

John Gran Candidate for Redondo Beach City Council, District 4

Effective Leadership



John Gran - Effective Leadership



It's Time for
the City of Redondo Beach
to pay Full Attention
to North Redondo Beach.

Criteria for Evaluating Candidates



Local Government and Public Financial Experience

Local Business Community Experience

Local Residential Involvement and Volunteerism

Realistic Vision, Planning and Track Record of Execution.

Why Does this Matter?

John Gran – Volunteering in Redondo Beach



Redondo Beach Budget & Finance Commissioner

President of the North Redondo Beach Business Association (NRBBA)

Treasurer, Redondo Beach Chamber of Commerce & VB

Why Does this Matter?

John Gran – Endorsements



Redondo Beach Police Officer's Associations (POA)

Redondo Beach Firefighter's Associations

Redondo Beach Chamber of Commerce & VB

Why John and Not Other Candidates?

From: Ted Liu, Ben Allen, Al Muratsuchi



Message to Residents:

California can expect to be on it's own for the next 4 years, at least.

District 4 City Council Election



Your City Council Representative is your:

“Steward of the Public Welfare”

Put another way:

It's our money, how are you going to spend it?

Always Ask Your Candidate



That's a great idea...

How are you going to pay for it?



Redondo Beach - \$100M Balanced Budget

City Revenues:

Tidelands / Highlands “Charges” \$ 36 M

Property Taxes \$ 24 M

Sales Taxes \$11.5M

Transient Occupancy Taxes (TOT) \$ 8.5 M

Utility Usage Taxes \$ 7.5 M

Business Licenses, Franchise Taxes, Other \$ 7.5 M

\$20M Business
Related Revenues

Total Revenues: \$95.0 M



Redondo Beach - \$100M Balanced Budget

City Expenses:

General Government	\$ 11 M
Public Safety	\$ 46 M
Public Works	\$ 13 M
Culture / Housing / Other	\$ 20 M
Total Expenses	\$90.0 M



Redondo Beach - \$100M Balanced Budget

City Revenues: \$ 95 M

City Expenses: \$ 90 M

Budget Surplus: \$ 5 M

City Council distributes Surpluses to address “rainy day” funds, special projects and priorities.

John Gran - President,
North Redondo Beach Business Association (NRBBA)



Monthly Meeting - 50+ Businesses & Residents Networking & Info

WalkAbout Redondo – Helping Introduce Artesia Businesses

SpringFest – Community Family-Friendly Carnival

RBUSD – Scholarships for Redondo Union Seniors

Cheer for Children – Local Community Holiday Outreach

John Gran - Treasurer,
Redondo Beach Chamber of Commerce & VB



What is the Chamber of Commerce?

Local Businesses Sharing Advertising and Marketing Costs

Businesses Networking to increase visibility and grow your business

Promote Local Businesses to help grow our local economy

Redondo Beach - Sales Taxes



The Waterfront, Galleria and Artesia Corridor are Under-Performing.

As they succeed, Redondo Beach succeeds.

More Business-Related Revenue = More Resources for Public Safety

More Business-Related Revenue = More Public Works Projects

More Business-Related Revenue = More “Rainy Day” Funds



Transient Occupancy Tax (TOT) & Sales Taxes

TOT - \$8.5 Million RB Sales Tax: \$11.5 Million

TOT + RB Sales Tax = \$20 Million in Business-Related Tax Revenue

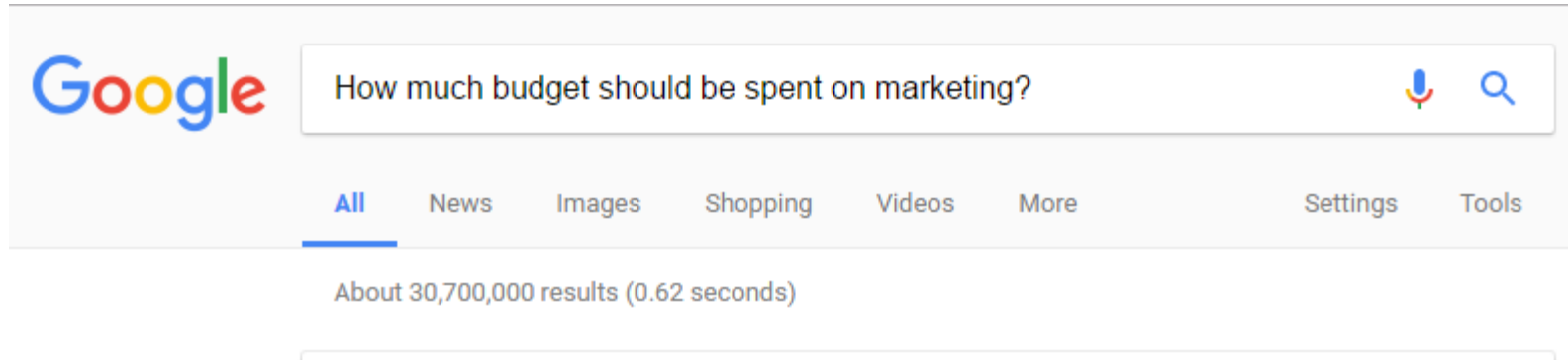
Visitor's Bureau Contract with City:

Advertise City, Hotels and Local Businesses to increase TOT and Sales Tax

Shared Advertising Expenses: **\$617,000**

61% Direct Advertising Programs, 39% Overhead

How Much to Spend on Marketing?



As a general rule of thumb, companies **should** spend around 5 percent of their total revenue on **marketing** to maintain their current position. Companies looking to grow or gain greater **market** share **should budget** a higher percentage—usually around 10 percent.



Transient Occupancy Tax (TOT) & Sales Taxes

TOT - \$8.5 Million RB Sales Tax: \$11.5 Million

TOT + RB Sales Tax = \$20 Million in Business-Related Tax Revenue

Contract with Visitor's Bureau

Shared Advertising Expenses: **\$617,000**

% of TOT: 7.2% % of TOT + Sales Tax: 3.02%

Ask John Gran



That's a great idea...

How are you going to pay for it?



John Gran - District 4 Issues to Address

Public Safety Resources (Grow Business revenue, Galleria, Waterfront)
Streets, Speeding, Parking, Traffic (Grow Business Revenues)
New Tenant at Haggen Location (Loan from City to new tenant?)
Re-Vitalize Artesia Corridor (Blue Zones Joint Marketing Idea)
Re-Imagine the Galleria Locations (Public Outreach, Blue Zones)
SCE “Green Belt” Maintenance, Path, Irrigation and Upgrades
(Measure R and Measure M Funds, park designation)
Addressing Homelessness (Measure H is a great place to start)

Always Ask Your Candidate



That's a great idea...

How are you going to pay for it?



Measure C – Candidate Question

Emotional Issues:

Traffic, Ocean Views, Seaside Lagoon, Boat Ramp, Retail mix

Fiscal Issues:

\$100M or More in Infrastructure Costs

Under-performing businesses

Not attracting Locals and \$\$\$

How are you going to pay for the Infrastructure Costs?



Non-Budgeted Candidate Wish List

New Police Station	\$ 50M
New Fire Station on Grant	\$ 10M
Power Lines Underground	\$??? M
Halt some local tax collections?	??? Impact on Budget?

How are you going to pay for Non-Funded Projects?

When Evaluating Candidates



Relationships Matter

Experience Matters

Volunteerism Matters

John Gran – Artesia Walking Tour



Saturday Feb. 18th, 8:30am

Starbucks on Flagler
1 hour

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