

City of Los Angeles

CALIFORNIA



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MAYOR

OFFICE OF
CITY CLERK
Neighborhood and Business
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MIRANDA PASTER
ACTING DIVISION HEAD

February 6, 2014

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

Council District 2

**REGARDING: THE NORTH HOLLYWOOD TRANSIT (PROPERTY-BASED)
BUSINESS IMPROVEMENT DISTRICT'S 2014 FISCAL YEAR
ANNUAL PLANNING REPORT**

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the North Hollywood Transit Business Improvement District's ("District") 2014 fiscal year (CF 11-0046). 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 North Hollywood Transit Business Improvement District's Annual Planning Report for the 2014 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

BACKGROUND

The North Hollywood Transit Business Improvement District was established on July 29, 2009 by and through the City Council's adoption of Ordinance No. 180832, 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 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 December 11, 2013, 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 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

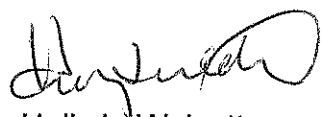
There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the North Hollywood Transit Business Improvement District's 2014 fiscal year complies with the requirements of the State Law.
2. ADOPT the attached Annual Planning Report for the North Hollywood Transit Business Improvement District's 2014 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott
Interim City Clerk

HLW:MCP:RMH:ev

Attachment: North Hollywood Transit Business Improvement District's 2014 Fiscal Year Annual Planning Report



Attachment |

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ADMINISTRATIVE
SERVICES DIVISION

December 11, 2013

Holly Wolcott
Interim City Clerk
Office of the City Clerk
200 North Spring Street, Room 360
Los Angeles, CA 90012

Re: North Hollywood BID Annual Planning Report 2014

Dear Ms. Wolcott,

As required by the Property and Business Improvement District Law of 1994, California Streets and Highways Code Section 36650, the Board of Directors of the North Hollywood Business Improvement District has caused this North Hollywood Business Improvement District Annual Planning Report to be prepared.

This report covers proposed activities of the North Hollywood BID from January 1, 2014 through December 31, 2014. The 2014 Annual Budget was approved by the Board of Directors at its meeting on December 11, 2013.

Finally, the BID looks forward to its 8th year of providing services to the property owners. I look forward to continuing to work together. If you have any questions, please call me at (213) 746-9577.

Sincerely,

Steve Gibson
Executive Director

District Name: This report is for the North Hollywood Transit Business Improvement District

Fiscal Year of Report: This report applies to the 2014 Fiscal year only.

Boundaries:

— There are no changes to the boundaries of the BID.

Benefit Zones:

— There are no changes to the benefit zones of the BID. There are 2 benefit zones.

Improvements and Activities for the year 2014:

The following are the improvements and activities planned for the North Hollywood Business Improvement District (BID) in order by category as listed in the Management District Plan:

— **Administration:**

The North Hollywood BID will continue to contract with Urban Place Consulting Group, Inc. to manage the district for its five year term. The North Hollywood BID will continue to lease office space in the district at 5026 Lankershim Blvd. Also included are costs to begin renewal of the District, which expires at the end of 2014. The cost estimated for providing administration for 2014 is estimated at \$110,969.

— **Image and Communication:**

The communications supplied in 2013 will continue in 2014. The North Hollywood BID will continue to produce quarterly newsletters and maintain its website www.nohobid.com. The website describes the BID and includes a business directory and calendar of events. The cost for providing communications for 2014 is estimated at \$41,707.

— **Clean and Safe:**

Maintenance – The maintenance supplied by Chrysalis Enterprises in 2013 will continue in 2014. There is a team 4 person team that works 6 days per week from 8 a.m. to 2:30 p.m. The team is outfitted in yellow and black uniforms with the North Hollywood BID logo prominently displayed. They pick up litter, remove graffiti, pressure wash sidewalks, and perform landscape maintenance along the district.

Safety Ambassadors – The security supplied by Securitas, Inc. in 2013 will continue in 2014. There is a 6 person team that works 7 days a week from 1:30 p.m. to 12 a.m. Monday-Sunday. The team is outfitted in yellow and black uniforms with the North Hollywood BID logo prominently displayed.

The cost of providing Clean and Safe services is estimated at \$421,308

Special Projects:

- The North Hollywood BID plans on using this money for maintenance of CRA/LA installed streetscape projects throughout the district. This includes landscaped medians, benches, trashcans and gateway signage. The cost for maintaining the streetscape elements is estimated at \$25,000.

Total Estimate of Cost for 2014:

- A breakdown of the total estimated 2014 budget is attached to this report as appendix A.

Method of Levying the Assessment:

- The method will be the same as approved in the 2009 Management District Plan.
Linear street frontage of a property is assessed as follows:
Zone One parcels- lot square footage @ \$0.0822
Zone One parcels- building square footage @ \$0.0336
Zone Two parcels- lot square footage @ \$0.1056
Zone Two parcels- building square footage @ \$1.1179

Amount of Surplus/Deficit Revenue from previous fiscal year:

- There will be an estimated \$0 surplus carried over from 2013 into 2014.
There is a zero deficit from 2013 carried over to 2014.

Amount of contributions from other sources:

- The 2014 Annual Budget will be, in part, funded by \$42,551 from BID reserves from a prior MTA grant.

APPENDIX A- TOTAL ESTIMATE COST FOR NORTH HOLLYWOOD BID- FY 2014

	Zone 1	Zone 2	Total
2014 Assessment Revenue	\$453,060	\$86,297	\$539,357
Assessment Interest & Penalties	\$1,680	\$320	\$2,000
Assessment Revenue Prior Years	\$8,400	\$1,600	\$10,000
Grant Income	\$4,200	\$800	\$5,000
Interest Income	\$63	\$12	\$75
2013 Estimated Carryover			\$0
2014 Estimated Reserves (source MTA grant)	\$35,743	\$6,808	\$42,551
Total Estimated Budget	\$503,145	\$95,837	\$598,983
Estimated Expenditures:	Zone 1- 84%	Zone 2- 16%	Total
<i>Administration</i>			
BID Renewal	\$16,800	\$3,200	\$20,000
Management	\$34,013	\$6,479	\$40,492
Legal & Professional	\$4,200	\$800	\$5,000
City Fees	\$9,061	\$1,726	\$10,787
Property Database	\$168	\$32	\$200
Rent	\$19,900	\$3,790	\$23,690
Office expenses (supplies, phone, internet)	\$3,444	\$656	\$4,100
Insurance	\$3,360	\$640	\$4,000
Utilities	\$2,268	\$432	\$2,700
	\$93,214	\$17,755	\$110,969
<i>Image and Communication</i>			
Management	\$24,114	\$4,593	\$28,707
Events/Destination Marketing	\$8,400	\$1,600	\$10,000
Newsletter/Media Releases	\$1,680	\$320	\$2,000
Website	\$840	\$160	\$1,000
	\$35,034	\$6,673	\$41,707
<i>Clean and Safe</i>			
Maintenance Labor	\$110,996	\$21,142	\$132,138
Pressure Washing	\$11,290	\$2,150	\$13,440
Supplies	\$2,908	\$554	\$3,462
Truck, Fuel, Dump fees	\$18,950	\$3,610	\$22,560
Management	\$14,577	\$2,776	\$17,353
Safety Labor	\$203,563	\$38,774	\$242,336
Safety Phone	\$2,419	\$461	\$2,880
Truck, Fuel, Bike, Uniforms	\$4,200	\$800	\$5,000
6.5% reduction for Safety Labor Vacancy	-\$15,004	-\$2,858	(\$17,862)
	\$353,898	\$67,409	\$421,308
<i>Special Projects</i>			
CRA Maintenance Expense	\$4,200	\$800	\$5,000
CRA Maintenance Labor	\$16,800	\$3,200	\$20,000
	\$21,000	\$4,000	\$25,000
TOTAL ESTIMATED EXPENDITURES	\$503,146	\$95,837	\$598,983