



ERIC GARCETTI  
MAYOR

December 18, 2013

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

Council District 1

REGARDING: THE HIGHLAND 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 Highland Park Business Improvement District's ("District") 2014 fiscal year (CF 12-0118). 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 Highland Park Business Improvement District was established on December 2, 2009 by and through the City Council's adoption of Ordinance No. 181013 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 PLANNING REPORT REQUIREMENTS

The LSPM PBID Ordinance states that the Highland Park Business Improvement District's Advisory Board 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 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 attached Annual Planning Report, which was approved by the District's Board at their meeting on November 19, 2013, 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 Highland Park 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 attached Annual Planning Report for the Highland Park Business Improvement District's 2014 fiscal year complies with the requirements of the LSPM PBID Ordinance.
2. ADOPT the attached Annual Planning Report for the Highland Park Business Improvement District's 2014 fiscal year, pursuant to the LSPM PBID Ordinance.

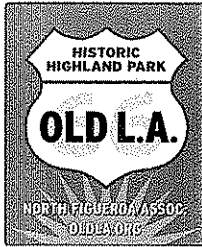
Sincerely,



Holly L. Wolcott  
Interim City Clerk

HLW:MCP:RMH:ev

Attachment: Highland Park Business Improvement District's 2014 Fiscal Year Annual Planning Report



# North Figueroa Association

5651 Fallston St., Los Angeles, CA 90042  
323-255-5030, fax 323-257-1036

October 14, 2013

Miranda Paster  
City Clerk  
Office of the City Clerk,  
200 North Spring Street  
Room 360  
Los Angeles, CA 90012

**RE: 2014 Annual Planning Report for the Highland Park Business Improvement District**

Dear Ms. Paster:

On November 19, 2013, the North Figueroa Association, a California Non-Profit organization met to review the proposed 2014 budget and activities. The North Figueroa Assn through agreement No. C-116953 with the City of Los Angeles to manage services provided to the Highland Park Business Improvement District.

During the meeting of November 2013, the BID management company presented the attached 2014 Annual Planning Report to our Advisory Board. The report was unanimously approved at that meeting.

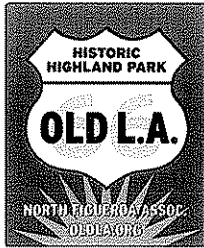
On behalf of the Advisory Board, I would like to present the 2014 Annual Planning Report for the Highland Park Business Improvement District to the Office of the City Clerk and to the Los Angeles City Council for their review and approval.

Please ask me if you have any questions.

Sincerely,

A handwritten signature in cursive script that reads "Misty Iwatsu".

Misty Iwatsu, Executive Director  
North Figueroa Association



# North Figueroa Association

5651 Fallston St.  
Los Angeles, CA 90042  
323-255-5030, fax 323-257-1036

## 2014 Annual Planning Report

**District Name: Highland Park Business Improvement District**

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

**Boundaries:** The boundaries of the Highland Business Improvement District will remain the same for the 2014 fiscal year as in previous fiscal years and as listed in the Management District Plan, which is: the northeast and southwest sides of Figueroa Street between Avenue 50 on the south and Piedmont St. on the north. For a more detailed description of the boundaries is listed in the Management District Plan.

**Benefit Zones:** The benefit zones for the Highland Park Business Improvement District will remain the same for the 2014 fiscal year as in previous fiscal years. There is only one benefit zone.

### Improvements and Activities for 2014

The following are the improvements and activities planned for the Highland Park Business Improvement District in order by category as listed in the Management District Plan. This includes a 3% increase in assessments over last year.

#### Right of Way:

**Maintenance:** The maintenance supplied in 2013 will continue in 2014. The sidewalks will be swept and pressure washed. The North Figueroa Association has entered into a contract for 2014 with Chrysalis to provide these services. In addition to sidewalks, sidewalk furniture will also be cleaned on an as needed basis. Graffiti will be removed upon notification and identification. Trash will be removed and replaced with new liners. Bulky items will be called into 311 and removed as necessary. Plants and trees will receive watering.

**Security:** The security supplied in 2013 will continue in 2014. Armed security guard will patrol the district in a patrol vehicle, on foot and on a bicycle. Reports will be made by patrol on a daily basis and monthly reports will be generated. The North Figueroa Association has entered into a contract with General Security Services to provide this service.

The cost for providing Right of Way services for 2014 is estimated at \$275,750 or 65% of the budget.

#### Organization and Corporate Identity

**Corporate Identity:** The marketing in 2013 will continue in 2014. Maintenance of the website is ongoing. Promotion of the district is ongoing. The district will also hold special events during the year and produce 4 newsletter publications per year. The district will continue holiday decoration in 2014. Additionally, the district is seeking a grant of \$3,000 for holiday decorations, which will be used to market the District holiday activities.

**Administration and Corporate Operations:** The district will continue to work in 2014 with the contracted BID management company for administration of the district services. The BID management company provides an office and a dedicated phone number for the district. It also holds contracts for Sidewalk Operations & Beautification and District Identity services with various companies and ensures that all work is completed. Additionally, the BID management company works with the City of Los Angeles and handles all financial and administrative requirements.

**Contingency / Reserve:** The contingency for 2014 will continue to be 10% of the budget and is used to cover slow pay and no pay assessments and unexpected expenditures as well as City Fees charged by the City of Los Angeles and County of Los Angeles for collection and distribution of revenue.

The cost for providing Corporate Identity, Organization and Contingency for 2013 is estimated at \$148,481 or 35% of the budget.

**Total Estimate of Cost for 2014:**

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

**Method and Basis of Assessment:** The Method of levying the 2014 assessment for the Highland Park Business Improvement District remains the same; the basis of assessment has increased 5% as allowed for in the Management District Plan, which is as follows:

Lot size, at \$0.08 +3% (2014)= \$0.0824 per square foot  
Building size, at \$0.14 +3% (2014)= \$0.1442 per square foot  
Linear frontage, at \$7.75 +3% (2014)= \$7.9825 per linear foot

**Amount of Surplus/Deficit from previous Fiscal Year:** Based on the balance of accounts as of November 15, 2013 when this report was being drafted, the district is expected to have a surplus of \$ 33,776 from the 2013 fiscal year to be carried forward into fiscal year 2014. The surplus of \$33,776 is to be distributed among the budget categories in accordance with Council approved MDP and the terms of the administration contract with the City of Los Angeles. Pursuant to the Council approved MDP and the terms of the administration contract with the City of Los Angeles, the surplus does not increase any line item by more than 10% of the total budget. There is no deficit from 2013 to be carried over.

**Amount of Contributions from other sources:** It's estimated that \$18,000 come in from the Old L.A. Certified Farmers Market stall fee. The District anticipates receiving a grant from DWP for holiday decorations and marketing for the district during the end of 2013. The approval of the grant is pending and the district expects notification of the award in August. If approved, the grant will be for \$3,000.

## APPENDIX A – HIGHLAND PARK BID ESTIMATED BUDGET

Total Estimate of Cost for the Highland Park Business Improvement District Fiscal Year 2014

### Estimated Receivables

|                                      |                   |
|--------------------------------------|-------------------|
| 2014 Assessments                     | \$ 372,455        |
| 2013 Carryover                       | \$ 33,776         |
| 2014 other income: Old LA CFM Market | \$ 18,000         |
| <b>Total Estimated Budget</b>        | <b>\$ 424,231</b> |

### Estimated Expenditures

|   |                   |
|---|-------------------|
| <b>Right of Way</b>                                       | <b>\$ 275,750</b> |
| <b>Corporate Identity, Organization &amp; Contingency</b> | <b>\$ 148,481</b> |
| <b>Total Estimated Expenditures</b>                       | <b>\$ 424,231</b> |