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OFFICE OF THE
CITY CLERK

ADMINISTRATIVE SERVICES
SPECIAL ASSESSMENTS SECTION

200 N. SPRING STREET, ROOM 224
LOS ANGELES, CA 90012
TEL: (213) 978-1099
FAX: (213) 978-1107

December 10, 2009

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

Council Districts 4 & 13

**REGARDING: THE EAST HOLLYWOOD (PROPERTY-BASED) BUSINESS
IMPROVEMENT DISTRICT'S 2010 FISCAL YEAR ANNUAL
PLANNING REPORT**

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the East Hollywood Business Improvement District's ("District") 2010 fiscal year (CF 06-1379). The owners' association of the District has caused to be prepared the Annual Planning Report for City Council's consideration. In accordance with Section 36600 et seq. of the California Streets and Highways Code ("State Law"), an Annual Planning Report for the District must be submitted for approval by the City Council. The East Hollywood Business Improvement District's Annual Planning Report for the 2010 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

BACKGROUND

The East Hollywood Business Improvement District was established on January 10, 2007 by and through the City Council's adoption of Ordinance No. 178,330 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 State Law.

ANNUAL PLANNING REPORT REQUIREMENTS

The State Law requires that the District's owners' association 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 planned District improvements and activities. The Annual Planning 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 11, 2009, complies with the requirements of the State Law and reports that programs will continue, as outlined in the Management District Plan adopted by the District property owners. The City Council may approve the Annual Planning Report as filed by the District's owners' association or may modify any particulars contained in the Annual Planning Report, in accordance with State Law, and approve it as modified.

FISCAL IMPACT

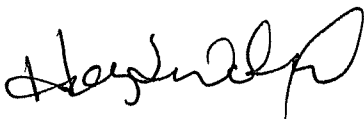
There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the East Hollywood Business Improvement District's 2010 fiscal year complies with the requirements of the State Law.
2. ADOPT the attached Annual Planning Report for the East Hollywood Business Improvement District's 2010 fiscal year, pursuant to the State Law.

Sincerely,



June Lagmay
City Clerk

JL:HLW:MCP:RMH:ev

Attachment: East Hollywood Business Improvement District's 2010 Fiscal Year Annual Planning Report

**EAST HOLLYWOOD
BUSINESS
IMPROVEMENT
DISTRICT**

7018 Hollywood Blvd., Hollywood, CA 90028
MAIN (323) 469-8311 FAX (323) 469-2805

Attachment 1

December 1, 2009

Ms. Karen Kalfayan
City Clerk
Office of the City Clerk
200 N. Spring Street, Room 360
Los Angeles, CA 90012

Subject: East Hollywood PBID Annual Planning Report 2010

Dear Ms. Kalfayan:

As required by the Property and Business Improvement District Law of 1994, California Street and Highways Code Section 36650, the Board of Governors of the East Hollywood Business Improvement District has caused this East Hollywood Property Business Improvement District Annual Planning Report to be prepared at its meeting on November 11, 2009.

This report covers proposed activities of the East Hollywood BID from January 2010 through December 2010.

On behalf of the board of the East Hollywood BID, and the Hollywood Chamber of Commerce, which administers this business improvement district, I would like to express our appreciation to the staff of the Special Assessments Section of the City Clerk's office for your continued support and guidance in ensuring the BID's compliance.

Sincerely,



Leron Gubler
President & CEO
Hollywood Chamber of Commerce

CC: Mr. Eugene Van Cise
Special Assessments Section/Administrative Services Division
Office of the City Clerk
200 N. Spring Street, Room 224
Los Angeles, CA 90012

RECEIVED

DEC 02 2009

JUNE LAGMAY

***East Hollywood
Property Business Improvement
District***

2010 Planning Report

Prepared by:

**Hollywood Chamber of Commerce
7018 Hollywood Blvd.
Hollywood, CA 90028
(323)469-8311 – phone
(323)469-2805 – fax**

East Hollywood Property Business Improvement District

Board of Directors and Officers

Jeff Zarrinam
Ramada Hollywood
Chairman

Carmen Apelgren
Braille Institute
Vice Chair

David Ambroz
Los Angeles City College
Secretary

Galen Gorman
Hollywood Presbyterian Medical
Center
Treasurer

David Aberson
Temple Knesseth
Director

Will Haick
Property Owner
Director

Gail Koretz
Kaiser Permanente
Director

Victor Israel
Property Owner
Director

Ellen Zaman
Children's Hospital
Director

District Name: East Hollywood Property Business Improvement District

Fiscal Year of Report: This report applies to the 2010 Fiscal year only.

Boundaries: The East Hollywood BID delivers services along the East Hollywood commercial corridor. The District includes commercial parcels along Vermont Avenue from Highway 101 (Hollywood Freeway) to Hollywood Blvd.; commercial parcels on Hollywood Blvd. from Vermont Avenue to Edgemont Street; commercial parcels on Edgemont Street from Hollywood Boulevard to Sunset Boulevard; and commercial parcels on Sunset Boulevard from Edgemont Street to Vermont Avenue. The District is comprised of commercial owner parcels one deep on the streets, and some public parcels. The area adjacent to the District is residential with the north side abutting the Los Feliz Village Business Improvement District. In accordance with Section 36632c of the California Streets and Highways Code, properties zoned solely residential or agricultural are conclusively presumed not to benefit from the improvements and services funded through the District and are not subject to assessment. Therefore, properties zoned solely residential or agricultural within the boundaries of the District will not be assessed. There have been no changes to the boundaries of the East Hollywood BID.

Benefit Zones/Basis of Assessment: Properties within the East Hollywood BID are assessed a lot rate of \$0.0255 per square foot of land per year, plus \$0.0239 per linear foot of street frontage along Vermont Avenue, per year, according to each parcel's proportionate special benefit. *There will be no increase over 2009 assessment rate for FY 2010.* Los Angeles City College, Barnsdall Park, Kaiser-Permanente, CHA Hollywood Medical Center-LP, the Children's Hospital of Los Angeles, and the Braille Institute of America have full-time personnel which provide some of the services comparable to those that will be provided by the District and a portion of the parcels are fenced and will not receive benefit from all of the services. These include landscaping, maintenance, and marketing and promotion. The special benefits received on these parcels are assessed in a proportionate amount. For a detailed discussion on rates and benefits supporting these rates, please refer to Section V of the Management District Plan, and Section III of the Engineer's Report. *There are no proposed changes in the assessment formula or benefit zones.*

Improvements and Activities for 2010

Based on our proposed budget for 2010, the East Hollywood BID will undertake the following activities:

Streetscape and Landscaping	-	\$28,389
Maintenance	-	\$44,476
BID Renewal Effort	-	\$30,000
Special Projects	-	\$ 35, 580
Administration and Advocacy	-	\$14, 195
Marketing and Promotion	-	\$ 4,731
Contingency	-	\$ <u>2,839</u>
Total	-	\$160,210

Specific activities to be undertaken include:

1. Streetscape and Landscape Projects – The District will maintain greenery including weed abatement along Vermont Avenue, Sunset Blvd., and Hollywood Blvd.
2. Maintenance – The District will clean up any litter and refuse within the District. Maintenance will include graffiti removal and sidewalk cleaning. The maintenance crews will patrol the district, and repair damaged facilities, including bus stop benches and signage.
3. Renewal Effort- Per the Board's approval at the November 12, 2008 meeting, \$30,000 of the BID's carryover funds from FY 2007/2008 will be reserved for its renewal efforts.
4. Special Projects- The Board has directed that carryover funds from FY 2009, in the amount of \$14,580 will be used for Special Projects. Primarily the BID intends to work with the Los Angeles Bureau of Street Lighting Services to uniformly paint approximately 250 street light poles within the BID. The project will be completed in two phases over with approximately 125 lights to be painted throughout 2009 and 2010. The Board had previously designated approximately \$21,000 in FY 2008 carryover funds towards special projects for a total of \$35,580.
5. Administration and Advocacy – The budget for administration includes labor, insurance, supplies, accounting, and levy administration services. Administration costs paid to the City of Los Angeles for collection of the assessments is also included. The Owners' Association is the lead in advocating for the District.
6. Marketing and Promotion – The District will work to create a positive image for the District and target new businesses and tenants. The District will create a marketing plan to meet the needs of the area.
7. Contingency – Amount set aside for delinquent payment of assessment and unforeseen circumstance.

The bulk of the budget for the East Hollywood BID (77 percent) is expended through one contract, with HBT providing the services for Streetscape/Landscape and Maintenance projects. The BID board is working closely with this provider of services to be sure that \$1-million in street improvements that were installed

along the Vermont Corridor as part of the original MetroRail subway construction are properly maintained.

East Hollywood BID Budget and Funds Available in 2010

The total improvement and activity plan for 2010 is estimated to be \$94,630 in 2009 assessment revenue and approximately \$51,000 in 2007/2008 carryover (surplus) funds and \$14, 580 in surplus funds for FY 2008/2009 for a total 2010 budget of \$160, 210. There are no deficit revenues carried over from the previous fiscal year. Interest accrued or delinquent payments may be expended in any budget category.