

City of Los Angeles
CALIFORNIA



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MAYOR

OFFICE OF
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MIRANDA PASTER
ACTING DIVISION HEAD

February 6, 2014

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

Council Districts 8 & 9

REGARDING: THE FIGUEROA CORRIDOR (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 Figueroa Corridor Business Improvement District's ("District") 2014 fiscal year (CF 12-0139). 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 Figueroa Corridor 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 Figueroa Corridor Improvement District was established on July 31, 2012 by and through the City Council's adoption of Ordinance No. 182198 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 November 12, 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 Figueroa Corridor Business Improvement District's 2014 fiscal year complies with the requirements of the State Law.
2. ADOPT the attached Annual Planning Report for the Figueroa Corridor Business Improvement District's 2014 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott
Interim City Clerk

HLW:MCP:RMH:PM:ev

Attachment: Figueroa Corridor Business Improvement District's 2014 Fiscal Year Annual Planning Report



RECEIVED
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ADMINISTRATIVE
SERVICES DIVISION

Attachment |

December 10, 2013

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

Re: Figueroa Corridor Partnership Annual Planning Report 2014

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 Figueroa Corridor Partnership Business Improvement District (BID) has caused this Figueroa Corridor Business Improvement District Annual Planning Report to be prepared.

This report covers proposed activities of the Figueroa Corridor BID from January 1, 2014 through December 31, 2014. The 2014 Annual Budget was presented to the Board of Directors at its meeting on November 12, 2013 and unanimously approved at that meeting.

Finally, the BID looks forward to its 17th year of providing services to the property owners. I look forward to continuing to work together. If you have any questions, please call me at (213) 746-9577.

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Gibson".

Steve Gibson
Executive Director

District Name: This report is for the Figueroa Corridor Business Improvement District

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

Boundaries:

- There are no changes to boundaries from 2013. Per the 2013-2017 Management District Plan, the BID expanded its boundaries during renewal. The north side of Jefferson Boulevard is now included from Vermont Avenue to Royal Street. And the north side of Martin Luther King Jr. Boulevard from Vermont Avenue to Figueroa Street was included.

Benefit Zones:

- There are no changes to benefit zones from 2013. Per the 2013-2017 Management District Plan BID, there are 4 benefit zones.

Improvements and Activities for the year 2014:

The following are the improvements and activities planned for the Figueroa Corridor Business Improvement District (BID) in order by category as listed in the Management District Plan:

Administration/Office:

- The Figueroa Corridor BID will continue to contract with Urban Place Consulting Group, Inc. to manage the district for its five year term. The Figueroa Corridor BID will continue to lease office space in the district at 3982 S. Figueroa Street, Suite 207/211. The cost estimated for providing administration for 2014 is estimated at \$146,218.

Communication/Development:

- The communications/development supplied in 2013 will continue in 2014. The Figueroa Corridor BID will continue to produce quarterly newsletters and maintain its website www.figueroacorridor.org. The website describes the BID and includes a business directory and calendar of events. The cost for providing communications/development for 2014 is estimated at \$41,984.

Clean and Safe:

- Maintenance— The maintenance supplied by Chrysalis Enterprises in 2013 will continue in 2014. There is a team 12 person team that works 7 days per week from 7 a.m. to 3 p.m Monday-Friday, and 7 a.m. to 12 p.m. Saturday-Sunday. The team is outfitted in teal and black uniforms with the Figueroa Corridor BID logo prominently displayed. They pick up litter, remove graffiti, pressure wash sidewalks, and perform light landscaping in the district. The district tree trimming schedule from 2013 will continue in 2014.

Safety Ambassadors – The security supplied by Securitas, Inc. in 2013 will continue in 2014. There is a 14 person team that works 7 days a week from 8 a.m. to 12 midnight. The team is outfitted in teal and khaki uniforms with the Figueroa Corridor BID logo prominently displayed.

The cost of providing Clean and Safe services is estimated at \$1,180,392.

Total Estimate of Cost for 2014:

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

Method of Levying the Assessment:

- The method will be the same as approved in 2013-2017 Management District Plan.
Linear street frontage of a property is assessed as follows:
Tier One parcels- linear street frontage @ \$18.7607
Tier Two parcels- linear street frontage @ \$14.0772
Tier Three parcels- linear street frontage @ \$7.7767
Tier Four parcels- linear street frontage @ \$22.3674

Amount of Surplus/Deficit Revenue from previous fiscal year:

Based on projected expenditures for December and the balance of accounts as of December 10th when this report was being drafted, the Figueroa Corridor BID is expected to have a surplus of \$79,397 from the 2013 calendar year to be carried over into the 2014 calendar year. There is no deficit from 2013 carried over to 2014.

Amount of contributions from other sources:

- The Figueroa Corridor BID expects \$43,000 in earned income from providing clean/safe contract services to properties not within the District boundaries. The Figueroa Corridor BID also expects \$28,000 in voluntary contributions from property within the District that has been determined to be zoned residential and therefore not a mandatory assessment payer. The BID anticipates receiving a grant from LADWP. If approved the grant will be for \$5,000. Also, the BID projects \$400 in interest income in 2014.

APPENDIX A- TOTAL ESTIMATE COST FOR FIGUEROA CORRIDOR PARTNERSHIP BID- FY 2014

	Tier 1	Tier 2	Tier 3	Tier 4	Total
2014 Assessments	\$350,261	\$483,119	\$169,092	\$205,326	\$1,207,797
Prior Year Assessment Penalty	\$580	\$800	\$280	\$340	\$2,000
Assessment Prior Years	\$870	\$1,200	\$420	\$510	\$3,000
2013 Estimated Carryover	\$23,025	\$31,759	\$11,116	\$13,497	\$79,397
2014 Estimated Contributions	\$22,156	\$30,560	\$10,696	\$12,988	\$76,400
Total Estimated Budget	\$396,892	\$547,438	\$191,603	\$232,661	\$1,368,594

Estimated Expenditures:	Tier 1- 29%	Tier 2- 40%	Tier 3-14%	Tier 4-17%	Total
<i>Administration/Office</i>					
Management	\$20,602	\$28,416	\$9,946	\$12,077	\$71,040
City Fees	\$7,005	\$9,662	\$3,382	\$4,107	\$24,156
Office expenses (rent, phone, internet)	\$7,474	\$10,309	\$3,608	\$4,381	\$25,772
Accounting	\$1,885	\$2,600	\$910	\$1,105	\$6,500
Travel & Meetings	\$870	\$1,200	\$420	\$510	\$3,000
Legal & Professional	\$4,350	\$6,000	\$2,100	\$2,550	\$15,000
Meetings	\$218	\$300	\$105	\$128	\$750
	\$42,403	\$58,487	\$20,471	\$24,857	\$146,218
<i>Communication/Development</i>					
Management	\$3,612	\$4,982	\$1,744	\$2,117	\$12,455
Marketing Consultant	\$6,591	\$9,092	\$3,182	\$3,864	\$22,729
Newsletter	\$580	\$800	\$280	\$340	\$2,000
Website	\$1,160	\$1,600	\$560	\$680	\$4,000
Annual Report	\$58	\$80	\$28	\$34	\$200
Special Events	\$87	\$120	\$42	\$51	\$300
Other	\$87	\$120	\$42	\$51	\$300
	\$12,175	\$16,794	\$5,878	\$7,137	\$41,984
<i>Clean and Safe</i>					
Clean Labor	\$107,425	\$148,173	\$51,860	\$62,973	\$370,432
Pressure Washing	\$19,314	\$26,640	\$9,324	\$11,322	\$66,600
Supplies	\$5,508	\$7,598	\$2,659	\$3,229	\$18,994
Truck, Fuel, Dump fees	\$9,803	\$13,522	\$4,733	\$5,747	\$33,804
Management	\$11,926	\$16,450	\$5,757	\$6,991	\$41,124
Tree Trimming	\$8,700	\$12,000	\$4,200	\$5,100	\$30,000
Safety Labor	\$17,632	\$24,320	\$8,512	\$10,336	\$60,800
Medical, Personal Time	\$151,298	\$208,687	\$73,041	\$88,692	\$521,718
Truck, Fuel, Bike, Uniforms	\$10,707	\$14,768	\$5,169	\$6,276	\$36,920
	\$342,314	\$472,157	\$165,255	\$200,667	\$1,180,392
TOTAL ESTIMATED EXPENDITURES	\$396,892	\$547,437	\$191,603	\$232,661	\$1,368,594