

JUNE LAGMAY
CITY CLERK

HOLLY L. WOLCOTT
EXECUTIVE OFFICER

CITY OF LOS ANGELES CALIFORNIA



ANTONIO R. VILLARAIGOSA
MAYOR

OFFICE OF
CITY CLERK
ADMINISTRATIVE SERVICES

ROOM 224, 200 N. SPRING STREET
LOS ANGELES, CALIFORNIA 90012
(213) 978-1099
FAX: (213) 978-1107
TDD/TTY (213) 978-1132

MIRANDA C. PASTER
ACTING DIVISION HEAD

June 19, 2012

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

Council District 1

REGARDING: THE BYZANTINE LATINO QUARTER - PICO BOULEVARD
(PROPERTY-BASED) BUSINESS IMPROVEMENT DISTRICT'S 2012
FISCAL YEAR ANNUAL PLANNING REPORT

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the Byzantine Latino Quarter - Pico Boulevard (B.L.Q.-Pico Boulevard) Business Improvement District's ("District") 2012 fiscal year (CF 08-0576). 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 B.L.Q.-Pico Boulevard Business Improvement District was established on July 30, 2003 by and through the City Council's adoption of Ordinance No. 175,390, 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 REPORT REQUIREMENTS

The LSPM PBID Ordinance states that the B.L.Q.-Pico Boulevard Business Improvement District's Advisory Board shall cause to be prepared, for City Council approval, 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 District has a 2011 rollover in the amount of \$213,972.47. The District's Board proposes that these funds be distributed within the budget categories for use in the 2012 fiscal year and will be utilized to fund improvements and activities that include, but are not limited to: A medallion/sign project, lighting improvements to the Pico/Normandie transit plaza and marketing efforts. These projects are consistent with the intentions of the Management District Plan and do not adversely impact the benefits received by assessed property owners.

The description of the budget categories has not changed from the approved Management District Plan and the City Clerk does not recognize any adverse impact to the benefits received by property owners due to the change in BID name and proposed use of rollover funds.

The attached Annual Planning Report, which was approved by the Board of the managing non-profit organization on December 5, 2011, 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 B.L.Q.-Pico Boulevard 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.

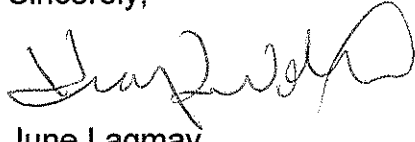
RECOMMENDATIONS

That the City Council:

1. FIND that the Districts proposed use of rollover funds for the 2012 fiscal year concurs with the intentions of the Management District Plan and does not adversely impact the benefits received by assessed property owners.
2. FIND that the attached Annual Planning Report for the B.L.Q.-Pico Boulevard Business Improvement District's 2012 fiscal year complies with the requirements of the LSPM PBID Ordinance.
3. ADOPT the attached Annual Planning Report for the B.L.Q.-Pico Boulevard Business Improvement District's 2012 fiscal year, pursuant to the LSPM PBID Ordinance.

Honorable Members of the City Council
Page 3

Sincerely,



June Lagmay
City Clerk

JL:HLW:MCP:RMH:PM:ev

Attachment: B.L.Q.-Pico Boulevard Business Improvement District's 2012 Fiscal Year
Annual Planning Report



December 7, 2011

RECEIVED
2011 DEC -9 AM 11:28
ADMINISTRATIVE
SERVICES DIVISION

June Lagmay, City Clerk
City of Los Angeles
City Hall, Room 224
200 N. Spring Street
Los Angeles, CA 90012

**RE: 2012 Annual Report
Byzantine Latino Quarter-Pico Boulevard Business Improvement District**

Karen Mack
President
LA Commons

Marian Bell
Vice President
Bell Development

Emily Gabel Luddy, FASLA
Treasurer
Gabel Luddy Associates

Allan D. Kotin
Secretary
Allan D. Kotin & Associates

Romel Pascual
Ex Officio Member
Deputy Mayor, City of Los Angeles

Deepak Bahi
University of Southern California
Center for Economic Development

Vinit Mukhija
University of California, Los Angeles
Department of Urban Planning
School of Public Affairs

Joyce Perkins
LANI Co-founder

Veronica Hahni
Executive Director

Dear Ms. Lagmay:

The Byzantine Latino Quarter-Pico Boulevard Business Improvement District (BLQ BID) Advisory Board caused this 2012 Annual Report to be prepared. Los Angeles Neighborhood Initiative is the managing nonprofit for the BLQ BID and has prepared this report.

All questions concerning this report can be directed to:

Norma Fernandez
BLQ-Pico Boulevard Business Improvement District
900 Wilshire Blvd., Ste. 1128
Los Angeles, CA 90017
(213) 627-1822 x 13

Sincerely,


Norma E. Fernandez, Manager
BLQ Business Improvement District


Ted Pastras, President
BLQ BID Advisory Board
Saint Sophia Cathedral

Vicente Aguel, 1st Vice President
Original La Adelita and Property
Owner

Leonardo Magana, 2nd Vice
President
Taxis Restaurant

Fr. John Bakas
Saint Sophia Cathedral

Jacob Segal
Property Owner

Juan Bautista
St. Thomas Catholic Church

Jim Pantazis, Property Owner
DINO'S Burgers

Annual Report

Byzantine Latino Quarter-Pico Boulevard Business Improvement District

2012



Prepared and submitted:
Los Angeles Neighborhood Initiative
900 Wilshire Blvd., Ste. 1128
Los Angeles CA 90017
December 6, 2011

**Byzantine Latino Quarter-Pico Boulevard
Business Improvement District**

The Byzantine Latino Quarter-Pico Boulevard Business Improvement District will hereafter be referred to as the BLQ BID. The BLQ BID is a property based BID supported by property and business owners, religious institutions, other community-based organizations and local government, including the Office of Councilmember Ed Reyes.

The BLQ BID has provided great benefits to the assessed properties within the BID boundaries by bringing much needed maintenance services and beautification projects to the vibrant and bustling BLQ BID area.

This Annual Report for the BLQ BID is for Fiscal Year January 1, 2012 through December 31, 2012.

BLQ BID Advisory Board Members

The 2010 Advisory Board members are listed below:

Ted Pastras, Board President
Saint Sophia Cathedral
(323) 848-8000

Juan Bautista
St. Thomas Catholic Church
1327 S. Mariposa, L.A. 90006
(323) 737-3325

Leonardo Magana, Vice President
Taxis Restaurant
2813 W. Pico Blvd
Los Angeles, CA 90006
(323) 734-8803

Vicente Aguel, Vice President
Original La Adelita
1287 S Union Ave
Los Angeles, CA 90015
(213) 487-0176

Fr. John Bakas
Saint Sophia Cathedral
1324 S. Normandie Ave.
Los Angeles, CA 90006
(323) 737-2424

Jacob Segal
Property Owner
1412 Pico Blvd
Los Angeles, CA 90015

Jim Pantazis
Property Owner
DINO'S Burgers
2575 W. Pico
Los Angeles, CA 90006
(213) 380-3554

Advisory Board Approval

In addition to projects that were approved in our 2011 Annual Report, the following new projects have been approved for 2012. Approval of these projects is documented in the attached meeting minutes from December 5, 2011. New projects are to include but not be limited to: increase in maintenance services, additional business resource meetings, organized clean-up days, maintenance and watering of palm trees and trees at transit plazas, development of a farmers market and implementation of the marketing campaign.

Any Proposed Changes in District Boundaries and/or Benefit Zones

There will be no changes in the boundaries or benefit zones of the District. Boundaries and benefit zones remain consistent with the boundaries and benefit zones set forth in the Revised Management District Plan dated December 13, 2005.

Activities and Improvements Planned for Fiscal Year 2012

The improvements and activities planned for FY 2012 are consistent with the Revised Management District Plan and are described in Attachment B.

An Estimate of Costs for Fiscal Year 2012 Improvements and Activities

The cost of providing the FY 2012 activities and improvements is contained in Attachment C. A 10% allocation has been made to the Administrative/Communications/Marketing category, increasing the budget line item to augment marketing and advocacy work and prepare for the BID renewal process. This allocation was taken from the Maintenance and Beautification category. Such reallocation is allowed per Section 2.7 Budget of the Management District Plan. This is the first time the BLQ BID makes a change in the budget line items.

Method of Levying Assessments

The activities of the BLQ BID are funded through benefit assessments on real property consistent with the Revised Management District Plan dated December 13, 2005.

Basis of Levying Assessments

The basis of levying assessments in the BLQ BID is consistent with the Revised Management District Plan dated December 13, 2005 and is set forth below.

Budget: The BLQ BID budget for Fiscal year 2012 is \$339,567

Cost: The BLQ BID will be financed through annual assessment revenues on BLQ BID parcels. The method and basis for levying the assessment is based on lot size and linear footage. The BLQ BID assumes that the City of Los Angeles, the DWP, the City Redevelopment Agency, the County, the Los Angeles Unified School District, the State of California and any other publicly owned parcels will pay assessments for the special benefits conferred upon government owned property within the boundaries of the District.

The BLQ BID property owners have agreed to assess themselves at the following annual rates:

Gross Lot Square Feet Annual Costs	Gross Linear Frontage Annual Costs
\$0.025117	\$1.77
3,571, 485 sq. ft	21,478 linear feet

Amount of Surplus Revenue from a Previous Fiscal Years

The estimate amount of surplus revenue from previous years is \$ 213,972.47. This revenue or balance includes assessment balances from the previous five years, specifically the roll over from the contingency line item in the amount of \$6,746.00, and grants received in 2011.

Amount of Deficit Revenue from a Previous Fiscal Year

There is no deficit revenue from any previous fiscal year.

Contributions from Sources Other Than Assessments Levied

The Department of Water and Power granted the BLQ BID \$5,000 for its 2010 holiday beautification project. The BID also received \$3,000 from LANI's Maintenance Matching Grant for pressure washing sidewalks and major intersections in the BID.

ATTACHMENT A
2011 Annual Meeting Minutes
December 5, 2011



Byzantine Latino Quarter Business Improvement District



Love Your Neighborhood

HOLIDAY MIXER PROGRAM

I. Welcome

II. 2011 Accomplishments

A. Maintenance Summary (January through end of October)

- i. 13,745 bags of trash removed
- ii. 178 bulky items removed
- iii. 189 graffiti tags removed
- iv. 28 hours of pressure washing

B. Beautification Projects

- i. 175 trees and palm trees were trimmed
- ii. Holiday decorations continue

C. Board Elections and Retreat

- i. Three new property/business owners joined the board, increasing reach and diversity
- ii. A retreat was held in march to identify new projects and increase sense of community and partnership

D. Continued to Foster Partnerships With Key Stakeholders

- i. Council District 1
- ii. Olympic Community Police Station
- iii. Pico Union Neighborhood Council
- iv. Salvadoran Corridor
- v. UDLA

E. Business Development Workshop

- i. Partnered with the SBDC LA Regional Network and Office of Speaker John A. Perez to host a workshop on access to capital. Small attendance but initiated effort to reach business owners and offer them resources

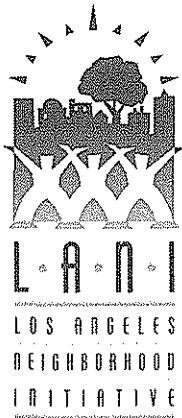
F. Marketing Campaign

- i. Commenced campaign with a focus on a dining guide and website. Work on these two efforts will continue in 2012

III. 2012 Annual Plan Review and Approve

IV. Review and Renew Chrysalis Maintenance Contract

V. Marketing Campaign Update



BLQ Pico Boulevard Business Improvement District

Annual Meeting and
Holiday Mixer
Bishop Conaty Our Lady of Loretto
2900 W. Pico Boulevard
Los Angeles, CA 90006

December 5, 2011

5:00PM-7:00PM



MINUTES

ATTENDEES

Sign-in sheet attached to these Meeting Minutes.

I. Welcome and Introductions

- Ted Pastras welcomed everyone and called the meeting to order at 5:12PM. Attendees introduced themselves and the property, business and organization de represent.

II. 2011 Accomplishments

- The BLQ BID Manager provided a summary of this year's accomplishments, highlighting the board elections, tree trimming project and continued partnerships with local entities and LAPD.
- Senior Lead Officer Ceizaldo from Olympic Community Police Station encouraged the BLQ BID to continue to connect with the businesses and local community and to specifically implement an educational campaign around illegal dumping.
- Rick Stoff from Chrysalis also provided a summary of this year's street maintenance services and next year's proposed services. Sabu McCray, the maintenance crew leader, highlighted the effort businesses are making to help out with maintaining the streets clean.

III. Review and Approval of 2012 Annual Plan

- Norma Fernandez, BLQ BID Manager, presented the 2012 annual plan to the board and walked through the entire document, including the budget. The BID manager explained that the 2012 budget is not a typical budget, as it includes roll over from previous years. The board was asked to consider the proposed parking study and after a detailed conversation, the board decided to not move forward with the parking study and eliminate it from the annual plan and allocate the funds to other beautification and maintenance projects.
- The board decided to dedicate the first quarter meeting in 2012 to identifying projects and coordinating implementation by mid to end of the year.
- With five votes (two board members were absent, the annual plan was approved. Fr. John Bakas moved to approve, Jim Pantazis seconded and the board approved.

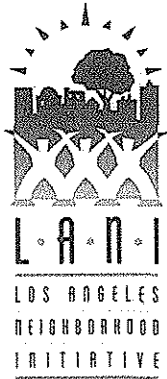
IV. Discuss and Renew Chrysalis Enterprises Maintenance Contract

- The Chrysalis Enterprises maintenance contract was renewed for 2012. No changes were made to the contract and the board approved with five votes. Jacob Segal moved, Jim Pantazis seconded, followed by board approval.

VI. Marketing Campaign Update

- Ted Pastras provided a brief update on the marketing campaign, specifically, the brochure and website development. The both marketing elements will be launched next year.

VII. Meeting Adjourned at 6:35.



BLQ Pico Boulevard Business Improvement District

Annual Meeting

Dec 5, 2011 5:00PM to 6:30PM



Name	Organization	Mailing Address	Phone Number	Email Address	Comments
H. Camacho	BLQ		213-384-7012		
Glenn Stoff	Chrysalis		310-401-9382		
P. Poutzakis	PINOS		818 6215876		
SWU McCreary	CHRYSALIS		213 810-1157		
Dennis Polito	BishopConaty		323-737-0012		
MANUEL ESPINOSA	ALRITMO		(310) 427-1402.	manuel@alritmo.com	
LEONARDO MAGAÑA	TEXIS RESTAURANTS		(213) 810-1360		
DANIEL CHAVEZ	LADD-OLYMPIC		213-793-0648	36304@LAPD.LACITY.ORG 36304@LAPD.LACITY.ORG	
Ter Pustura	Christy's		(323) 849-8000		
JEAN GARCIA	LADD-OLYMPIC		(213) 793-0773	36375@LAPD.LACITY.ORG	
FRANK LIEZABLO	" "		213)793-0773	36372@LAPD.LACITY.ORG	
JACOB SEGOC	BLQ		(310) 410-2300 x310		
TED HIATT	SBDC		(562) 938-5024	thiatt@ibcc.edu	

ATTACHMENT B
Activities and Improvements

Maintenance and Beautification

a. Street Cleanup:

In December 2006 LANI first contracted with Chrysalis to provide street maintenance services to the BLQ BID. Areas serviced include: both sides of Pico Boulevard from the Harbor Freeway to the Western Avenue; Normandie from Pico to Venice; the perimeter of the Loyola High School property along Venice; the northwest corner of Normandie and Venice; and the Transit Pocket Parks at Normandie and Pico and Hoover and Pico. This contract was approved for extension at the December 5, 2011 Annual Meeting until December 31, 2012.

Chrysalis will provide four days of full day of service. The following services will be provided: pick-up trash and litter on the sidewalks, empty trash cans and replace liners, sweep the gutters, remove the weeds and refuse from freewells and planters, sign/placard removal, supplies and vehicles, dumpster rental and fees, monthly reports. Area to be cleaned will include: both sides of Pico Boulevard from the Harbor Freeway to the east side of Western Avenue; the east side of Normandie to Venice; the corner property at Venice, immediately west of Normandie, the perimeter of Normandie Playground and Loyola High School properties along Venice; and the Transit Plazas at Normandie and Pico and Hoover and Pico.

Chrysalis workers are outfitted with distinctive shirts to identify them as part of the effort to keep the streets within the BID boundaries clean.

b. Graffiti and Bulky Item Reporting:

The crew will not remove graffiti but instead report it to the appropriate City department when it is observed. The crew will also report any incidences of bulky item illegal dumping in the area.

c. Pressure Washing:

Chrysalis will pressure wash the transit plazas at Pico and Hoover and Pico and Normandie on a monthly basis and the entire business district on a as needed basis.

d. Extra Cleanup Day

Chrysalis will provide extra cleanup days if requested, as needed for clean up before or after special events.

e. Sign/Placard Removal:

Chrysalis crew removes and disposes of illegally posted signs each visit.

f. Dumpster Rental:

Two dumpsters will be rented and placed in the BID area to minimize trips for disposal thus minimizing disposal fees charged by Chrysalis.

g. Holiday Decorations:

Holiday ornaments and banners will be installed along the Pico Boulevard corridor and other portions of the BID as part of an effort to beautify the district during the holiday season.

h. Street Banners

All street banners will be maintained and replaced, as needed, along Pico Boulevard and in other district areas.

i. Trash Receptacles & Placards

The BLQ BID placards that were placed on the trash receptacles will be maintained and replaced as needed. The trash receptacles will also be maintained and replaced as needed. Several receptacle covers need to be replaced.

j. LANI Beautification Projects

The BLQ BID has assumed maintenance responsibility for the two newly created LANI transit plazas. These projects are located at Pico and Normandie and Pico and Hoover and contain new bus shelters and other enhanced amenities such as benches, trash receptacles, trees and monument clocks. The second phase of this commenced in 2010 where the Hoover Plaza will be extended and improved and some electrical improvements will be installed at both plazas. Completion is expected in mid 2012. Electrical improvements at both transit plazas will allow for future holiday lighting.

k. DWP Outdoor Area Lighting Program

The three lights installed in the Pico and Normandie transit plaza to provide added security and illumination of the existing mural will be maintained. One lighting fixture needs to be replaced. This lighting, installed through the Department of Water and Power Outdoor Area Lighting Program will be maintained through 2012.

l. BLQ Roof Top Sign

The BLQ BID has maintained a large roof top sign for the previous three years. It will enter into a new contract with an electrician to service the neon sign once a month. The sign, which reads Byzantine Latino Quarter, sits on the roof top of a storage building on Pico Boulevard and Normandie Avenue.

m. CRA Street Furniture Maintenance

The BLQ BID will continue maintenance responsibilities of trash receptacles and benches placed along Pico from the 100 Freeway to Hoover. These improvements are part of the CRA Pico Union Streetscape project.

n. Tree Maintenance

The palm trees at the Pico and Hoover transit plaza and plum trees at the Pico and Normandie transit plaza will be maintained and water on a as needed basis.

o. Beautification Projects

The BLQ BID proposes to coordinate and host beautification projects along the business corridor, including clean-ups days and replanting the stone planters, amongst many other projects. The board will spend the first quarter of 2012 planning and coordinating projects for implementation in the third and fourth quarters.

Advocacy/Marketing/Communications

a. Newsletter

A quarterly newsletter is created and disseminated. The newsletter contains current events taking place in the BLQ BID area and highlights businesses, community and City resources.

b. Database

Continue improving and maintaining the database that represents property owners and other community stakeholders. Database is used for distribution of newsletters and other BLQ BID correspondence. A survey of the current business mix will be conducted to obtain current information.

c. DWP Holiday Beautification Grant

Apply for the DWP Holiday Beautification Grant to fund the holiday ornaments and banners, and possible lighting installation at the transit plazas.

d. Merchant/Public Education

Continue to organized and host town hall meetings, business development workshops and other events to inform business owners of public and private resources and create local community awareness about the BLQ BID.

e. Marketing Campaign

Implement marketing campaign that was initiated in 2011. Complete and widely distribute dining guide, which will highlight the diverse eateries in the BLQ BID. A website with a history of the BID, description of area and directory of all businesses in the area will be launched. Other marketing and public relations efforts will be initiated.

f. Private and Nonprofit Partnerships

The BLQ BID will continue to develop partnerships with Council District 1, the Mayor's Office, LAPD and other community agencies.

g. Farmers Market

The formation of a weekly farmer's market is the goal of the BLQ BID. The BID will work closely with the council office and local farmers market organizer to discuss feasibility of farmers market and identify potential sites and days. The BLQ BID plans to start a farmers market in 2012.

h. Job Fair

In an effort to encourage local hiring, the BLQ BID would like to plan a job fair in the area. This will be done in collaboration with city departments and local organizations.

Administration

LANI will continue working with Councilmember Reyes' Office, other City Departments, business owners and residents, local nonprofits, churches and education institutions in managing the BID to create greater efficiency and district cohesion. Regular City Clerk reporting requirements will be abided by.

BLQ BID Board meetings will be conducted on a quarterly basis if not more. Participation in the BID Consortium meetings will continue.

ATTACHMENT C
Fiscal Year 2012 Budget

**BLQ-Pico Boulevard BID
Fiscal Year 2012 Budget**

ANTICIPATED REVENUES

2012 Levied Assessments	\$ 125,594.53
Estimated Roll Over from 2011	\$ 213,972.47
Total Estimated 2012 Budget	\$ 339,567.67

PROPOSED EXPENDITURES

Maintenance and Beautification (77%)	\$ 227,511.00
Chrysalis Street Maintenance	\$ 89,600.00
Pressure Wash	\$ 19,200.00
Tree Maintenance and Watering	\$ 10,000.00*
Holiday Decorations	\$ 10,000.00
Trash receptacle maintenance	\$ 3,000.00
Roof-Top Sign Maintenance	\$ 3,000.00
Other maintenance and beautification projects & expenses (e.g. extra clean-up days, BLQ t-shirts)	\$ 92,711.00*
Admin/Communications/Marketing (18%)	\$ 95,078.00
LANI Admin	\$ 60,500.00*
Marketing Campaign	\$ 15,860.00*
Business Development Workshops/Job Fair/Farmers Market and Other Events	\$ 2,500.00
BID Renewal Process	\$ 10,000.00*
Annual Financial Report	\$ 800.00
Postage for mailings to 400 property/business owners	\$ 1,200.00
Printing of quarterly newsletter	\$ 1,200.00
Printing of letters, agendas, general correspondence	\$ 250.00
Food for meetings	\$ 500.00
Other administrative, communications and marketing expenses	\$ 2,268.00*
Contingency (5%)	\$ 16,978.00
GRAND TOTAL**	\$ 339,567.00

*These funds will be expended over a period of two-years.

** Interest income generated will be spent in each of the above main line items by indicated percentage.