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February 20, 2019

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

Council Districts 3

REGARDING:

**THE HISTORIC OLD TOWN CANOGA PARK (PROPERTY BASED) BUSINESS
IMPROVEMENT DISTRICT'S 2019 FISCAL YEAR ANNUAL PLANNING REPORT**

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the Historic Old Town Canoga Park Business Improvement District's ("District") 2019 fiscal year (CF 12-0071). The owners' association of the District has caused to be prepared the Annual Planning Report for City Council's consideration. In accordance with Division 6, Chapter 9, Sections 6.600 to 6.620 of the Los Angeles Administrative Code (LAAC), an Annual Planning Report for the District must be submitted for approval by the City Council. The Historic Old Town Canoga Park Business Improvement District's Annual Planning Report for the 2019 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

BACKGROUND

The Historic Old Town Canoga Park Business Improvement District was established on November 4, 2009 by and through the City Council's adoption of Ordinance No. 180982 which confirmed the assessments to be levied upon properties within the District, as described in the District's Management District Plan. The 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 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 an 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 October 29, 2018, 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

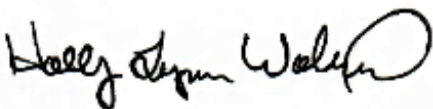
There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Historic Old Town Canoga Park Business Improvement District's 2019 fiscal year complies with the requirements of the State Law
2. ADOPT the attached Annual Planning Report for the Historic Old Town Canoga Park Business Improvement District's 2019 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott

City Clerk

Attachment:

Historic Old Town Canoga Park Business Improvement District's 2019 Fiscal Year Annual Planning Report

February 20, 2019

Holly L. Wolcott, City Clerk
Office of the City Clerk
200 North Spring Street, Room 395
Los Angeles, CA. 90012

Subject: Historic Old Town Canoga Park PBID 2019 Annual Planning Report

Dear Ms. Wolcott:

As required by Division 6, Chapter 9, Sections 6.600 to 6.620 of the Los Angeles Administrative Code (LAAC), the Board of Directors of the Historic Old Town Canoga Park Business Improvement District has caused this Historic Old Town Canoga Park Business Improvement District Annual Planning Report to be prepared at its meeting on October 29, 2018.

This report covers proposed activities of the Historic Old Town Canoga Park BID from January 1, 2019 through December 31, 2019.

Sincerely,

A handwritten signature in black ink that reads "Mary K. Paterson". The signature is written in a cursive, slightly slanted style.

Mary Paterson
Executive Director
Canoga Park Improvement Association

Historic Old Town Canoga Park Business Improvement District

2019 Annual Planning Report

District Name

This report is for the Historic Old Town Canoga Park Business Improvement District (District). The District is operated by the Canoga Park Improvement Association., a California non-profit corporation.

Fiscal Year of Report

The report applies to the 2019 Fiscal Year. The District Board of Directors approved the 2019 Annual Planning Report at the October 29, 2018 Board of Director's meeting.

Boundaries

There are no changes to the District boundaries for 2019.

Benefit Zones

There are no changes to the District's benefit zone(s) for 2019.

2019 IMPROVEMENTS, ACTIVITIES AND SERVICES

Security: \$61,274.46 (24.00%)

Security services will be provided, which may include any combination of regular and noticeable vehicle, bicycle or foot patrols.

Landscaping & Maintenance: \$79,146.18 (31.00%)

Sidewalk cleaning will be done on a weekly basis. Litter and debris pick up, as well as trash collection of sidewalk receptacles within the BID boundaries will be done on a daily basis. Weed abatement and graffiti removal will be provided as needed. Periodic tree maintenance, and other general maintenance activities will also be provided regularly.

Marketing, Promotions & Public Relations: \$28,084.13 (11.00%)

A comprehensive marketing effort will be coordinated with private efforts and other community organizations. Cable television and print advertising that promote existing businesses within the BID will be undertaken. Marketing events with guest speakers and advertising; community events with promotional tie-ins for BID stakeholders, and media coverage will be arranged at various times throughout each year of service, as well as special events in conjunction with holidays. Directional signage within the BID will be used. Additionally, the District's web site is updated monthly and provides free advertising for

assessed commercial properties within the BID.

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Additional new you tube promotional videos promoting area are to be produced.

New Business Attraction: \$7,659.31 (3.00%)

The District will implement efforts to attract and recruit new businesses to the BID.

Administration & Policy Development: \$40,849.64 (16.00%)

The District provides for a full time Executive Director to oversee the execution of the service plan and other required administrative functions including but not limited to preparing BID Activity Reports, financial statements and overseeing the BID website.

Contingency/Reserve/ Uncollected Funds: \$38,296.53 (15.00%)

The Contingency/Reserve/Uncollected Funds budget includes City/County collection fees, and additional projects the Owners' Association (BID) deems appropriate. The contingency is ancillary and necessary to the unimpeded delivery of the BID's programs and services.

Total Estimate of Cost for 2019

A breakdown of the total estimated 2019 budget is attached to this report as **Appendix A.**

Method and Basis of Levying the Assessment

The Method for levying the 2019 assessment remains the same as listed in the Management District Plan. Annual assessments are based upon an allocation of program costs and a calculation of assessable square footage for two (2) Benefit Zones. Assessments are determined by lot square footage and linear frontage. The assessment rates for 2019 are as follows:

Zone 1

Lot: \$0.1134 per square foot

Frontage: \$1.1255 per linear foot

Zone 2

Lot: \$0.1134 per square foot

(There is a 3.0% CPI increase for 2019)

Surplus Revenues: \$0.00

There are no surplus revenues that will be carried over to 2019.

Anticipated Deficit Revenues

There are no deficit revenues that will be carried over to 2019.

Contribution from Sources other than assessments: \$0.00

APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE Historic Old Town Canoga Park BID- FY 2019

	Zone 1	Zone 2	Total	
2019 Assessments	\$250,070.25	\$5,240.00	\$255,310.25	
Estimated Carryover from 2018	\$0.00	\$0.00	\$0.00	
Other Income	\$0.00	\$0.00	\$0.00	
Total Estimated Revenues	\$250,070.25	\$5,240.00	\$255,310.25	
2019 Estimated Expenditures				Pct.
Security	\$60,016.86	\$1,257.60	\$61,274.46	24.00%
Landscaping & Maintenance	\$77,521.78	\$1,624.40	\$79,146.18	31.00%
Marketing, Promotions & Public Relations	\$27,507.73	\$576.40	\$28,084.13	11.00%
New Business Attraction	\$7,502.11	\$157.20	\$7,659.31	3.00%
Administration & Policy Development	\$40,011.24	\$838.40	\$40,849.64	16.00%
Contingency/Reserve/ Uncollected Funds	\$37,510.53	\$786.00	\$38,296.53	15.00%
Total Estimated Expenditures	\$250,070.25	\$5,240.00	\$255,310.25	100%

** Non-regular budget item, not calculated as part of budget percentage.