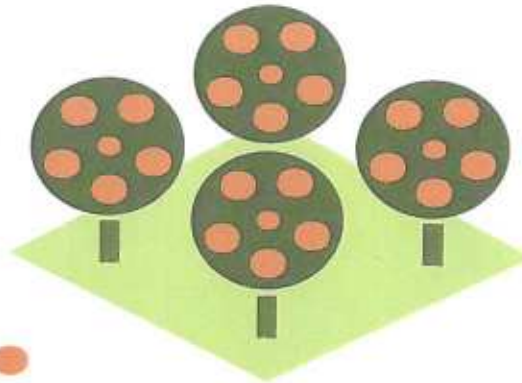


Attachment 1

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JUL 25 2014



*Hollywood*  
**media**  
**district**  
**ORG**

# The Hollywood Media District Business Improvement District

## 2014 Annual Planning Report

Submitted By:  
The Hollywood Media District Property Owners Association  
1304 North Highland Avenue, #200  
Hollywood, CA 90028

Prepared By:  
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**The Hollywood Media District Property Owners Association**

**2014 BOARD OF DIRECTORS AND OFFICERS**

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*Vice President II*

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June 23, 2014

Hollywood Media District BID  
1304 N. Highland Ave., #200  
Hollywood, CA 90028

Ms. Holly Wolcott  
Interim City Clerk, City of Los Angeles  
200 North Spring Street, Suite 395  
Los Angeles, CA 90012

SUBJECT: The Hollywood Media District PBID 2014 Annual Planning Report

Dear Ms. Wolcott:

As required by the Property and Business Improvement District Law of 1994, California Street and Highways Code Section 36650, the Board of the Hollywood Media District Property Business Improvement District has caused this Planning Report to be prepared. The Board of Directors met today at 3:00 pm and approved this report.

This report covers proposed activities from January 2014 through December 2014.

On behalf of the Hollywood Media District BID, I would like to express our gratitude to you and your staff at the Special Assessments Section for your continuous support and cooperation.

Sincerely,

A handwritten signature in blue ink, appearing to read "Michael Malick", is written in a cursive style.

Michael Malick  
President

# I. HOLLYWOOD MEDIA DISTRICT BID 2014 ANNUAL REPORT

## SUMMARY

**Location:** The District encompasses approximately 65 blocks of primarily manufacturing property in an area bounded roughly by Highland Avenue to the west, Fountain Avenue, Lexington Avenue and Santa Monica Boulevard to the north, Vine Street and Lillian Way to the east and Melrose Avenue to the south. The newly expanded BID extends *to the south* to include additional properties along Melrose Avenue and *to the west* to include manufacturing properties in an area bounded roughly by Santa Monica Boulevard, La Brea Avenue and Willoughby Avenue. ***There are no changes in the existing boundaries of the BID.***

**Improvements & Activities**

**Public Safety Patrols** to support crime prevention, reduce the incidence of nuisance crimes, productively address the challenges associated with street populations and generally make district streets more hospitable.

**Maintenance Teams** to continue the scope and frequency of enhanced sidewalk sweeping, bus stop cleaning, litter and graffiti removal.

**Community Improvements** that may address parking availability issues, image enhancement, aesthetics of district streets and efforts to improve the area's overall quality of life.

**Program Administration** to manage district programs.

**Reserve/Contingency** and operating reserve is budgeted as a contingency for any payment delinquencies and/or unforeseen budget adjustments.

**City Collection Fee** for assessment collection and disbursement.

**Method of Financing:** Levy of assessments upon real property that benefits from improvements and activities.

**Benefit Zones:** Enhanced BID services will be provided in each of two benefit zones within the District. ***There are no changes to the existing benefit zones.***

**Cost:** Annual assessments are based upon an allocation of program costs and a calculation of linear frontage and lot size plus building square footage. ***There is no CPI assessment increase for 2014:***

	<b>Standard Zone:</b> All properties not fronting Santa Monica or Highland	<b>Premium Zone:</b> High frequency cleaning along Santa Monica & Highland
Cost per sq.ft. of building plus lot	\$0.0672	\$0.0672
Cost per foot of linear frontage	\$2.7492	\$ 5.4985

**2014 Assessment:** Total district assessment for 2014 is **\$1,055,523.**

## II. IMPROVEMENT AND ACTIVITY PLAN

### A. 2014 Programs and Activities

#### 1. Public Safety Patrols

Uniformed safety patrols provide a variety of public safety services by assisting visitors and employees, support police crime prevention efforts to reduce the incidence of crime and reduce nuisance activities, and productively address the challenges associated with street populations. Deployment of safety patrols will include both bicycle and auto patrols.

The service frequencies for public safety deployment are 3 to 4 officers per shift, and 3 shifts per day, seven days per week, twenty-four hours per day. Patrols are deployed throughout all benefit zones of the district. Deployment will include regular patrols plus redeployment as needed to respond to calls for service and trouble spots.

#### 2. Maintenance Team

Uniformed clean teams provide enhanced maintenance services, including sidewalk sweeping and litter removal, bus stop cleaning, sidewalk washing, graffiti removal and "Rapid Response Team" for clean-up of unusual maintenance problems, ranging from illegal dumping to stray shopping carts. Proposed service frequencies for services by zone are provided below:

ACTIVITY	STANDARD SERVICE AREA	PREMIUM SERVICE AREA
Sidewalk Sweeping & Litter Removal	3 times per week	Daily
Bus Stop Cleaning	None	Weekly
Sidewalk Washing	None	Weekly
Graffiti removal & "Rapid Response" Team	As Needed	As Needed

A higher frequency of maintenance service is provided for the "Premium Service Areas" since these areas have higher traffic counts, public bus service and significantly more usage by pedestrians. The premium service area includes the Highland Avenue and Santa Monica Boulevard corridors.

#### 3. Community Improvements

Community improvement activities improve the overall business image of the district with the goal of attracting and retaining businesses, jobs and investment. Initiatives are designed to provide collective benefits to businesses and property owners. Annual work programs and budgets are developed in collaboration with targeted stakeholders and approved by the owner's association. Programs are selected from a variety of options that may include the following: Parking Availability, Homeless Management, Beautification, Marketing and Community Relations and the district website and publication of the district newsletter.

**4. Program Administration**

Funds are allocated to for staff and contractual services to manage the clean and safe program and tend to administrative needs of the district and support services such as bookkeeping, office rent, insurance, office equipment and professional development and training for the staff and board. Additional services, such as advocacy, may be obtained on a contractual basis.

**5. Reserve/Contingency**

An operating reserve is budgeted as a contingency for any payment delinquencies and/or unforeseen budget adjustments.

**6. City Fee**

The City of Los Angeles requires a 2% collection fee for property-based BIDs with an annual operating budget between \$500,000 and \$2 million in the city.

**III. Budget**

**1. 2014 Total Assessment is estimated to be \$1,055,523.**

**2. 2014 rollover from 2013 is estimated to be approximately \$40,000.**

**3. 2014 Total revenue is estimated to be \$1,095,523.**

**4. 2014 Operating Budget**

<b>Activity</b>	<b>Budget</b>	<b>% of Total</b>
Public Safety Patrols	\$ 606,876	55.4%
Maintenance Teams	\$ 209,864	19.2%
Community Improvements	\$ 45,676	4.17%
Program Administration	\$ 107,897	9.8%
Reserve/Contingency	\$ 104,100*	9.5%
City Fees (2% of total assmt)	\$ 21,110	1.93%
<b>Total</b>	<b>\$ 1,095,523</b>	<b>100.00%</b>

Note 1: Any accrued interest or delinquent payments may be expended in the preceding categories.

Note 2: \$44,195 of the Reserve/Contingency costs are for unpaid assessments from Cal Trans and LAUSD\*.

***Carry Forward of Existing BID Surplus:*** It is anticipated that the BID will carry over forty thousand dollars (\$40,000) from unspent 2013 assessment revenue. ***There is no amount of deficit revenues to be carried over from a previous fiscal year.***

***Contributions to be made from sources other than assessments for 2014:*** The BID anticipates receiving a five thousand dollar (\$5,000) grant from LADWP for holiday decorations and trash receptacle liners which they provide to BIDs on an annual basis.

**Hollywood Media District Business Improvement District  
2014 Annual Report  
2014 Fiscal Year Activities Budget**

Anticipated Assessment Revenue and Program Expenditures

Revenue Sources

2014 Special Assessment	\$ 1,055,523.00	
2013 (Estimated) Carryover	\$ 40,000.00	
<b>2014 Total Estimated Budget</b>	<b>\$ 1,095,523.00</b>	

Program Expenditures

Public Safety Patrols	\$ 606,876.00	55.40%
Maintenance Teams	\$ 209,864.00	19.16%
Community Improvements	\$ 45,676.00	4.17%
Program Administration	\$ 107,897.00	9.85%
Reserve/Contingency	\$ 104,100.00	9.50%
City Fees	\$ 21,110.00	1.93%
<b>2014 Total Estimated Expenditures</b>	<b>\$ 1,095,523.00</b>	100.00%