

HOLLY L. WOLCOTT
CITY CLERK

GREGORY R. ALLISON
EXECUTIVE OFFICER

City of Los Angeles CALIFORNIA



ERIC GARCETTI
MAYOR

OFFICE OF THE
CITY CLERK

NEIGHBORHOOD AND BUSINESS
IMPROVEMENT DISTRICT
(SPECIAL ASSESSMENTS SECTION)
200 N. SPRING STREET, ROOM 224
LOS ANGELES, CA 90012
(213) 978-1099
FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

clerk.lacity.org

December 3, 2014

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 2015 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") 2015 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 October 14, 2014, 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 2015 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 2015 fiscal year, pursuant to the LSPM PBID Ordinance.

Sincerely,



Holly L. Wolcott
City Clerk

HLW:GRA:MCP:RMH:ev

Attachment: Highland Park Business Improvement District's 2015 Fiscal Year Annual Planning Report



North Figueroa Association

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

November 1, 2014

Holly L. Wolcott, City Clerk
Office of the City Clerk
200 North Spring Street, Room 224
Los Angeles, CA 90012

Subject: Highland Park PBID 2015 Annual Planning Report

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 Highland Park Business Improvement District has caused this Highland Park Business Improvement District Annual Planning Report to be prepared at its meeting of October 14, 2014.

This report covers proposed activities of the Highland Park BID from January 1, 2015 through December 31, 2015.

Sincerely,

A handwritten signature in black ink that reads "Misty Iwatsu". The signature is written in a cursive, flowing style.

Misty Iwatsu, Executive Director
North Figueroa Association



North Figueroa Association

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

2015 Annual Planning Report

District Name: This report is for the Highland Park Business Improvement District (District). The District is operated by the North Figueroa Association, a California non-profit corporation.

Fiscal Year of Report: This report applies to the 2015 Fiscal year. The District Board of Directors approved the 2015 Annual Planning Report at the October 14, 2014 Board of Directors Meeting.

Boundaries: There are no changes to the District boundaries for 2015.

Benefit Zones: The District has one benefit zone. For 2015 there will be no changes to the District's benefit zone.

2015 Improvements, Activities and Services

Right of Way: \$306,276 (65%)

Maintenance: The maintenance supplied in 2014 will continue in 2015. The sidewalks will be swept and pressure washed. The North Figueroa Assoc. has entered into a contract for 2015 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 item will be called into 311 and removed as necessary. Plants and trees will receive watering.

Security: The security supplied in 2014 will continue in 2015. Armed security guards 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.

Corporate Identity, Organization and Contingency/City Fees/Reserve: \$164,918 (35%)

Corporate Identity

The marketing in 2014 will continue in 2015. Maintenance of the website is ongoing. Promotion of the districts 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 2015. Additionally the district is seeking a grant of \$3,000 for holiday decorations, which will be used to market the District holiday activities.

Organization

The district will continue to work in 2015 with the contracted BID management company for administration of the District services.

Contingency/ City Fees/ Reserve

The contingency for 2015 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.

Total Estimate of Cost for 2015:

A breakdown of the total estimated 2015 budget is attached to this report as Appendix A.

Method and Basis of Assessment: The Method of levying the 2015 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 and linear frontage. The assessment rates for 2015 are as follows:

- Lot size, at \$0.0840 per square foot
- Building size, at \$0.1471 per square foot

Linear frontage, at \$8.1422 per linear foot
(There is a 2% CPI increase for 2015)

Surplus Revenue

At the end of 2014, the District will have an estimated \$73,290 of surplus revenue that will be rolled over into the 2015 budget less November and December expenses. The District Board of Directors authorized the rollover at the October 14, 2014 Board of Directors meeting.

Anticipated Deficit Revenues

There are no deficit revenues that will be carried over to 2015.

Amount of Contributions from other sources: It's estimated that \$18,000 will 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 2014. The approval of the grant is pending. 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 2015

Estimated Receivables

2015 Assessments	\$ 379,904
2014 Carryover	\$ 73,290
2015 other income: Old LA CFM Market	\$ 18,000
Total Estimated Budget	\$ 471,194

Estimated Expenditures

Right of Way (65%)	\$ 306,276
Corporate Identity, Organization & Contingency (35%)	\$ 164,918
Total Estimated Expenditures	\$ 471,194