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MIRANDA PASTER
ACTING DIVISION HEAD

January 21, 2011

Honorable Members of the City Council
City Hall, Room 395
200 North Spring Street
Los Angeles, California 90012

Council District 1

REGARDING: THE HIGHLAND PARK (PROPERTY-BASED) BUSINESS
IMPROVEMENT DISTRICT'S 2011 FISCAL YEAR ANNUAL
PLANNING REPORT

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the Highland Park Business Improvement District's ("District") 2011 fiscal year (CF 09-2013). The Advisory Board of the District has caused to be prepared the Annual Planning Report for City Council's consideration. In accordance with the City's Landscaping, Security, Programming and Maintenance Property Business Improvement District Ordinance [Division 6, Chapter 9, Los Angeles Administrative Code ("LSPM PBID Ordinance")], an Annual Planning Report for the District must be submitted for consideration by the City Council.

BACKGROUND

The Highland Park Business Improvement District was established on December 2, 2009 by and through the City Council's adoption of Ordinance No. 181,013 which confirmed the assessments to be levied upon properties within the District, as described in the District's Management District Plan. The City Council established the District pursuant to the LSPM PBID Ordinance.

ANNUAL PLANNING REPORT REQUIREMENTS

The LSPM PBID Ordinance states that the Highland Park Business Improvement District's Advisory Board shall cause to be prepared, for City Council's consideration, an Annual Planning Report for each fiscal year for which assessments are to be levied and collected to pay for the costs of the improvements and activities described in the report. The report shall be filed with the City Clerk and shall refer to the district by name, specify the fiscal year to which the report applies, and, with respect to that fiscal year,

shall contain all of the following: any proposed changes in the boundaries of the district or in any benefit zones within the district; the improvements and activities to be provided for that fiscal year; an estimate of the cost of providing the improvements and the activities for that fiscal year; the method and basis of levying the assessment in sufficient detail to allow each real property owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year; the amount of any surplus or deficit revenues to be carried over from a previous fiscal year; and the amount of any contributions to be made from sources other than assessments levied.

The attached Annual Planning Report, which was approved by the District's Board at their meeting on November 17, 2010, complies with the requirements of the LSPM PBID Ordinance and reports that programs will continue, as outlined in the Management District Plan adopted by the Highland Park Business Improvement District property owners. The City Council may approve the Annual Planning Report as filed by the District's Advisory Board or may modify any particulars contained in the Annual Planning Report and approve it as modified.

FISCAL IMPACT

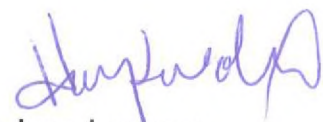
There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Highland Park Business Improvement District's 2011 fiscal year complies with the requirements of the LSPM PBID Ordinance.
2. ADOPT the attached Annual Planning Report for the Highland Park Business Improvement District's 2011 fiscal year, pursuant to the LSPM PBID Ordinance.

Sincerely,



June Lagmay
City Clerk

JL:HLW:MCP:RMH:PM:ev

Attachment: Highland Park Business Improvement District's 2011 Fiscal Year Annual Planning Report



North Figueroa Association

5651 Fallston St.
Los Angeles, CA 90042
323-255-5030, fax 323-257-1036

December 8, 2010

Miranda Paster
Office of the City Clerk
200 North Spring Street
Room 360
Los Angeles, CA 90012

RE: 2011 Annual Planning Report for the Highland Park Business Improvement District

Dear Miranda Paster:

On November 17, 2010, the North Figueroa Association, a California Non-Profit organization contracted through agreement No. C-116953 with the City of Los Angeles to manage services provided to the Highland Park Business Improvement District, met to review the proposed 2011 budget and activities.

During the meeting of November 17, 2010 the BID management company presented the attached 2010 Annual Planning Report to our Advisory Board. The report was approved by the Board of Directors at that meeting.

On behalf of the Advisory Board, I would like to present the 2011 Annual Planning Report for the Highland Park Business Improvement District to the Office of the City Clerk and to the Los Angeles City Council for their review and approval.

Please ask me if you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Misty Iwatsu". The signature is written in a cursive, flowing style.

Misty Iwatsu
Executive Director



North Figueroa Association

5651 Fallston St.
Los Angeles, CA 90042
323-255-5030, fax 323-257-1036

2011 Annual Planning Report

Highland Park Business Improvement District

District Name: This report is for the Highland Park Business Improvement District

Fiscal Year of Report: This report covers proposed activities for fiscal year 2011 only.

Boundaries: The boundaries of the Highland Business Improvement District will remain the same for the 2011 fiscal year as in previous fiscal years and as listed in the Management District Plan, which is: the northeast and southwest sides of Figueroa Street between Avenue 50 on the south and Piedmont St. on the north. A more detailed description of the boundaries is listed in the Management District Plan.

Benefit Zones: The benefit zones for the Highland Park Business Improvement District will remain the same for the 2011 fiscal year as in previous fiscal years. There is only one benefit zone.

Improvements and Activities for 2011

The following are the improvements and activities planned for the Highland Park Business Improvement District in order by category as listed in the Management District Plan:

Right of Way:

Maintenance: The maintenance supplied in 2010 will continue in 2011. The sidewalks will be swept 6 days per week and pressure washed. The North Figueroa Association has entered into a contract for 2011 with Chrysalis, to provide this service. In addition to sidewalks, sidewalk furniture will also be cleaned on an as needed basis. Graffiti will be removed upon notification and identification. Trash will be removed 6 days per week and replaced with new liners. Bulky items will be removed as necessary. Plants and trees will receive watering.

Security: The security supplied in 2010 will continue in 2011. There will be 12 to 16 hour armed security patrols 7 days a week. An armed security guard will patrol the district in a patrol vehicle. Reports will be made by patrol on a daily basis and monthly reports will be generated. Quarterly reports will be supplied to provide a summary each three months. This report will be added to the BID quarterly reports as well as the quarterly newsletters that are mailed to the stakeholders in the district. The North Figueroa Association has entered into a contract with Post Alarm Services to provide this service.

The cost for providing Right of Way services for 2011 is estimated at \$400,845, or 65% of the 2011 budget.

Corporate Identity, Organization and Contingency:

Corporate Identity

The marketing supplied in 2010 will continue in 2011. Maintenance of the BID website is ongoing. Promotion of the district is planned. The district will begin publication of a new shopping guide for 2011, which will be distributed and displayed in stores and restaurants within the district. The district will also hold special events during the year and produce 4 newsletter publications per year. The district will continue holiday decoration in 2011. Additionally the district is seeking a grant of \$2,000 for holiday decorations, which will be used to market the District holiday activities.

Organization

The district will continue to work in 2011 with the contracted BID management company for administration of the district services. The BID management company provides an office and a dedicated phone number for the district. It also holds contracts for Sidewalk Operations & Beautification and District Identity services with various

companies and ensures that all work is completed. Additionally, the BID management company works with the City of Los Angeles and handles all financial and administrative requirements.

Contingency/ City Fees/ Reserve

The contingency for 2011 will continue to be 10% of the budget and is used to cover uncollected assessments and unexpected expenditures as well as fees charged by the City of Los Angeles and County of Los Angeles for collection and distribution of revenue.

The cost for providing Corporate Identity, Organization and Contingency for 2011 is estimated at \$215,840, or 35% of the 2011 budget.

Total Estimate of Cost for 2011:

A breakdown of the total estimated 2011 budget is attached to this report as Appendix A.

Method and Basis of Assessment: The Method and Basis of levying the 2011 assessment for the Highland Park Business Improvement are as follows:

- Lot size, at \$0.08 per square foot
- Building size, at \$0.14 per square foot
- Linear frontage, at \$7.75 per linear foot

Amount of Surplus/Deficit from previous Fiscal Year: Based on projected expenditures for December and the balance of accounts as of October 31, 2010 when this report was being drafted, the district expected to have a surplus of \$240,078 from the 2010 fiscal year to be carried forward into fiscal year 2011. The surplus is from assessments billed in 2009 and received in 2010, and revenues from the Old L.A. Farmers Market, which has done better than expected. Pursuant to the Council approved MDP and the terms of the administrative contract with the City of Los Angeles, the \$240,078 surplus will be rolled over into 2011 and distributed among the budget categories.

Amount of Contributions from other sources: There will be an estimated \$10,000 coming in from the Old L.A. Certified Farmers Market. We have received a \$3,000 matching grant from L.A.N.I. for pressure washing. We are applying for a \$2,000 grant for LADWP for Holiday Lighting.

APPENDIX A – 2011 HIGHLAND PARK BID ESTIMATED BUDGET
 Total Estimate of Cost for the Highland Park Business Improvement District Fiscal Year 2011

ESTIMATED RECEIVABLES

2011 Assessments	\$361,607
2010 Carryover	\$240,078
2011 Estimated Contributions	\$15,000
Total Estimated Budget	\$616,685

ESTIMATED EXPENDITURES

Right of Way	
Security	\$171,854
Maintenance	\$222,991
Pressure Washing	\$6,000
Total	\$400,845
Corporate Identity, Organization and Contingency	
Corporate Identity	\$8,521
Organization	\$145,650
Contingency	\$61,669
Total	\$215,840
Total Estimated Expenditures	\$616,685