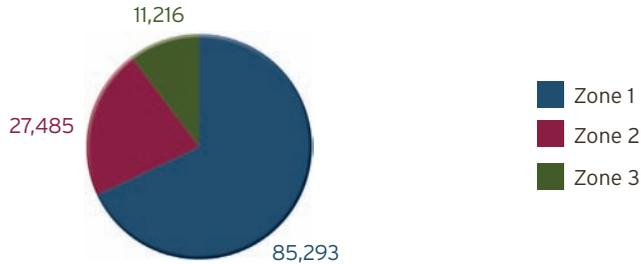
**Tim Jackman**  
CHIEF OF POLICE FOR THE CITY OF SANTA MONICA

OBJECTIVE 3

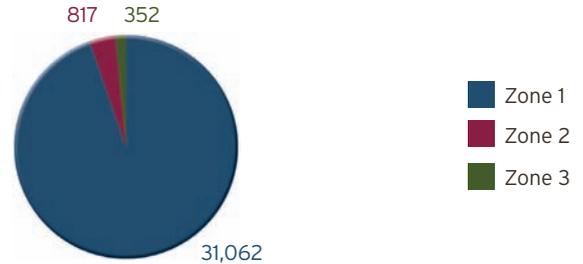
Ambassadors had **32,231** Quality of Life interactions & **123,994** hospitality interactions.

## ACCOMPLISHMENTS, FY 2009/10

AMBASSADOR HOSPITALITY INTERACTIONS PER ZONE



AMBASSADOR QUALITY OF LIFE INTERACTIONS PER ZONE



### AMBASSADOR ASSISTS

- Ambassadors escorted 1,012 visitors, residents and employees to their cars or a specific destination
- Ambassadors helped 460 people find lost vehicles; sometimes including a jumpstart, in the fourth quarter alone

### AMBASSADOR INTERACTIONS

- Ambassadors answered 52,418 questions regarding specific business locations
- Ambassadors met with district businesses 4,371 times to respond to specific requests, distribute information or just say 'hello'



improving  
the  
quality of life





# Downtown Santa Monica special projects

This year, BDC focused on three major special projects in areas that required care.

#### **Off-Peak Downtown Employee Parking Plan**

BDC created a parking plan for Downtown employees to park in private structures during off-peak periods at a discounted rate. BDC identified seven private parking structures and negotiated discounted monthly off-peak parking at the rate of \$30 (plus tax) per month. This parking is available on weekdays after 5 p.m. and all day on weekends.

#### **Downtown LED Lighting Program**

BDC oversaw implementation of a new LED

lighting program for 2nd and 4th Streets and the Third Street Promenade. The new lights provide much needed ambient lighting on the street throughout the year and supports efforts to make the area more pedestrian oriented.

#### **Downtown Painting Projects - Streets, Promenade and Parking Structures**

Downtown hosts millions of people a year. In an effort to keep the area welcoming and maintained, BDC painted light poles, directories and utility boxes in Downtown as well as many surface areas in the Downtown structures.

“Downtown Santa Monica continues to be an international destination and a hub for commerce. The efforts of the Bayside District in maintaining Downtown have been crucial to the overall success of the District.”

#### **Jan Sweetnam**

FEDERAL REALTY, DOWNTOWN SANTA MONICA PROPERTY OWNER

OBJECTIVE 4

191,673 people used the newly-renovated restrooms in Parking Structure 4.

## GOALS AND ACCOMPLISHMENTS, FY 2009/2010

### BDC MONITORS THE MANAGEMENT OF THESE PROJECTS

- Seismic retrofit of Parking Structure #2
- Planned demolition of Parking Structure #6
- 1324 Fifth Street demolition project
- Second and Fourth Street lighting program
- Management of the Promenade vending cart program
- General parking operations and maintenance in Downtown
- Implementation of projects outside the District including the Palisades Garden Walk and Civic Center Improvement Plan

### PARKING & ACCESS EFFORTS

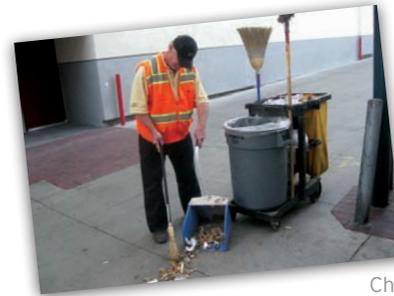
Bayside will continue efforts to ease access and parking congestion in Downtown Santa Monica through a variety of avenues.

- Monitoring the Walker Parking Implementation Plan
- Research and establishment of a comprehensive vehicular and pedestrian wayfinding system for parking and points of interest
- Continued efforts to identify available parking spaces to the visiting public
- Increased access in and around downtown via bicycle, transit, vehicles and on foot
- Worked with the Expo Authority and the City of Santa Monica toward implementation of the light rail system



### CHRYSALIS TEAM MAINTENANCE

- Our Chrysalis Team works throughout Downtown to perform maintenance tasks such as cleaning spills, picking up debris and removing large graffiti tags.



Chrysalis Team Member

### DOLPHIN CHANGE GRANT PROGRAM

- Since 1993, Bayside has been responsible for collection and dissemination of the dollars generated by the Dolphin Change Program. This program has provided the Santa Monica community and visitors a means to give responsibly to established social service organizations that help the homeless. This year, Bayside awarded a total of \$50,000 in Dolphin Change Program Grants at the Westside Shelter and Hunger Coalition Breakfast Event.



keeping  
an eye  
on the details

# PROSPECTS



## Downtown Santa Monica what's next?

The past year has been full of great accomplishments and hard work. BDC's Board of Directors and staff have been dedicated to creating and implementing the new Downtown District boundaries, assessment and programming. With the economic climate showing signs of improvement, BDC is focused on laying the foundation for a continued strong, vital economy as well as ensuring a sound, vibrant place to live, visit and work.

At the forefront, BDC is committed to taking a proactive stance on upcoming major projects that will impact and ultimately,

enhance the area. Projects such as the arrival of the Expo Light Rail, redevelopment of public parking structures, including 4th and Arizona, the addition of a new, state-of-the-art movie theatre on 4th Street, as well as addressing the access and circulation issues must be carefully considered and effectively administered.

We will remain focused on providing an elevated level of service in operations, maintenance, hospitality and marketing, and work together with the City and district stakeholders to keep Downtown Santa Monica a thriving urban community.

## FY 2010/2011 GOALS

### MAJOR DEVELOPMENTS

- Advise the City in matters related to any long-term planning and zoning issues, retail mix, streetscape and capital improvement projects, public parking projects, signage, specific discretionary planning and zoning cases, and developmental strategies in order to enhance the economic vitality of Downtown to benefit local residents and continue to serve as a community resource



Old Library Demolition  
5th/Arizona Improvement Project

### BRAND, IDENTITY, MARKETING

- Organize, advise, and/or conduct strategic marketing and advertising campaigns that support the brand strategy of Downtown and benefit the area
- Organize, advise, and/or conduct promotions and special events that attract and benefit residents, customers, and visitors to Downtown and reinforces the authenticity that the district is a thriving urban community
- Organize, facilitate and oversee filming and special events in Downtown, including city-wide events with Downtown impact

### OPERATIONS

- Oversee the enhanced maintenance program for Downtown
- Manage an ambassador program as defined by the Property Based Assessment District
- Serve as liaison with other local governmental and professional organizations that require information on the development or current operations of Downtown
- Administer and/or provide enhanced services and other activities for Downtown as determined by the BDC staff and Board of Directors consistent with the Bayside Operational Plan

### DISTRICT ISSUES

- Upon the request from merchants, property owners, or residents within Downtown, advocate and implement additional measures of service(s) in Downtown that are not covered by the assessment districts and business improvement areas in place as of June 24, 1998
- Assist in the identification, location and development of new businesses in Downtown that may enhance its economic vitality.
- Advise the City on operational issues involved in management of Downtown, including but not limited to, leasing and management of City-owned property, maintenance and security concerns, parking operations, vending cart operations, outdoor dining, and the City's Farmers' Market program
- Advise merchants, property owners, and others with business interests in Downtown on private property issues including, but not limited to, retail mix, merchandising, maintenance, and security concerns
- Serve as an advocate on behalf of merchants, property owners, tenants that lease City-owned real estate, and the general public on issues that affect the continued vitality of Downtown

# financial report



## Downtown Santa Monica a wealth of value

Downtown Santa Monica and the Third Street Promenade have weathered the national economic downturn with stability unheard of in other urban districts.

The financial statements that follow reflect BDC's budget allocations and financial position that have supported our programs in both FY 2008/2009 and FY 2009/2010.

### STATEMENT OF FINANCIAL POSITION

	<b>FY 2009/2010</b>	<b>FY 2008/2009</b>
CASH/CASH EQUIVALENTS	\$958,054	\$1,811,426
CERTIFICATES OF DEPOSIT	\$2,728,123	\$1,689,763
PROPERTY/EQUIPMENT	\$362,584	\$99,300
<b>TOTAL ASSETS</b>	<b>\$4,048,761</b>	<b>\$3,600,489</b>
LIABILITIES	\$3,326,407	\$3,067,856
TOTAL NET ASSETS	\$722,354	\$532,633
<b>TOTAL LIABILITIES NET ASSETS</b>	<b>\$4,048,761</b>	<b>\$3,600,489</b>

## BUDGET FY 2008/2009 & 2009/2010

### STATEMENT OF ACTIVITIES

	<b>FY 2009/2010</b>	<b>FY 2008/2009</b>
ASSESSMENT REVENUES	\$4,709,224	\$1,156,765
OTHER REVENUES	\$451,249	\$804,314
<b>TOTAL REVENUES</b>	<b>\$5,160,473</b>	<b>\$1,961,079</b>
ECONOMIC/BUSINESS	\$259,401	\$215,523
MARKETING/PROMOTIONAL	\$1,312,983	\$1,286,494
OPERATIONS	\$209,136	\$336,492
AMBASSADORS	\$1,563,452	-
MAINTENANCE	\$954,015	-
MANAGEMENT/GENERAL	\$354,844	\$411,874
SPECIAL PROJECTS	\$159,091	-
HOMELESS SUPPORT/ PROGRAMS	\$61,178	-
DOLPHIN	\$51,500	\$10,300
<b>TOTAL EXPENSES</b>	<b>\$4,925,600</b>	<b>\$2,260,683</b>

# Who We are



## Downtown Santa Monica a collaborative effort

Bayside District Corporation's Board of Directors is comprised of 13 volunteer members of the community representing a wide array of the stakeholders in Downtown.

Directors are selected for terms of four (4) years beginning January 1st of each year. Directors serve no more than two (2) consecutive terms. The Santa Monica City Council selects six (6) Directors and the owners of property, subject to assessment

under the Downtown Santa Monica Property Based Assessment District, select six (6) Directors.

The City Manager of the City of Santa Monica or his/her designee serves as the thirteenth Director. Pursuant to the State of California PBAD legislation, BDC is subject to disclosure and notification guidelines set by the Ralph M. Brown Act and California Public Records Act.

### BAYSIDE COMMITTEES:

- **Access/Circulation/Parking**  
Meets fourth Tuesday of the month at 9:30AM
- **Brand/Image/Marketing**  
Meets first Tuesday of the month at 9:30AM
- **District Issues**  
Meets second Tuesday of the month at 9:30AM
- **Executive Committee**  
Meetings scheduled as needed
- **Major Development**  
Meets third Tuesday of the month at 9:30AM
- **Finance**  
Meetings scheduled as needed

Board meetings are held the fourth Thursday of each month at Bayside District's offices located at 1351 Third Street Promenade, Suite 201.

## BOARD OF DIRECTORS



**Bill Tucker**  
BOARD CHAIR  
Tucker Investment Group, LLC



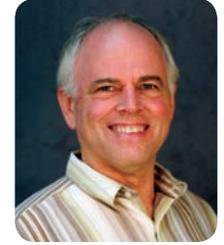
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