

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 DIVISION  
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MIRANDA PASTER  
DIVISION MANAGER

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January 8, 2015

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 2015 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") 2015 fiscal year (CF 12-0489). 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 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 states that the Greater Chinatown 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 December 4, 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 Greater Chinatown 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

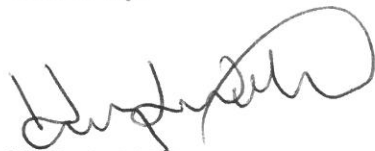
There is no impact to the General Fund associated with this action.

#### RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Greater Chinatown 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 Greater Chinatown 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: Greater Chinatown Business Improvement District's 2015 Fiscal Year Annual Planning Report



# CHINATOWN BUSINESS IMPROVEMENT DISTRICT

**KIM ALAN BENJAMIN**  
President  
*LaeRoe Partners*

**WILSON TANG**  
Vice President  
*Cathay Bank*

**GEORGE YU**  
Executive Director & Vice President  
*Macco Investments Corp*

**DAVID W. LOUIE**  
Secretary  
*Los Angeles County Regional Planning  
Commissioner*

**AL SOO-HOO**  
Treasurer  
*Chung King Properties*

**LILLIAN BURKENHEIM**  
*LBS Consulting*

**CHEUK CHOI**  
*Castelar Elementary School*

**PAUL CHU, M.D.**  
*CI North Hill Group LLC*

**NICK CURL**  
*LA MARATHON LLC*

**SCOTT DENHAM**  
*EVOQ Properties*

**FRANK FRALLICCIARDI**  
*Forest City Development*

**JASON FUJIMOTO**  
*Moy & Associates, LLC*  
*Gold Stream Village*

**ANNE-MARIE JONES**  
*California Endowment*

**LARRY V. JUNG**  
*Los Angeles Chinatown Corporation*

**DE YOUNG KIM**  
*Dynasty Center*

**DAVID LEE**  
*General Lee's Man Jen Low*

**MARTIN V. LEE**  
*JBL Enterprises, LLC*

**SCOTT W. LEE**  
*Summit Western Limited*

**RON LOUIE**  
*KG Louie Company*

**DAISY MA**  
*Chinese American Citizens Alliance*

**ALEXIS READINGER**  
*Preen, Inc./931 Chung King Road*

**OSCEOLA REFETOFF**  
*Chungking Studio/975 Chung King Road*

**TONY QUON**  
*Quon Bros. Grand Star Inc.*

**MEE SEMCKEN**  
*Mission Rft Sr LLC*

**WAYLAND TAM**  
*East Wind Foundation for Youth*

November 1, 2014

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

Subject: Greater Chinatown 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 Greater Chinatown Business Improvement District will caused this Greater Chinatown Business Improvement District Annual Planning Report to be prepared at its meeting of December 4, 2014.

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

Sincerely,

LOS ANGELES CHINATOWN BUSINESS COUNCIL

George Yu  
Executive Director  
Greater Chinatown Business Improvement District

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COMMUNITY DEVELOPMENT DIVISION

# Greater Chinatown Business Improvement District

## 2015 Annual Planning Report



**District Name**

This report is for the Greater Chinatown Business Improvement District (District). The District is operated by the Los Angeles Chinatown Business Council, Incorporated, a California non-profit corporation.

**Fiscal Year of Report**

This report applies to the 2015 Fiscal year. The District Board of Directors voted to approve the 2015 Annual Planning Report at the December 4, 2014 Board of Director's meeting.

**Boundaries**

There are no changes to the District boundaries for 2015.

**Benefit Zones**

The District has three benefit zones. For 2015 there will be no changes to the District's benefit zones.

**2015 IMPROVEMENTS, ACTIVITIES AND SERVICES**

**Sidewalk Operations, Beautification: \$839,527.00 (55%)**

The 2015 Sidewalk Operations, Beautification category consists of Security and Maintenance services for the district. Security will continue to be provided by SP Plus Security Service and maintenance by Los Angeles Conservation Corp. Security consists of private security patrol 24 hours daily; on bike during the day and mobile officer in the evening. Maintenance includes sidewalk sweeping; steam cleaning/power-washing; beautification and landscaping; trash disposal and emptying; and the removal of bulky items and graffiti within 24 hours.

**District Identity: \$305,594.00 (20%)**

The district identity planned for 2015 include special events like Chinese New Year Festival, Chinatown Summer Nights series, Moon Festival, and CicLAvia. Other services are website upkeep, advertising partnership with radio and magazine ads though no agreements have been executed and other partnerships that arise as the year progress.

**Administration/Corporate Operations: \$248,263.00 (16%)**

The District will continue to work in 2015 with the contracted Los Angeles Chinatown Business Council (LACBC) for administration of the District services. Activities and services include an office, a dedicated phone number, works with the City of Los Angeles and handle all financial and administrative requirements as stipulated in agreement (C-118431) with the City.

**Contingency/City Fees/Reserve: \$141,155.00 (9%)**

Contingency fund are used to cover city fees, uncollected assessments, hardship grants and unexpected expenditures.

**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 Levying the Assessment**

The Method and Basis for 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 footage for three (3) Benefit Zones. Assessments are determined by lot square footage, building square footage and linear frontage. The assessment rates for 2015 are as follows:

**Zone 1**

Lot: \$0.1625 per square foot  
Building: \$0.2271 per square foot  
Linear Frontage: \$ 18.17 per linear foot  
Linear Frontage 2: \$9.08 per linear foot

**Zone 2**

Lot: \$0.1300 per square foot  
Building: \$0.1817 per square foot  
Linear Frontage: \$14.54 per linear foot  
Linear Frontage 2: \$7.27 per linear foot

**Zone 3**

Frontage: \$14.54 per linear foot

**(There is a 5% CPI increase for 2015)**

**Surplus Revenues**

There is no anticipated surplus revenue that will be rolled over into the 2015 budget.

**Anticipated Deficit Revenues**

There is no anticipated deficit revenue that will be carried over to 2015.

**Contributions from Sources other than assessments: \$67,088.00**

Revenue sources other than assessments come in the form of programs revenue to off-set production expenses incurred for Chinatown events. Another source is from the DWP Holiday Lighting Grant for a maximum of \$5,000 that becomes available to apply for at the end of the year with notification by May 2015.

**APPENDIX A – TOTAL ESTIMATED REVENUES/EXPENSES FOR THE GREATER CHINATOWN BID-FY 2015**

	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Total</b>	
<b>2015 Assessments</b>	\$414,559	\$891,510	\$161,383	\$1,467,451	
Other Income	\$18,529	\$36,483	\$12,076	\$67,088	
<b>TOTAL ESTIMATED REVENUES</b>	<b>\$433,088</b>	<b>\$927,993</b>	<b>\$173,459</b>	<b>\$1,534,539</b>	
<b>2015 Estimated Expenditures</b>	<b>Zone 2</b>	<b>Zone 1</b>	<b>Zone 3</b>	<b>Total</b>	<b>Pct.</b>
Sidewalk Opeations, Beautification	\$218,277	\$470,135	\$151,115	\$839,527	55%
District Identity	\$95,162	\$210,432	\$0	\$305,594	20%
Administration/Corporate Operations	\$74,479	\$151,440	\$22,344	\$248,263	16%
Contingency/City Fees/Reserve	\$45,170	\$95,985	\$0	\$141,155	9%
<b>TOTAL ESTIMATED EXPENDITURES</b>	<b>\$433,088</b>	<b>\$927,993</b>	<b>\$173,459</b>	<b>\$1,534,539</b>	100%