

City of Los Angeles

CALIFORNIA



ERIC GARCETTI
MAYOR

OFFICE OF
CITY CLERK
Neighborhood and Business
Improvement District Division

ROOM 224, 200 N. SPRING STREET
LOS ANGELES, CALIFORNIA 90012
(213) 978-1100
FAX: (213) 978-1107

MIRANDA PASTER
ACTING DIVISION HEAD

March 4, 2014

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

Council District 5

REGARDING: THE CENTURY CITY (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 Century City Business Improvement District's ("District") 2014 fiscal year (CF 12-0782). 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 Century City 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 Century City Business Improvement District was established on August 7, 2012 by and through the City Council's adoption of Ordinance No. 182225, 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 20, 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 Century City Business Improvement District's 2014 fiscal year complies with the requirements of the State Law.
2. ADOPT the attached Annual Planning Report for the Century City Business Improvement District's 2014 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott
Interim City Clerk

HLW:MCP:RMH:ev

Attachment: Century City Business Improvement District's 2014 Fiscal Year Annual Planning Report

RECEIVED
2013 NOV 26 PM 3:39
ADMINISTRATIVE
SERVICES DIVISION



2029 Century Park East, Concourse Level
Los Angeles, CA 90067
310-746-1272 phone

November 21, 2013

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

RE: 2014 Annual Planning Report for the Century City Business Improvement District

Dear Ms. Lagmay,

On November 20, 2013, the Century City BID Association (CCBID), a California Non-Profit organization contracted through agreement Number C-121500 with the City of Los Angeles, held a meeting of the Board of Directors to review the proposed 2014 budget and activities.

During the meeting of November 20, 2013, the Board of Directors was presented with the attached 2014 Annual Planning Report. The report was unanimously approved. On behalf of the Board of Directors, I would like to present the 2014 Annual Planning Report, to the Office of the City Clerk, and to the Los Angeles City Council for their review and approval. Please feel free to contact me should you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Sara Bilger", written in a cursive style.

Sara Bilger
Executive Director

cc: Renee' Watkinson, President
Racquel Page, Vice President
Sarah Shaw, Treasurer
Cameron Benson, Secretary
Eugene Van Cise, BID Analyst

2014 Annual Planning Report

The Century City Business Improvement District

District Name: This report is for The Century City Business Improvement District

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

Boundaries: The boundaries of The Century City Business Improvement District (CCBID) will remain the same for the 2014 fiscal year, as in previous fiscal years and as listed in the Management District Plan, which is: Santa Monica Boulevard to the North, Pico Boulevard to the South, Century Park East to the East and Century Park West to the West. A more detailed description of the boundaries is listed in the Management District Plan.

Benefit Zones: The benefit zones for CCBID will remain the same for the 2014 fiscal year as in previous fiscal year. There are three benefit zones: Premium, Standard and Fox.

Method and Basis of Assessment: The Method and Basis for levying the 2014 assessment for CCBID remains the same as listed in the Management District plan, which is as follows:

Benefit Zone	Assessment Rates
Premium Zone	\$0.1076
Standard Zone	\$0.0330
Fox Studios	\$0.0107

Amount of Surplus/Deficit from previous Fiscal Year: Based on projected expenditures for November and December and the balance of accounts as of October 31, 2013 when this report was being drafted, the District is expected to have a surplus of approximately \$97,206 from the 2013 fiscal year. Per the terms of the administration contract with the City of LA, the \$97,206 will be rolled over into this year's Budget.

Amount of Contributions from other sources: We anticipate interest income of \$1,900 from the assessments collected by the City of Los Angeles.

Improvements and Activity Plan for 2014: The following are the improvements and activities planned for the CCBID by category as listed in the Management District Plan. The two categories are Clean, Safe and Beautiful and Management and Reserves:

Clean, Safe and Beautiful Activities

Landscaping and Fountain Maintenance for Avenue of the Stars: Avenue of the Stars Maintenance (AOS) maintenance is prorated between the Premium Zone (96%) and Fox Zone (4%). The AOS maintenance provides landscape, electricity, water, fountain maintenance and irrigation repairs to the AOS medians and two fountains on AOS. There are two fixed contracts. The two contracts are a landscape contract and a fountain maintenance contract. Additional services are variable expenses for utilities, and miscellaneous repairs and maintenance that are necessary throughout the year. The estimated cost for these services is \$367,500.

Premium Zone	Standard Zone	Fox Zone	
Ave of the Stars Maintenance			
96%	0%	4%	
352,800	0	14,700	367,500

General Maintenance: The General Maintenance category is prorated between the Premium Zone (40%) and the Standard Zone (60%). The maintenance supplied in 2013 will continue in 2014. This maintenance includes a twice weekly vacuum truck sweeping contract as well as the five (5) days week, eight hour per day, day porter service. The cost of providing these services for 2014 is estimated at \$33,395.

Premium Zone	Standard Zone	Fox Zone	
General Maintenance Service			
40%	60%	0%	
13,358	20,037	0	33,395

Landscaping: The Landscaping maintenance is prorated between the Premium Zone (40%) and the Standard Zone (60%). The maintenance supplied in 2013 will continue in 2014. This maintenance includes two fixed contracts. The two contracts are a landscape contract for the Santa Monica Boulevard medians and the Century Park West, west side median. Additional services are variable expenses for utilities, and miscellaneous repairs and maintenance that are necessary throughout the year. The cost of providing these services for 2014 is estimated at \$53,500.

Premium Zone	Standard Zone	Fox Zone	
Landscaping and Utilities			
40%	60%	0%	
21,400	32,100	0	53,500

Beautification: Beautification includes improvements that may include but not necessarily be limited to the following items:

- Street furniture, such as benches, newspaper racks, trash receptacles and kiosks
- Way finding and directional signage to help visitors navigate through the District
- Gateway entrance signage
- Public Art
- Seasonal holiday decorations and banners

We have estimated discretionary funds available for beautification projects in the Premium Zone and the Standard Zone.

Premium Zone	Standard Zone	Fox Zone	
Discretionary Funds			
46,812	181,394	0	228,206

Public Safety: The Security service is prorated between the Premium Zone (40%) and the Standard Zone (60%). The security provided for in 2013 will continue in 2014. At this time, we have a bike patrol ambassador contract for two (2) patrol officers for six (6) days a week service from 10:00 am to 7:30 pm. We have one bike ambassador that is deployed at 10:00 am and patrols until 5:30 pm. A second bike ambassador is deployed at 10:30 am and patrols until 7:30 pm. The cost to provide these services next year is estimated at \$86,000.

Premium Zone	Standard Zone	Fox Zone	
Security			
40%	60%	0%	
34,400	51,600	0	86,000

The total budget for Clean, Safe and Beautiful is \$768,601.

Management & Reserves

Management: Services will continue to be the same in 2013 as in 2014. There is a part time Executive Director and an Administrative Assistant to administrate the day to day activities of the CCBID. Both will be independent contractors. We will continue to have an office at 2029 Century Park East and to pay rent and have office expenses. We also will pay the City of LA Recovery Cost from this line item as well as Insurance, accounting and bookkeeping fees. Total budget is \$146,000.

Premium Zone	Standard Zone	Fox Zone	
Management and Advocacy			
67%	31%	2%	
94,661	48,653	2,686	146,000

Reserves: The CCBID reserve will be maintained at approximately 10% - 15% of the annual CCBID budget. The contingency for the 2014 reserve will be \$128,200 or 12% of the budget.

Premium Zone	Standard Zone	Fox Zone	
Reserve			
67%	31%	2%	
85,894	39,742	2,564	128,200

The total budget for Management and Reserves is \$274,200.

Total Estimated of Cost for 2014: A breakdown of the total estimated 2014 budget is attached to this report as Appendix A.

APPENDIX A - TOTAL ESTIMATE COST FOR THE CENTURY CITY BID FY 2014

REVENUE

	Premium Zone	Standard Zone	Fox Zone	TOTALS
	Revenue			
(2014 Assessments include a 5% increase from 2013)	67.0%	31.0%	2.0%	
2014 Assessments for Clean, Safe & Beautiful	681,195	457,275	13,650	
2014 Assessments for Management / Reserve	262,500	175,875	5,250	
Sub - Total	943,695	633,150	18,900	
2013 Estimated Surplus	97,206	14,902	1,012	
2014 Estimated Interest - (City of LA)	1,900	1,273	38	
Total Estimated 2014 Budget	1,042,801	649,325	19,950	1,042,801

ESTIMATED EXPENDITURES CATEGORIES

	Premium Zone	Standard Zone	Fox Zone	
Clean Safe and Beautiful				
Landscape and Fountain Maint. for Ave of the Stars				
Landscape and Fountain Maint. for Ave of the Stars	96%	0%	4%	
Electricity	193,000	185,280	7,720	
Water (LADWP charges)	60,000	57,600	2,400	
Fountain Maintenance (cleaning, wa	15,000	14,400	600	
Landscape Maintenance	85,000	81,600	3,400	
Irrigation Repairs	5,000	4,800	200	
Fountain Repairs	9,500	9,120	380	
Sub-Total	367,500	352,800	14,700	367,500
General Maintenance Service				
General Maintenance Service	40%	60%	0%	
Sweeping Contract	12,000	4,800	7,200	
Day porter Contract	21,395	8,558	12,837	
Sub-Total	33,395	13,358	20,037	33,395
Landscape Maint. for SMB and Century Park West				
Landscape Maint. for SMB and Century Park West	40%	60%	0%	
Santa Monica Boulevard	35,000	14,000	21,000	
Landscaped Maintenance-CPW	15,000	6,000	9,000	
Water	3,500	1,400	2,100	
Sub-Total	53,500	21,400	32,100	53,500
Clean Safe and Beautiful				
Clean Safe and Beautiful	40%	60%	0%	
Discretionary Funds	228,206	46,812	181,394	228,206
	228,206			
Public Safety				
Public Safety	40%	60%	0%	
Bike Ambassador	86,000	34,400	51,600	86,000
Sub-Total	86,000			
Total Clean Safe and Beautiful	768,601			
Management and Reserve				
Management and Reserve	67%	31%	2%	
Executive Director	70,000	46,900	21,700	1,400
Operations Manager	14,400	9,648	4,464	288
Office Expenses	31,000	20,770	9,610	620
Recovery Fee-City of LA	18,900	12,663	5,859	378
Insurance (40% Prem & 60% Std)	11,700	4,680	7,020	
Sub-total	146,000	94,661	48,653	2,686
Reserve: 12% of Budget Total	128,200	85,894	39,742	2,584
Sub-total	128,200			
Total of Management and Reserve	274,200	180,555	88,395	274,200
FINAL TOTAL	1,042,801	649,325	19,950	1,042,801