

2015 Annual Planning Report

Larchmont Village Business Improvement District

District Name: This report is for the Larchmont Village Business Improvement District. The District is operated by the Larchmont Village Property Owners 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 13, 2014 Board of Directors Meeting.

Boundaries: The boundaries of the Larchmont Village Business Improvement District will remain the same for the 2015 fiscal year as in previous fiscal years and as listed in the Management District Plan, which is: the east and west sides of Larchmont Boulevard between Beverly Boulevard on the north and 1st 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 Larchmont Village Business Improvement District will remain the same for the 2015 fiscal year as in previous fiscal years. There is only one benefit zone.

Improvements and Activities for 2015: The following are the improvements and activities planned for the Larchmont Village Business Improvement District in order by category as listed in the Management District Plan:

1) Streetscape Services (cleaning, litter pickup, landscape upkeep, trash bin cleaning): This program element funds various supplemental streetscape services performed by subcontract vendors within the streetscape areas within the PBID. Included are regular disposal of trash in streetscape bins; streetscape porter services to pick up litter and debris and remove illegal signs and posters on street furniture, trees and poles; monthly pressure washing of trash bin lids and streetscape areas; and, periodic landscape upkeep on an "as needed" basis. It is noted that any public pavement repairs needed within the District are not the responsibility of the PBID. The following describes the projected frequencies of regular streetscape services:

1. One time per week all streetscape areas, landscape wells and planters will be cleaned of all trash and debris.

2. One time per week a street sweeper will sweep the streetscape area. This will be performed between 5 a.m. and 8 a.m.
3. Daily each morning, trash liners will be emptied and bags replaced; all lids will be wiped off.
4. At 3 p.m. each day all liners more than half full will be changed. Also at this time the area around the receptacles will be cleaned of all trash and debris.
5. Semimonthly pressure washing of all streetscape areas and trash bin lids.
6. Pruning the trees along the sidewalk every other year.

These supplemental streetscape services directly benefit each parcel within the PBID by creating positive perceptions of the Larchmont Village District as an attractive and pedestrian-friendly shopping and dining area. Regular and professional streetscape care presents a clean and caring appearance of a well managed and successful business center for the direct and special benefit of each parcel within the PBID.

Each supplemental streetscape service assists in beautifying the PBID areas adjacent to each parcel within the PBID and enhances the image of this commercial corridor and the public streetscape areas adjacent to each parcel within it. This activity is designed to increase commerce through increased customers, clients and sales and attract and retain businesses for the benefit of each parcel within the PBID. These supplemental streetscape services will only be provided within the PBID boundaries for the direct benefit of each parcel within the PBID; therefore these services constitute “special benefits” to each assessed parcel.

The City owned “pay as you park” public parking lot in the PBID will directly benefit from supplemental streetscape services by keeping the area clean and litter-free which, in turn, enhances the desirability of parking vehicles in this public parking lot and increases parking revenues to the City.

The cost of providing supplemental streetscape services for 2015 is estimated at \$75,100, or 52.3% of the 2014 budget.

2) **Marketing/Promotions:** This program element will include services such as business marketing, media relations, event planning, public relations, economic development and retail recruitment. Funds will also be used for district branding opportunities, promotional materials, including business directories, specialty brochures, maps, visitors’ guides and press releases; upkeep and development of a Larchmont BID website; and annual economic benchmarking research and similar projects. This activity is designed to enhance commerce through increased customers, clients and sales and attract and retain businesses for the direct benefit of each parcel within the PBID boundaries. These marketing/promotion programs will only be provided for each parcel within the PBID boundaries; therefore these services constitute “special benefits” to each assessed parcel.

The City owned “pay as you park” public parking lot in the PBID will directly benefit from marketing/promotion programs by keeping the area clean and litter-free which, in turn, enhances the desirability of parking vehicles in this public parking lot and increases parking revenues to the City.

The cost of providing marketing/promotions for 2015 is estimated at \$18,700, or 13.0% of the 2015 budget.

3) **Physical Amenities** This program element will include physical improvements and enhancements such as street lamp seasonal banners and holiday decorations and lighting. These amenities are intended to enhance the appeal and attraction of each parcel within the PBID, especially during the year-end holiday season which is usually the busiest and most profitable part of the year for many Larchmont Village businesses. It is noted that PBID funds may be further supplemented by annual holiday decoration grants from the Los Angeles Department of Water and Power.

Any PBID funded amenities will only be provided within the PBID boundaries and only for the direct benefit of each parcel within the PBID; therefore funding these amenities constitute “special benefits” to each assessed parcel.

The City owned “pay as you park” public parking lot in the PBID will directly benefit from physical amenities by keeping the area clean and litter-free which, in turn, enhances the desirability of parking vehicles in this public parking lot and increases parking revenues to the City.

The cost of funding amenities for 2015 is estimated at \$20,000, or 13.9% of the 2015 budget.

4) **Administration/Operations:** This program element funds the costs for day to day contract management; preparation of regular PBID related reports, office expenses, legal fees, City/County assessment district fees, accounting/bookkeeping fees, and Directors & Officer and General Liability insurance.

This component is key to the proper expenditure of PBID assessment funds and the administration of PBID programs and activities which are intended to benefit each parcel within the PBID through increased commerce through increased customers, clients and sales and the attraction and retention of businesses. Because this program exists only for the direct benefit of each parcel within the PBID and will only be provided for matters occurring within the PBID boundaries, this program constitutes a “special benefit” to each assessed parcel.

The cost of providing administration for 2015 is estimated at \$17,800, or 12.4% of the 2015 budget.

5) **Contingency/Special Fees/Reserve:** The contingency is used to cover City and County assessment related fees, uncollected assessments and unexpected expenditures. Unexpended funds carried over from the previous year are added to this category. This contingency for 2015 is estimated at \$12,115.96, or 8.4% of the 2015 budget.

The contingency/special fees/reserve only related to PBID matters, therefore this program element provides a “special benefit” to the assessed parcels.

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 and Basis of levying the 2015 assessment is based on linear street frontage of each assessable parcel at a rate of \$57.202 per linear foot of street frontage along North Larchmont Boulevard.

Amount of Surplus/Deficit from previous Fiscal Year: At the end of 2014, the District will have an estimated \$14,320.13 of surplus revenue that will be rolled over into the 2015 budget. The District Board of Directors authorized the rollover at the October 13, 2014 Board of Directors meeting.

Amount of Contributions from Other Sources: Each year the PBID receives a contribution from the LADWP in the amount of \$5,000.00. This money helps to offset the expense of holiday decorations.

Appendix A

2015 Assessments	\$ 124,480.83	
2014 Estimated Carryover	\$ 14,230.13	
2015 Estimated Interest Income	\$ 5.00	
2015 Estimated Contributions- DWP	<u>\$ 5,000.00</u>	

Total Estimated Budget **\$143,715.96**

Estimated Expenditures

Streetscape Services

Sidewalk Cleaning (Steam)	\$ 13,200.00	
Sidewalk Daily Maintenance	\$ 1,200.00	
Sidewalk Porter	\$ 49,700.00	
Tree Trimming	\$ 11,000.00	

\$ 75,100.00

Marketing/Promotions

Marketing/Promotions- H&R PR	\$ 18,000.00	
LBA Membership	\$ 200.00	
Advertisements- Local Publications	\$ 500.00	

\$ 18,700.00

Physical Amenities

Holiday Decorations	<u>\$ 20,000.00</u>	
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\$ 20,000.00

Administration/Operations

Administrative bookkeeping	\$ 8,400.00	
Administrative- City of LA	\$ 3,500.00	
Insurance	\$ 5,000.00	
CPA Report, Tax Return Prep, & Fees	<u>\$ 900.00</u>	

\$17,800.00

Contingency/Special Fees/Reserve

Contingency Reserve (Estimated)	\$ 11,935.96	
Miscellaneous	<u>\$ 180.00</u>	

\$12,115.96

Total Estimated Expenditures **\$ 143,715.96**