

HOLLY L. WOLCOTT
CITY CLERK

City of Los Angeles
CALIFORNIA

OFFICE OF THE
CITY CLERK

GREGORY R. ALLISON
EXECUTIVE OFFICER



ERIC GARCETTI
MAYOR

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

December 12, 2014

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 2014 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") 2014 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 2014 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 zones for 2014. The District Board has increased the Sanitation, Cleaning and Beautification category by 11.95%. The increased funding of this budget item has not changed the description of the budget categories approved in the Management District Plan and the City Clerk does not recognize any adverse impacts to the special benefits received by property owners due to this action.

The attached 2014 Annual Planning Report which was approved by the District's Board at their September 3, 2014 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

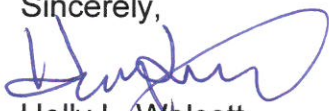
There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the San Pedro Historic Waterfront Business Improvement District's 2014 fiscal year complies with the requirements of the State Law.
2. FIND that the adjustments in the 2014 budget concur with the intentions of the San Pedro Historic Waterfront BID's Management District Plan and do not adversely impact the benefits received by assessed property owners.
3. ADOPT the attached Annual Planning Report for the San Pedro Historic Waterfront Business Improvement District's 2014 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 2014 Fiscal Year Annual Planning Report

SAN PEDRO PROPERTY OWNERS' ALLIANCE

390 West 7th Street

San Pedro, California 90731

T 310.832.2183

F 310.832.0685

Email: srobbins@sanpedroBID.com

NBID

DEC 01 2014



Attachment 1

September 18, 2014

Ms Holly Wolcott
Interim City Clerk
Office of the City Clerk
200 North Spring St Room 360
Los Angeles, CA 90012

RE: **2014 Annual Planning Report – San Pedro Historic Waterfront Business Improvement District**

Dear Ms Wolcott:

On September 3, 2014 the San Pedro Property Owners' Alliance (SPPOA), administrator of the San Pedro Historic Waterfront Business Improvement District (BID), met in our regularly scheduled monthly board of directors meeting to review and discuss the BID's proposed 2014 budget and activities. Through agreement number C-121683 with the City of Los Angeles SPPOA manages services and activities of the San Pedro Historic Waterfront Business Improvement District.

At the September 3, 2014 meeting staff presented the 2014 plan to the board for consideration. The report was approved unanimously (1 abstention – new member) at that meeting.

On behalf of SPPOA and its board of directors I would like to present the plan approved by our board to the Office of the City Clerk and to the City Council for their review and approval.

Please contact me if you have any questions.

Sincerely,

Stephen A. Robbins

STEPHEN A. ROBBINS
Executive Director



2014 Annual Planning Report

San Pedro Historic Waterfront Business Improvement District (PBID)

District: This report is for the San Pedro Historic Waterfront Business Improvement District.

Fiscal Year of the Report: This report applies to the Fiscal Year 2014 (Jan – Dec)

Boundaries: The boundaries for the PBID will remain identical in 2014 to those boundaries reflected in our Management District Plan for the years 2013-2017. The District includes the LA Waterfront Promenade, east of Harbor Boulevard, from the Vincent Thomas Bridge to 5th St.; properties owned by the Los Angeles Harbor Department and public corporations, east of Harbor from 5th St. to, but not including the commercial fuel docks, commonly known as Ports O’Call and the railroad right of way; the south side of 3rd St. to the North Side of 9th St from Pacific Avenue to Harbor Boulevard; Pacific Avenue from 9th St. to 10th St. and the east side of Beacon from 10th to 14th St.

Benefit Zones: The benefit zones for the district will remain the same for the 2014 fiscal year. There are two benefit zones within the District – one for properties east of Harbor Blvd. (Downtown) and the other for properties west of Harbor Blvd. (Waterfront).

Improvements & Activities for 2014: The following are activities planned for 2014 as outlined in the District’s Management District Plan (MDP).

Pedestrian and Tourist Ambassador Services **\$375,602** **37.78 %**

The Public Safety Ambassador program provided by Universal Protection will continue in 2014. This service is provided daily by PSA’s on foot, bike and motorized vehicle patrols.

Visitor Ambassador Kiosks are provided at the District’s cruise ship terminals. A staff member greets each arriving ship between the hours of 8:00 AM and 2:00 PM. The Ambassadors distribute materials to encourage guests to visit the PBID’s waterfront and downtown benefit zones within the District.

The San Pedro Downtown Trolley moves visitors throughout the Waterfront and Downtown areas stopping at eleven locations along its route.

Sanitation, Cleaning and Beautification **\$287,817** **28.95 %**

This category provides for the removal of graffiti on a daily basis, street and sidewalk sweeping (6 days), emptying of city trash receptacles (six days) sidewalk pressure washing, alley cleaning and window graffiti repair.

Marketing, Promotions and Waterfront Special Events **\$141,500** **14.23 %**

Marketing programs implemented in 2013 will continue and be enhanced in 2014. We will continue to advertise at special events to attract new visitors to the District. Special event costs incurred in 2013 for the 125th anniversary of San Pedro will be non-recurring. We have implemented a Media Plan that will bring additional customers to District merchants and entertainment venues.

We will also seek additional grants from entities, such as LADWP, to enhance our marketing efforts.

Administration **\$188,439** **18.95 %**

The administration costs for the PBID will be comparable to those experienced in prior years. Administration services exist only for District purposes. Emphasis will be placed on enhancing existing relationships with governmental, civic and private organizations to achieve the District's ambitions.

Costs for rent, insurance, materials and related items will be incurred as necessary to enable the overall implementation of the District's Plan. City of Los Angeles administrative fees equal to 2% of assessments are reflected in this category.

Contingency and Renewal **\$793** **0.09%**

Total Cost Estimate for 2014 **\$994,151**

Method and Basis of Assessment The Method and basis for levying the 2014 assessments for the San Pedro Historic Waterfront BID remain the same as outlined in the original year of the Management District Plan. The Board of Directors elected not to increase assessments by three percent as provided in the MDP.

Assessments are:

\$0.0770 per square foot of residential improvement size and \$0.1539 per square foot of non-residential improvement size located West of Harbor Boulevard.

\$0.0770 per square foot of non-residential improvement size located East of Harbor Boulevard.

In addition, each parcel will be assessed \$0.1061 per square foot of lot size located west of Harbor Boulevard and \$0.0531 per square foot of lot size located East of Harbor.

Contributions from Other Sources **\$24,000**

The District anticipates receiving non-assessment revenue from numerous sources. These include a grant for holiday street décor (\$5,000), interest & dividends (\$1,000), reimbursed services (\$2,500), event fees (\$7,500), parking revenue (\$5,000) and trolley rentals (\$3,000).

2014 Total Estimate Cost for the San Pedro Historic Waterfront BID

2014 Assessments	\$970,151		
2013 Estimated Carryover	0		
2014 Estimated Contributions (Other Sources)	\$24,000		
2014 Total Estimated Budget		\$994,151	
Pedestrian and Tourist Ambassador Services		\$375,602	37.78%
Public Safety	\$236,368		
Trolley Operation	\$60,531		
Tourism Ambassadors	\$78,132		
Other	\$571		
Sanitation, Cleaning and Beautification		\$287,817	28.95 %
Landscaping	\$5,000		
Beautification	\$146,520		
Construction & Materials	\$38,657		
Street & Sidewalk Cleaning	\$83,412		
Utilities	\$8,100		
Other	\$6,128		
Marketing, Promotions and Waterfront Special Events		\$141,500	14.23 %
Advertising	\$38,000		
Ad Production	\$8,000		
Labor	\$50,576		
Community Marketing Support	\$24,500		
Special Events	\$15,602		
Web Site	\$4,500		
Other	\$322		
Administration		\$188,439	18.95 %
Accounting	\$9,250		
Insurance	\$24,500		
Office Services	\$12,600		
Labor	\$83,980		
Rent	\$23,175		
Telephone	\$4,500		
Travel	\$2,400		
Payroll Processing	\$2,500		
City Administrative Fee	\$19,403		
Other	\$6,131		
Contingency and Renewal		\$793	0.09 %
Total Estimated Expenditures		\$994,151	