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MIRANDA C. PASTER  
ACTING DIVISION HEAD

March 20, 2012

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

Council District 1

REGARDING: THE GREATER CHINATOWN (PROPERTY-BASED) BUSINESS  
IMPROVEMENT DISTRICT'S 2012 FISCAL YEAR ANNUAL PLANNING  
REPORT

Honorable Members:

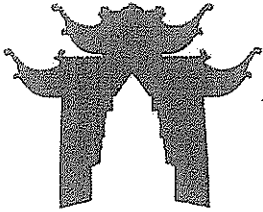
The Office of the City Clerk has received the Annual Planning Report for the Greater Chinatown Business Improvement District's ("District") 2012 fiscal year (Council File 10-1159). The owners' association of the District has caused to be prepared the Annual Planning Report for City Council's consideration. 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 approval by the City Council. The 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 Greater Chinatown Business Improvement District was established on September 8, 2010 by and through the City Council's adoption of Ordinance No. 181,313, 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 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



**C H I N A T O W N**  
**B U S I N E S S I M P R O V E M E N T D I S T R I C T**

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COMMUNICATIONS  
RECEIVED

December 22, 2011

**KIM ALAN BENJAMIN**  
President

*Community-At-Large*

**WILSON TANG**

Vice President

*Cathay Bank*

**GEORGE YU**

Vice President/  
Executive Director

*Macca Investments Corp.*

**DAVID LOUIE**

Secretary

*Community-At-Large*

**AL SOO-HOO**

Treasurer

*West Plaza Property Owner*

**LILLIAN BURKENHEIM**

*Community-At-Large*

**PAUL CHU**

*CI North Hill Group, LLC*

**JASON FUJIMOTO**

*Miy & Associates, LLC*

**ANNE-MARIE JONES**

*California Endowment*

**LARRY JUNG**

*Los Angeles News*

*Chinatown Corporation*

**CHRISTINA KAN**

*Pacific Alliance Medical Center*

**DE YOUNG KIM**

*Dynasty Center*

**DAVID F. LEE**

*Central Plaza Property Owner*

**PATRICK LEE**

*939 College, LLC*

**SHERWOOD LEE**

*West Plaza Property Owner*

**MARSHALL LEW**

*First Chinese Baptist Church*

**RICHARD LIU**

*DSR Design*

**RON LOUIE**

*K. G. Lurie*

**LAWRENCE J. LUE**

*Chinatown Service Center*

**TONY QUON**

*Quon Bros Grand Star Inc.*

**WAYLAND TAM**

*East Wind Foundation for Youth*

**BETTY YEOW**

*Chinese American*

*Citizens Alliance*

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

**RE: 2012 Annual Planning Report for The City Business Improvement District**

Dear Ms. Lagmay,

On December 13, 2011, the Los Angeles Chinatown Business Council, a California Non-Profit organization met with our Advisory Board to review the proposed 2012 budget and activities. Through agreement number C-118431, the Los Angeles Chinatown Business Council contracted with the City of Los Angeles to manage services provided by the Chinatown Business Improvement District.

During the meeting of December 13, 2011, the Los Angeles Chinatown Business Council presented the attached 2012 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 this Advisory Board approved 2012 Annual Planning Report for the Chinatown Business Improvement District to the Office of the City Clerk and to the Los Angeles City Council for their review and approval.

Sincerely,

**LOS ANGELES CHINATOWN BUSINESS COUNCIL**

  
George Yu  
Executive Director

# 2012 Annual Planning Report

## Renewed and Expanded Greater Chinatown Business Improvement District

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**District Name:** This report is for the Renewed and Expanded Greater Chinatown Business Improvement District

**Fiscal Year of Report:** This report applies to the 2012 Fiscal year only.

**Boundaries:** The boundaries of the Renewed and Expanded Greater Chinatown Business Improvement District will remain the same for 2012 fiscal year as in previous fiscal years and as listed in the Management District Plan, which are: Figueroa Terrace/College Street on the West, Hill Street on the North, Elmyra Street/North Spring Street on the East, and Cesar E. Chavez Avenue/Alameda Street on the South. A more detailed description of the boundaries is listed in the Management District Plan.

**Benefit Zones:** The benefit zones for the Renewed and Expanded Greater Chinatown Business Improvement District will remain the same for 2012 fiscal year as in previous fiscal years. There are three benefit zones. The boundaries of those benefit zones are as follows:

**Benefit Zone 1 Boundaries:** all parcels within the following benefit zone boundaries: North Broadway is the historical center of Chinatown, based upon the growth of Central Plaza at the northern end of North Broadway. Broadway is the key street coming out of Downtown and linking Chinatown between Downtown and the Golden State Freeway and Lincoln Heights.

**Benefit Zone 2 Boundaries:** parcels which front along New High Street, North Spring Street, Hill Street, Alpine Street, the north side of College Street and along Ord Street.

**Benefit Zone 3 Boundaries:** parcels west of the 110 freeway, along Yale Street, and along the east side of Alameda Street/North Main.

**Improvements and Activities for 2012:** The following are the improvements and activities planned for the Renewed and Expanded Greater Chinatown Business Improvement District in order by category and listed in the Management District Plan:

- 1) **Security:** The security supplied in 2011 by Preferred Response Security Services will continue in 2012. There will be 40 hours of private security patrol 24 hours daily. Two security guards will patrol the district during the day on bike from 6:00 am to 10:30 p.m. The overnight shift is a mobile officer from 10:30 p.m. to 6:00 a.m. Patrols cover all three benefit zones but the frequencies of patrols per zone are based on the individual budget allotment per benefit zone, which is influenced by the amount of foot traffic that each zone receives. Generally, the frequency of patrols will be highest in Benefit Zone 1 because it is the zone that receives the most foot traffic and therefore requires more security than Zones 2 or 3. Furthermore, Zone 2 receives more foot traffic than Zone 3.

Additionally, the District is seeking a grant of \$5,000 for the DWP Holiday Light Program which will be used to market the Districts holiday activities.

The total cost for Marketing with the inclusion of the Holiday decorations for 2011 is estimated at \$283,000.00. This provides a benefit zone budget breakdown of \$88,124.00 for Benefit Zone 1 and \$194,876 for Benefit Zone 2.

- 4) **Administration:** The District will continue to work in 2012 with the contracted Los Angeles Chinatown Business Council (LACBC) for administration of the District services. The LACBC provides an office and a dedicated phone number for the District. It also holds contracts for Security, Maintenance, and Marketing services with various companies and ensures that all work is completed. Additionally, LACBC works with the City of Los Angeles and handles all financial and administrative requirements expected of the Renewed and Expanded Greater Chinatown Business Improvement District as stipulated in its agreement C-118431 with the City.

The cost of administration for the Renewed and Expanded Greater Chinatown Business Improvement District in 2012 is estimated at \$211,233.00 or approximately 16% of the 2012 Budget. As outlined in the Management District Plan and Engineers Report, this cost is broken down by the total budget percentages allotted to each Zone. This provides a 2012 benefit zone budget of \$63,369.90 for Benefit Zone 1, \$128,852.13 for Benefit Zone 2, and \$19,010.97 for Benefit Zone 3 for the administration of the Renewed and Expanded Greater Chinatown Business Improvement District.

- 5) **Contingency:** Contingency funds for 2012 will continue to be 10% of the budget and is used to cover uncollected assessments and unexpected expenditures. The 10% contingency for 2012 will be \$136,443. 2011 DWP Holiday grant of \$5,000.00 will be added to this category as 2011 Estimated Carryover. The approval of the grant is pending and the District expects notification of the award in May. If approved, the grant will be for \$5,000.00.

**Total Estimate of Cost for 2012:** A breakdown of the total estimated 2012 budget is attached to this report as Appendix A.

**Method and Basis of Assessment:** The Method and Basis for levying the 2012 assessment for the Renewed and Expanded Greater Chinatown Business Improvement District remains the same as listed in the Management District plan, which is as follows:

Benefit Zone 1	Benefit Zone 2	Benefit Zone 3
<ul style="list-style-type: none"> <li>• Building Square Footage @ \$0.21 per square foot</li> <li>• Lot Square Footage @ \$0.15 per square foot</li> </ul>	<ul style="list-style-type: none"> <li>• Building Square Footage @ \$0.17 per square foot</li> <li>• Lot Square Footage @ \$0.12 per square foot</li> </ul>	<ul style="list-style-type: none"> <li>• Linear Frontage @ \$13.44 per linear foot</li> </ul>

**APPENDIX A – TOTAL ESTIMATE COST FOR THE NEW AND EXPANDED GREATER CHINATOWN BUSINESS IMPROVEMENT DISTRICT**

<b>REVENUES</b>	<b>Zone 1</b> 28% of Assess.	<b>Zone 2</b> 60.5% of Assess.	<b>Zone 3</b> 11.2% of Assess.	<b>Total</b>
2012 Assessments	\$385,257.00	\$822,755.00	\$152,664.00	\$1,360,676.00
2011 Estimated Carryover	\$1,600.00	\$3,400.00	\$0.00	\$5,000.00
	\$386,857.00	\$826,155.00	\$152,664.00	<b>\$1,365,676.00</b>
<b>Total Estimated 2012 Budget</b>				
<b>EXPENDITURES</b>				
<b>Estimated Expenditure Category</b>	<b>Benefit Zone 1</b> 26% of budget	<b>Benefit Zone 2</b> 56% of budget	<b>Benefit Zone 3</b> 18% of budget	<b>Total</b>
<b>SIDEWALK OPERATIONS AND BEAUTIFICATION (SOBO)</b>				
Security	\$90,841.74	\$195,659.13	\$62,890.43	\$349,391.30
Maintenance	\$100,258.26	\$215,940.87	\$69,409.57	\$385,608.70
<b>SOBO Subtotal</b>	<b>\$191,100.00</b>	<b>\$411,600.00</b>	<b>\$132,300.00</b>	<b>\$735,000.00</b>
<b>MARKETING</b>				
Special Events	\$47,089.00	\$104,811.00		
Marketing & Promotion Strategies	\$1,860.00	\$4,140.00		
Personnel	\$8,370.00	\$18,630.00		
Website development/maintenance	\$3,720.00	\$8,280.00		
Advertising	\$9,548.00	\$21,252.00		
Communications	\$4,929.00	\$10,971.00		
Design	\$11,008.00	\$23,392.00		
<b>Marketing Subtotal</b>	<b>\$86,524.00</b>	<b>\$191,476.00</b>		<b>\$278,000.00</b>
<b>ADMINISTRATION</b>				
Staff & Administrative Costs	\$53,100.00	\$107,970.00	\$15,930.00	
Insurance	\$3,579.90	\$7,279.13	\$1,073.97	
Office related expenses	\$6,690.00	\$13,603.00	\$2,007.00	
<b>Administration Subtotal</b>	<b>\$63,369.90</b>	<b>\$128,852.13</b>	<b>\$19,010.97</b>	<b>\$211,233.00</b>
<b>CONTINGENCY</b>				
10% of 2012 Assessment	\$7,917.76	\$16,825.24		\$24,743.00
Reserve	\$16,000.00	\$34,000.00		\$50,000.00
Consultant	\$11,424.00	\$24,276.00		\$35,700.00
Hardship/Rent Control	\$8,320.00	\$17,680.00		\$26,000.00
2011 Estimated Carryover	\$1,600.00	\$3,400.00		\$5,000.00
<b>Contingency Subtotal</b>	<b>\$45,261.76</b>	<b>\$96,181.24</b>		<b>\$141,443.00</b>
<b>FINAL TOTAL</b>	<b>\$386,255.66</b>	<b>\$828,109.37</b>	<b>\$151,310.97</b>	<b>\$1,365,676.00</b>