



January 24, 2012

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

Council Districts 1, 8 & 9

REGARDING: THE FIGUEROA CORRIDOR (PROPERTY-BASED) BUSINESS
IMPROVEMENT DISTRICT'S 2012 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") 2012 fiscal year (CF 09-0125). 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 2012 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

BACKGROUND

The Figueroa Corridor Improvement District was established on August 10, 2007 by and through the City Council's adoption of Ordinance No. 179,146 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 8, 2011, 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

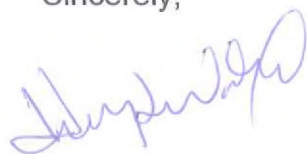
There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Figueroa Corridor Business Improvement District's 2012 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 2012 fiscal year, pursuant to the State Law.

Sincerely,



June Lagmay
City Clerk

JL:HLW:MCP:RMH:PM:ev

Attachment: Figueroa Corridor Business Improvement District's 2012 Fiscal Year Annual Planning Report



JAN 20 2012

MAIL ROOM

Attachment 1

November 22, 2011

Eugene Van Cise
Office of the City Clerk
Administrative Services Division
Special Assessments Section
200 North Spring Street, Room 224
Los Angeles, CA 90012

Re: Figueroa Corridor Partnership Annual Planning Report 2012

Dear Eugene,

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, 2012 through December 31, 2012. The 2012 Annual Budget was approved by the Board of Directors at its meeting on November 8, 2011.

Finally, the BID looks forward to its 15th 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 that reads "Steve Gibson". The signature is written in a cursive, flowing style.

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 2012 Fiscal year only.

Boundaries:

– There are no changes to the boundaries of the BID.

Benefit Zones:

– There are no changes to the benefit zones of the BID. There are 3 benefit zones.

Improvements and Activities for the year 2012:

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:

– 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 2012 is estimated at \$130,300.

Communication/Development:

– The communications/development supplied in 2011 will continue in 2012. 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 2012 is estimated at \$38,764.

Clean and Safe:

– Maintenance– The maintenance supplied by Chrysalis in 2011 will continue in 2012. There is a team, 10 person team, that works 6 days per week from 7 a.m. to 3 p.m. 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 along the district.

Safety Ambassadors – The security supplied by Securitas, Inc. in 2011 will continue in 2012. There is a 13 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 \$986,327.

Special Projects:

- The Figueroa Corridor BID plans on using this money for a spring clean-up, community outreach project. The cost for producing this special project is estimated at \$1,000.

Total Estimate of Cost for 2012:

- The Board of Directors approved the attached 2012 Annual Budget. Please see detailed budget report attached as appendix A.

Method of Levying the Assessment:

- The method will be the same as approved in the 2007 Management District Plan. Linear street frontage of a property is assessed as follows:
 - Tier One parcels- linear street frontage @ \$18.0627
 - Tier Two parcels- linear street frontage @ \$13.9378
 - Tier Three parcels- linear street frontage @ \$7.3889

Amount of Surplus/Deficit Revenue from previous fiscal year:

Based on projected expenditures for December and the balance of accounts as of November 8th, the Figueroa Corridor BID is not expected to have any surplus revenue from the 2011 fiscal year. There is no deficit from 2011 carried over to 2012.

Amount of contributions from other sources:

- The Figueroa Corridor BID expects \$29,000 in earned income from providing clean services to properties not within the District boundaries. The Figueroa Corridor BID also expects \$26,000 in voluntary contributions from property within the District that has been determined to be zoned residential and therefore not a mandatory assessment payer. Additionally, \$500 in interest is expected.

APPENDIX A- TOTAL ESTIMATE LOST FOR FIGUEROA CORRIDOR PARTNERSHIP BID- FY 2012

2012 Assessments/Assessment prior years	\$1,100,891
2011 Estimated Carryover	\$0
2012 Estimated Contributions	\$55,500
Total Estimated Budget	\$1,156,391

Estimated Expenditures:

Administration

Management	\$66,962
City Fees	\$21,718
Office expenses (rent, phone, internet)	\$27,620
BID Renewal	\$2,000
Accounting	\$6,000
Travel & Meetings	\$3,000
Legal & Professional	\$2,000
Meetings	\$1,000
	\$130,300

Communication/Development

Management	\$11,740
Marketing Consultant	\$21,424
Newsletter	\$4,000
Website	\$800
Annual Report	\$200
Special Events , other	\$600
	\$38,764

Clean and Safe

Maintenance Labor	\$307,245
Pressure Washing	\$28,836
Supplies	\$17,080
Truck, Fuel, Dump fees	\$32,484
Management	\$38,763
Tree Trimming	\$25,000
Safety Labor	\$463,536
Medical, Vacation, Personal Time	\$42,268
Truck, Fuel, Bike, Uniforms	\$31,115
	\$986,327

Special Projects

Clean-up day	\$1,000
	\$1,000

TOTAL ESTIMATED EXPENDITURES	\$1,156,391
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