

City of Los Angeles

CALIFORNIA



ERIC GARCETTI
MAYOR

OFFICE OF
CITY CLERK
**Neighborhood and Business
Improvement District Division**

ROOM 224, 200 N. SPRING STREET
LOS ANGELES, CALIFORNIA 90012
(213) 978-1100
FAX: (213) 978-1107

MIRANDA PASTER
ACTING DIVISION HEAD

January 31, 2014

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

Council District 3

**REGARDING: THE HISTORIC OLD TOWN CANOGA PARK (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 Historic Old Town Canoga Park Business Improvement District's ("District") 2014 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 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 Historic Old Town Canoga Park 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 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. 180,982 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 October 28, 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 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

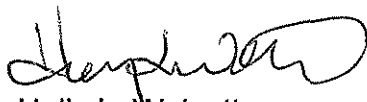
There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Historic Old Town Canoga Park Business Improvement District's 2014 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 2014 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott
Interim City Clerk

HLW:MCP:RMH:ev

Attachment: Historic Old Town Canoga Park Business Improvement District's 2014 Fiscal Year Annual Planning Report



7108 Remmet Avenue
Canoga Park, CA 91303

RECEIVED
2014 JAN 22 PM 4:23
ADMINISTRATIVE
SERVICES DIVISION

December 27, 2013

Eugene Van Cise
Office of the City Clerk,
Room 224, City Hall
200 North Spring Street
Los Angeles, CA 90012

RE: 2014 Annual Planning Report for the Historic Old Town Canoga Park Business Improvement District

Dear Mr. Van Cise,

On October 28, 2013, the Canoga Park Improvement Association, a California Non-Profit Organization, contracted through agreement C-116792 with the City of Los Angeles to manage services provided to the Historic Old Town Canoga Park Business Improvement District, met with our Advisory Board to review the proposed 2014 Budget and activities.

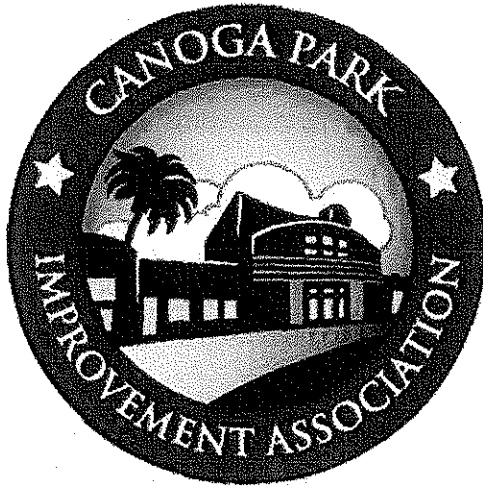
During the meeting, Canoga Park Improvement Association presented the attached 2014 Annual Planning Report to our Advisory Board. The plan was unanimously approved.

On behalf of the Advisory Board, I would like to present this Advisory Board Approved 2014 Annual Planning Report of the Historic Old Town Canoga Park Business Improvement District to the Office of the City Clerk and the Los Angeles City Council for their review and approval.

Please ask me if you have any questions.

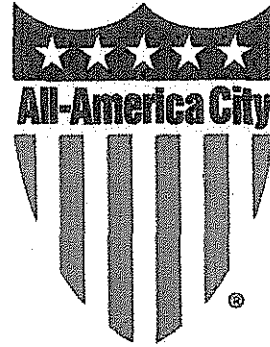
Sincerely,

Mary K. Paterson
Executive Director
Canoga Park Improvement Association



**Canoga Park
Improvement
Association's**

Canoga Park



2005

Canoga Park Improvement Assoc. Phone 818 346 7480
7108 Remmet Avenue Fax 818 346 7465
Canoga Park, CA 91303

www.CanogaParkCal.com

2014

Annual/Planning Report

Historic Old Town Canoga Park Business Improvement District

Adopted October 28, 2013
Amended December 27, 2013

Overview

BID Name: Historic Old Town Canoga Park Improvement District

Administered by: Canoga Park Improvement Association (CPIA)

The owners' association, CPIA, has prepared the following 2014 Annual Planning Report for the Historic Old Town Canoga Park Business Improvement District per section 36650 (a) of the property Law.

We will continue our collaboration and communication with Mayor Garcetti and his staff, our Council Office and Councilperson Bob Blumenfield, the Canoga Park Neighborhood Council, the Canoga Park/West Hills Chamber of Commerce, Main Street Canoga Park and other various community organizations, our Los Angeles Police Department partners, and offices of all our local representatives.

A) In 2014 we plan to pursue our ongoing projects/improvements in the following areas per our management district plan:

- 1) Security
- 2) Marketing, Promotions & Public Relations
- 3) Landscape & Maintenance
- 4) New Business Attraction
- 5) Administration & Policy Development
- 6) Contingency/Reserve/Uncollected Funds

B) There are no proposed boundary or benefit changes.

C) The estimated cost for improvements for the year is \$243,032.23. The estimated cost for improvements for each category are:

<u>Estimated Expenditures</u>	<u>Estimated Expense with Carrvover</u>
Security:	\$58,000.00
Marketing, Promotions & Public Relations:	\$28,000.00
Landscape & General Maintenance:	\$73,000.00
New Business Attraction:	\$ 8,893.00
Administration & Policy Development:	\$44,388.21
Contingency/Reserve/Uncollected Funds:	<u>\$30,751.02</u>
	\$243,032.23

There are no proposed changes in the benefit zones. The board did vote for a 3% increase to take effect in 2014.

D) The method and basis of levying the assessment will be increased by 3% based on parameters outlined in Management District Plan from \$0.1007 per square foot per year to \$0.1037 per square foot per year for all parcels plus rate per linear foot of frontage on Sherman Way parcels will be \$1.0300.

E) We have been told we will receive another grant from the Los Angeles Department of Water and Power for holiday decorations and other improvements of up to \$5,000 and hopefully a grant for our Historical Plaque/marker project.

The Categories

Security

Our focus in 2014 will be to continue to work closely with the Los Angeles Police Department and our private security company, currently The Centurion Group. We will meet with both teams regularly to discuss needs of the area and where we should best focus our attention.

We will continue a process of documentation of specific security situations - in detail, which we hope will better serve the police when assigning their patrols.

We will continue to be a steady part of our Neighborhood and Business Watch.

Marketing, Promotions & Public Relations

Continue a variety of marketing & promotional mediums that include:

- Ongoing development of our website, www.CanogaParkCal.com.
- Development/Airing of Commercials for cable.
- Holiday Decorations
- Ads and articles in various publications (some paid some free).
- Participation and planning in events such as the Main Street Canoga Park Certified Farmer's Market, the St. Patrick's Day Celebration, Canoga Park Memorial Day Parade, Third Thursday, Clyde Porter Arts Day and the Main Street Canoga Park Día de Los Muertos Street Festival.
- To continue to promote our All-America City status.

Landscape & Maintenance

- Within this Award-Winning category, we have one of our most successful and ongoing programs. This is our team of community service workers and supervisors who, on a daily basis, pick-up trash, change liners in our decorative receptacles, water plants, plant and trim trees, weed sidewalks and planters, sweep gutters and sidewalks, use of blower to clean sidewalks, graffiti removal and reporting, report illegal dumping, and other various projects.
- Sidewalk steam-cleaning
- We will further developing our Greening Canoga Park Initiative and hope to have more progress on our Green Alley Project.
- Historical Pride Plaque Project
- We will continue the development and implementation of the native and succulent plant project throughout district
- Planning of public art directional signage

New Business Attraction

In this category our primary focus has been using the tool of our website, facebook and other social media. We are working with and will continue to do so, other community groups, i.e. the Canoga Park/West Hills Chamber of Commerce and Main Street Canoga Park on a committee whose focus is keeping the vacancies down and continuing to fill vacancies with quality services and businesses. We will continue with Third Thursday and the Canoga Park Art Walk where we create satellite art galleries to help property owners fill vacancies utilizing vacant storefronts.

Administration and Policy Development

This area encompasses everything from working with our council office to support new legislation for our area; working with various city agencies to keep Canoga Park on schedule for regular repairs and services; to leverage our funds by sharing costs with city or other entities for larger capital improvements as needed, continuing to meet with merchants and property owners to discuss and hopefully find solutions to any concerns about the area; applying for grants; help direct stakeholders to the proper agents of the city for their various needs.; to continue to support local control of improvement dollars for our historic downtown Canoga Park Corridor; to continually create an improved property market value; to promote our new vision for our town in partnership with our merchants, property owners, city and state representatives and community; to continue to build on the strength of our BID Consortium, finding more efficient ways to streamline our programs and to communicate our needs. We will continue to work with our group, "The Canoga Park Coalition." This is a group made up of The Canoga Park Improvement Association, Main Street Canoga Park, The Canoga Park Neighborhood Council, The Canoga Park/West Hills Chamber of Commerce, the Canoga/Owensmouth Historical Society, and the Council Office. The purpose of this coalition is to coordinate our efforts for the greatest good of our District. This will allow us to be one voice with regard to issues with the City; to propose legislation; and to design, fund and implement various improvement projects. Also represented here is insurance, rent, utilities, supplies, office equipment, CPA fees including annual CPA reviewed financials, bookkeeper, office support staff, attorney fees, non-profit fees, taxes, etc.

Contingency/Reserve/Uncollected Funds

This category 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.

This category also accounts for delays in assessment payments for any reason by property owners. When funds are received then they will be allocated to the various categories outlined in the management district plan.

Signed:



Paul A. Lewin, CPIA President

APPENDIX A- TOTAL ESTIMATED COST FOR CANOGA PARK BID- FY 2014

2014 Assessments	\$233,644.02
2013 Estimated Carryover	\$9388.21
TOTAL ESTIMATED BUDGET	\$243,032.23

Estimated Expenditures:

Security	\$58,000
Marketing, Promotions & Public Relations	\$28,000
Landscaping & Maintenance	\$73,000
New Business Attraction	\$8,893
Administration & Policy Development	\$44,388.21
Contingency/Reserve/Uncollected Funds	\$30,751.02
TOTAL ESTIMATED EXPENDITURES	\$243,032.23