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November 14, 2014
(Revised: June 4, 2015)

Attachment 2

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

Subject: Greater South Park PBID 2015 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 Greater South Park Business Improvement District has caused this Greater South Park Business Improvement District Annual Planning Report to be prepared at its meeting of November 11, 2014.

This report covers proposed activities of the Greater South Park BID from January 1, 2015 through December 31, 2015.

Sincerely,

Jessica Lall

SOUTH PARK BUSINESS IMPROVEMENT DISTRICT

1333 South Hope St., Los Angeles, CA 90015

www.southpark.la



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2015 Annual Planning Report

Greater South Park Property Business Improvement District

YEAR THREE

District Name

This report is for the Greater South Park Business Improvement District (District). The District is operated by South Park Stakeholders Group, Inc., a private non-profit organization.

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 November 11, 2014 Executive Committee meeting.

Boundaries

There are no changes to the District boundaries for 2015.

Benefit Zones

The District has four (4) benefit zones. For 2015 there will be no changes to the District's benefit zones.

2015 Improvements, Activities and Services

Sidewalk Operation Service: \$1,036,397 / 49.24%

This operational category consists of providing security to the properties of South Park, as well as maintenance of the sidewalks, trees and public furniture (bus benches, etc.) and graffiti removal. Collectively, it is anticipated that the cost for all sidewalk operations (which include both security and maintenance) will be \$1,036,397.00 or 49.24% of the total budget.

Security: The security program supplied by Streetplus beginning July 1, 2013 will continue in 2015. We are providing security 7 days a week, 24 hours per day. We are available via 24/7 telephone hotline and mobile app alert, and respond to calls within three minutes. Security will also provide a "safe walk" for callers, escorting them from one point to another. Officers on duty during local business open hours will help relay information from the BID to constituents, including special events, street closures, and other important points.

The new work order system has and will continue to help streamline reporting, and help with follow-up and shift changes. We anticipate the program we are using to have a new mobile version that will allow for GPS tracking on the devices, and ultimately improve our reporting and routes. Patrol routes will continue to be made on a daily basis and the findings will be posted in the monthly reports to the Board and SOBO Committee. This report will be added to the monthly newsletter that is



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emailed to stakeholders. SPBID will have at minimum three Neighborhood Watch meetings that will address relevant issues in the district. The BID will circulate a survey at the Annual Meeting to determine topics desired for these meetings. The SPBID will continue with quarterly trainings and refresher courses to all officers, as well as the Officer of the Month Award. In addition, we will be continuing our efforts to combat illegal vending in the district, working with LAPD on an Illegal Vending Taskforce. BID Security will continue working closely with LAPD on Emergency Services Coordination and Emergency Preparedness efforts.

We also provide enhanced security services through coordination with the condo/apartment security companies and additional foot, bike and Segway patrols. The BID Security team will continue regular communication with the LA Convention Center, STAPLES Center and LA LIVE security and assist them, especially when conventions/events are in town. Our security also will work daily frequently with AEG to assist with crowd control and traffic management issues created by the special event nature of these two venues.

Maintenance: The sidewalk maintenance supplied in 2014 by the Los Angeles Conservation Corps (LACC) will continue in 2015. We now provide maintenance services 7 days per week, from 7a – 9:30p, which will continue for 2015. Streets and alleys are swept on a daily basis, and bus benches and other street furniture are cleaned and power-washed, as needed. Graffiti and bulky items will be reported to the City and removed upon notification/identification (within 24 hours, usually less). All local trashcans will continue to be emptied at least once, if not twice, per day. These regular duties will be done in addition to the completion of requests from local constituents, which come in via phone hotline or mobile request app. The maintenance team will also continue to keep a log of all transients that are living in the district, and work more closely with the Home For Good Program/LAMP to attempt to get homeless placed in services/programs. The maintenance team will also continue to take inventory of empty tree wells in the district, and work with City Plants to water the 17 new trees that will be planted in the district for free during 2015. Through LACC, the maintenance team will receive regular and updated trainings as necessary.

District Identity: \$311,080.00 (14.27%)

The district identity, marketing and promotion supplied in 2014 will continue in 2015, with the additional marketing outlined in the 2014 marketing plan. Our newsletters are produced monthly to help inform our stakeholders, as well as news updates as necessary. New brochures will be created to display neighborhood identity and promote local businesses, and our Green Carpet Events will continue monthly to support new local business in the area. The current street banners and furniture will remain up for the first half of 2015, and new banners will be designed and installed for the second half. Our web presence will be increased through more social media outlets, contests on existing outlets, and the creation of an improved mobile app that will allow for more streamlined content. We will also focus on the



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Public Art Initiative with the Do Art Foundation to promote neighborhood identity through interactive and public art throughout the district. The BID will continue to deploy the mobile kiosk at key events in the district to inform visitors about South Park and the businesses around. South Park BID will release and promote a 5-minute video about the district to encourage folks to move to and visit the district. A partnership will be formalized with outlets such as KCRW in order to promote to district, businesses, and special events in the area. The BID will continue to release relevant press releases when information is newsworthy to inform stakeholders and the public about the milestones the district is achieving. Urban design features that have been discussed at various meetings of the BID will be collected into a template for the district, to be shared with incoming developers as well as the City, and to show the district identity of design that is forming. The BID will continue to install holiday décor throughout the district, and billboards when appropriate. The BID also worked with City Plants, Urban Forestry and professional landscape architects to develop a recommended street tree palate for South Park BID. In 2015, the BID will be installing new trees and recommending to developers how to move forward with street trees. The SPBID also plans to develop a plan and take action on the Green Alley's Report that was presented to the BID in November 2014. Lastly, the Accendo database system not only will enhance our ability to provide better security and maintenance services, but also will better allow us to capture and communicate our work to our stakeholders.

Enhanced Beautification and Sidewalk Services: \$321,661 (15.55%)

Specific blocks within the BID containing high concentration of residential condos qualify for Enhanced Beautification Operations, and are thus assessed at a slightly higher rate. Work consists of daily sidewalk and gutter cleaning, enhanced pressure washing, installation of pet waste distribution stations, focused homeless intervention and security measures, and additional amenities to the sidewalk to the sidewalk and street frontage. These amenities may include light pole banners, sidewalk, holiday decorations and hanging planter, additional street furniture, and public art. In 2015, the BID is working on several projects specific to these areas. First, SPBID has been approved for a parklet through the LADOT People Streets Program, which is currently in final design stages. We anticipate being able to fundraise in 2015 and actually building the parklet in mid-2015. The SPBID has also been approved by the Board of Public Works to conduct sidewalk repairs throughout the district in 2015, which we hope to begin in the early part of the year. These will collectively dramatically improve the daily life of those living and visiting the district.

Administration/Corporate Operations: \$250,249 (12.94%)

The District will continue to work in 2015 with the contracted BID management company (South Park Stakeholders Group, SPSG) for administration of the District services. SPSG leases or purchases offices, phone and other equipment, and holds



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contracts for Security, Maintenance, Marketing and other needed Administrative/Financial services. SPSG assures that its contractors complete all work. Additionally, SPSG works with the City of Los Angeles and handles all financial and administrative requirements. Lastly, SPSG keeps abreast of projects and legislative issues that may affect the BID and its stakeholders. This year, major projects include the opening of the Expo Line and related Metro improvements, as well as ongoing plans for Convention Center, Farmers Field, My Figueroa, and the Downtown Streetcar. The SPBID will also continue to Chair the LA BID Consortium, and will advocate on behalf of property owners on policies such as street vending, the Downtown Community Plan, parking requirements and RECode LA. The SPBID staff will also continue to liaison between the City and property owners on development plans, as needed. SPSG will organize all necessary public meetings, including an Annual Meeting on December 3, and regular Board and Committee meetings for the aforementioned categories.

The cost of providing administration for the entire district for 2015 is estimated at \$250,249.00 or 12.94% of the budget.

Contingency/City Fees/Reserve: \$154,729 (8%)

The contingency for 2015 is used to cover uncollected assessments and unexpected expenditures.

The contingency for the entire district for 2015 is estimated at \$154,729.00 or 8% of the total budget.

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 Levying the Assessment

The Method and Basis for levying the 2015 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 four (4) benefit zones with rates varying depending on frequency and type of service by linear frontage on all sides, except in Benefit Zone 2 where only the northern, southern and eastern frontages of the Los Angeles Convention Center is assessed. Services are only delivered on these sides of the Convention Center property. Residential condos are assessed a flat rate per sq ft.



Greater South Park business Improvement District assessment rates for 2015:

<u>Zone 1</u>	
Frontage	15.75
Lot	0.068
Bldg	0.053
<u>Zone 2</u>	
Frontage	15.75
<u>Zone 3</u>	
Frontage	12.6
Lot	0.068
Bldg	0.053
<u>Zone 4</u>	
Frontage	10.5
Lot	0.042
Bldg	0.026
<u>Residential</u>	
<u>Condo</u>	
Bldg	0.315

The District's Management District Plan allows for a maximum annual assessment increase of 5%. The Board voted a 5% increase for 2015.

The District's 2015 Total Assessment is \$1,934,117.

Surplus Revenues

At the end of 2014, the District had an estimated \$140,000 of surplus revenue due to: 1) budgeted contingency reserve not being needed, 2) assessment collections were higher than anticipated, and 3) SPBID cancelling the contract with our marketing consultant mid-year, therefore delayed marketing and events to 2015.

Anticipated Deficit Revenues

There are no deficit revenues that will be carried over to 2015.

Contributions from Sources other than assessments: \$7,500 - \$25,000

For the year 2015, the SPBID expects to receive the \$5,000 annual DWP Grant the creation and procurement of holiday decorations.



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The SPBID will also be soliciting a potential \$2,500 - \$5,000 sponsorship from the Los Angeles Food and Wine Festival for the printing of neighborhood brochures.

The SPBID will also be soliciting sponsorship dollars from developers for 1) community benefits, 2) parklet sponsorships and 3) banner sponsorships. Since these opportunities have not yet been vetted, we roughly estimate they could range between \$5,000 - \$20,000 total.

**APPENDIX A
FY 2015**

	TOTALS
Assessment Revenue	1,934,117
Carryover Funds from 2014	140,000
Total Revenues	2,074,117
Sidewalk Operation Services	1,036,397
District Identity	311,080
Enhanced Beautification & Sidewalk Services	321,661
Administration	250,249
Contingency/City Fees/Reserve	154,729
Total Revenues	2,074,116
Sidewalk Operation Services	
Contract Security Services	543,439
Contract Maintenance Service	351,858
Sidewalk Repairs	16,000
Salaries & Benefits - Security	56,242
Sweeper Expenses	6,800
Field Supplies/Materials	7,480
Landscaping /Other	14,400
Salaries & Benefits - Maintenance	40,178
Sidewalk Operation Services Total Expenditures	1,036,397
District Identity	
Community Development /Events	36,500
Marketing /Adversting/PR	105,000
Publications/Printing/Mailers/Website/Dues	18,500
Parking/Travel/Other	57,000
Salaries & Benefits - DI & Mktg	94,080
District Identity Total Expenditures	311,080
Enhanced Beautification & Sidewalk Services	
Sidewalk Operation Services	259,099
Administrative	62,562
Enhanced Beautification & Sidewalk Services Total Expenditures	321,661
Administration	
Rent (705)	57,600
Telephone/Utilities/Repair & Maintenance	24,000
Office/Postage/Supplies/Payroll Processing	20,080
Computer and IT Expenses (715)	8,800
Insurance	24,298
Finance/Accounting/Bank	41,760
Legal (732)	4,000
Outside Services/Other	12,720
Salaries & Benefits - Admin	56,991
Administration Total Expenditures	250,249
Contingency/City Fees/Reserve	
Uncollectible Assessments	38,682
Contingency Reserve	77,365
City Fee @ 2%	38,682
Contingency/City Fees/Reserve Total Expenditures	154,729
Total Fees & Expense	2,074,116

Appendix A (simplified)

Greater South Park Business Improvement District
2015 Annual Report
2015 Fiscal Year Activities Budget

Anticipated Assessment Revenue and Program Expenditures

2015 Revenue Sources

2015 Special Assessment	\$1,934,117.00	
2014 Carryover	\$140,000.00	
2015 Total Estimated Revenue		\$2,074,117.00

2015 Budget Expenditures

Sidewalk Operation Service	\$1,036,397.00	49.97%
District Identity	\$311,080.00	15.00%
Enhanced Beautification and Sidewalk Services	\$321,661.00	15.51%
Administration/Corporate Operations	\$250,249.00	12.07%
Contingency/City Fees/Reserve	\$154,730.00	7.46%
2015 Total Estimated Expenditures	\$ 2,074,117.00	100.00%

