

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  
200 N. SPRING STREET, ROOM 224  
LOS ANGELES, CA 90012  
(213) 978-1099  
FAX: (213) 978-1130

MIRANDA PASTER  
DIVISION MANAGER

[clerk.lacity.org](http://clerk.lacity.org)

November 20, 2015

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

Council District 15

REGARDING: THE SAN PEDRO HISTORIC WATERFRONT BUSINESS IMPROVEMENT  
DISTRICT'S 2016 FISCAL YEAR ANNUAL PLANNING REPORT

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the San Pedro Historic Waterfront Business Improvement District's ("District") 2016 fiscal year (CF 12-1041). 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 District's Annual Planning Report for the 2016 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

## BACKGROUND

The San Pedro Historic Waterfront Business Improvement District was established on October 2, 2012 by and through the City Council's adoption of Ordinance No. 182276, 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 District Board has made no changes to the boundaries or benefit zone for 2016. The District Board has made no significant changes to 2016 budget from the 2015 budget categories. The descriptions of the budget categories have not changed from the approved Management District Plan.

The attached 2016 Annual Planning Report which was approved by the District's Board at their October 7, 2015 meeting 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 San Pedro Historic Waterfront Business Improvement District's 2016 fiscal year complies with the requirements of the State Law.
2. ADOPT the attached Annual Planning Report for the San Pedro Historic Waterfront Business Improvement District's 2016 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott  
City Clerk

HLW:GRA:MP:RMH:rks

Attachment: San Pedro Historic Waterfront Business Improvement District's 2016 Fiscal Year Annual Planning Report

Attachment 1



NBID  
NOV 16 2015

November 1, 2015

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

Subject: San Pedro Historic Waterfront PBID 2016 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 San Pedro Historic Waterfront Business Improvement District has caused this San Pedro Historic Waterfront Business Improvement District Annual Planning Report to be prepared at its meeting of October 7, 2015.

This report covers proposed activities of the San Pedro Historic Waterfront BID from January 1, 2016 through December 31, 2016.

Sincerely,

Lorena Parker  
Executive Director  
San Pedro Historic Waterfront Business Improvement District



# **San Pedro**

# **Historic Waterfront**

Business Improvement District



# **2016 Annual Planning**

# **Report**

Prepared by  
Lorena Parker  
Executive Director  
November 1, 2015

# 2016 Annual Planning Report

## District Name

This report is for the San Pedro Historic Waterfront Business Improvement District (District). The District is operated by San Pedro Historic Waterfront Business Improvement District, Inc., a private non-profit organization.

## Fiscal Year of Report

This report applies to the 2016 Fiscal year. The District Board of Directors approved the 2016 Annual Planning Report at the October 7, 2015 Board of Director's meeting.

## Boundaries

There are no changes to the District boundaries for 2016.

## Benefit Zones

The District has two benefit zones. For 2016 there will be no changes to the District's benefit zones.

## 2016 Improvements, Activities and Services

### Pedestrian and Tourist Ambassador Service: \$476,636.25 (46%)

For 2016, the ambassador service will continue to assist customers, pedestrians, tourists, tenants and residents by answering questions, providing directions and referrals, and distributing maps and information about the district area. The ambassadors' presence is intended to create and enhance pedestrian perceptions of comfort and safety in an effort to specially benefit individually-assessed parcels by improving commerce on those parcels.

Transportation linkages will also continue to connect the waterfront and traditional downtown San Pedro. The PBID will continue providing shuttle transit service between the Maritime Museum, Ports O'Call Village, and downtown locations in the district.

Uniformed ambassadors will also continue in 2016 and work closely with the Los Angeles Police Department and Port Police Department in the district. Their presence will help prevent, deter, and report illegal activities in the District.

Pedestrian kiosks will continue to be staffed and maintained. Kiosk ambassadors will provide pedestrians with information, directions, brochures, flyers and other relevant collateral to increase visitation to the District. Also, the ambassadors will highlight transportation services as convenient, cost-effective means of transportation in the District.



**Sanitation, Cleaning and Beautification: \$178,083.87 (17%)**

Sanitation, cleaning, and beautification programs will maintain the uniform standard of operation, cleanliness and beauty throughout the District. In 2016, activities will include sidewalk sweeping, sidewalk pressure washing, street sweeping, porter service, graffiti removal, street litter and illegal dumping pick-up, street and alley cleaning patrols to remove litter, graffiti, stickers, and weeds, irrigation, operation, and trimming and cleaning of landscaping including trees and tree wells, art, lighting and other streetscape improvements. We will also operate twinkle lighting and holiday decorations. District activities will also continue to enable conducting events within the District.

**Marketing, Promotions and Waterfront Special Events: \$157,132.83 (15%)**

In 2016, marketing, promotions, events, signing and public relations initiatives will build upon the established District identity. Activities will continue to focus on waterfront attractions, tourism, and weekend and holiday special events. Events and activities will be planned and conducted along the waterfront, adjacent parking lots, adjacent streets, and throughout the District area. Other initiatives may include website updates and operation, newsletter publication, graphics program development, branding and marketing program development, printing and advertising, public relations activities, special events and activities, advertisements, and placement of promotional materials in various media.

**Policy Development, District Management, and Administration: \$214,748.20 (20%)**

In 2016, District activities will be managed by a professional manager who may be assisted by centralized administrative support. Management and other positions that may be hired in connection with the District include an executive director and Marketing and Services Coordinator.

The District will continue efforts to attract and recruit businesses to the District. This program will include preparation of public relations and promotional materials; marketing programs and activities; market and economic analysis, forecasts, and development plans and targeted outreach.

**Contingency and Renewal: \$20,951.00 (2%)**

A prudent portion of the District's budget will be retained in a contingency fund to cover the costs of uncollected assessments, unanticipated or increased program costs, and variations in the market price of District services.

**Total estimate of Cost for 2016:**

A breakdown of the total estimated 2016 budget is attached to this report as **Appendix A.**

**Method and Basis of Levying the Assessment**

The Method and Basis for levying the 2016 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 building and parcel square footage for two (2) Benefit Zones – one zone for properties east of Harbor

Blvd. and on zone for properties west of Harbor Blvd., with differing rates for commercial and residential parcels depending on type and frequency of service and benefit received.

**San Pedro Historic Waterfront 2016 Assessment rates:**

2016 CPI Increase (3% max): 3%

**Commercial Parcels**

**Zone 1A**

Parcel: \$0.1126

Building: \$0.1633

**Zone 1B**

Parcel: \$0.05626

Building: \$0.0817

**Zone 2:**

Building: \$0.0583

**Residential Parcels**

**Zone 1A**

Parcel: \$0.1126

Building: \$0.0817

**The District's Management District Plan allows for a maximum annual assessment increase of 3%. The Board voted a 3% increase for 2016.**

**The District's 2016 Total Assessment is \$1,047,552.15.**

**Surplus Revenues**

At the end of 2015, the District will not have any surplus revenue that will be rolled over into 2016 budget.

**Anticipated Deficit Revenues**

There are no deficit revenues that will be carried over to 2016.

**Contributions from Sources other than assessments: *unknown***

In 2016, the San Pedro BID may apply for grants but it is unknown whether any will be received and therefore cannot count on that source of income.

Appendix A

San Pedro Historic Waterfront Business Improvement District  
2016 Annual Report  
2016 Fiscal Year Activities Budget

Anticipated Assessment Revenue and Program Expenditures

**2016 Revenue Sources**

2016 Special Assessment	\$1,047,552.15	
2015 Carryover	\$0.00	
2016 Estimated Contributions/Other Sources	\$0.00	
<b>2016 Total Estimated Revenue</b>	<b>\$1,047,552.15</b>	

**2016 Budget Expenditures**

Pedestrian and Tourist Ambassador Service	\$476,636.25	45.50%
Sanitation, Cleaning and Beautification	\$178,083.87	17.00%
Marketing, Promotions and Waterfront Special Events	\$157,132.83	15.00%
Policy Development , District Management, and Administration	\$214,748.20	20.50%
Contingency and Renewal	\$20,951.00	2.00%
<b>2016 Total Estimated Expenditures</b>	<b>\$1,047,552.15</b>	<b>100.00%</b>