

HOLLY L. WOLCOTT  
INTERIM CITY CLERK

# CITY OF LOS ANGELES

CALIFORNIA



ERIC GARCETTI  
MAYOR

OFFICE OF  
CITY CLERK  
NEIGHBORHOOD AND BUSINESS  
IMPROVEMENT DISTRICT DIVISION

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MIRANDA PASTER  
ACTING DIVISION HEAD

December 20, 2013

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

Council District 2

REGARDING: THE STUDIO CITY BUSINESS IMPROVEMENT DISTRICT'S 2013  
FISCAL YEAR ANNUAL PLANNING REPORT

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the Studio City Business Improvement District's ("District") 2013 fiscal year (CF 12-1543). 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 2013 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

## BACKGROUND

The Studio City Business Improvement District was established on July 29, 2009 by and through the City Council's adoption of Ordinance No. 180833, 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 completed two Streetscape/Capital improvement projects in 2012, including an alley Repaving Project located just south of Ventura Boulevard between Whitsett Avenue and Rhodes Avenue and a Sidewalk/Curb Repair Project on Ventura Place. The District Board is exploring and planning additional Streetscape/Capital projects at this time. However, citing the length of time involved in planning, designing, obtaining permits and other delays experienced completing the two previous projects, the District will not execute a project in 2013. The funds allocated for this portion of the budget will be rolled over to the Streetscape/Capital projects budget category for 2014. The rollover of these funds 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 District Board has made no changes to the benefit zones for 2013.

The attached 2013 Annual Planning Report which was approved by the District's Board at their January 8, 2013 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 Studio City Business Improvement District's 2013 fiscal year complies with the requirements of the State Law.
2. FIND that the adjustments in the 2013 budget concur with the intentions of the Studio City Business Improvement District'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 Studio City Business Improvement District's 2013 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott  
Interim City Clerk

HLW:MP:RMH:rks

Attachment: Studio City Business Improvement District's 2013 Fiscal Year Annual Planning Report



Attachment 2

RECEIVED  
2013 DEC -2 PM 1:52  
ADMINISTRATIVE  
SERVICES DIVISION

# Studio City Improvement Association

## 2013 Planning Report

Prepared and submitted by  
Lorena Parker, Executive Director  
Studio City Improvement Association  
4024 Radford Avenue, Studio City CA 91604  
(818) 655-5377



# PROPERTY BUSINESS IMPROVEMENT DISTRICT

## ANNUAL REPORT CHECKLIST

FY 2013

BID NAME: STUDIO CITY

CONTRACT # C-107980

AUTHORITY (CS&H Code Section)	REQUIREMENT	PAGE FOUND
36650(b)	Specifies BID name	Pg. 3
36650(b)	Specifies fiscal year of report	Pg. 3
	Specifies actual date of Board approval	Pg. 3
	Has an authorized representative's signature	Pg. 8
36650(b)(1)	Specifies any proposed changes in the boundaries	Pg. 3-4
36650(b)(1)	Specifies any proposed changes in any benefit zones	Pg. 4
36650(b)(2)	Mentions - in detail - the improvements and activities for that fiscal year	Pg. 4 - 6
36650(b)(3)	Shows a line item budget (cost) for that fiscal year	Pg. 6-7
36650(b)(4)	Has the rate structure for the assessment from the MDP with any added board approved CPI/COLA and the date of board approval	Pg. 7
36650(b)(4)	Has the rate structure for the assessment in a detailed, easy to follow explanation which allows for calculation of any individual assessment for that fiscal year	Pg. 7
36650(b)(5)	Has the amount of any surplus carried over from the previous fiscal year	Pgs. 7 - 8
36650(b)(5)	Mentions that there are No deficit revenues carried over	Pg. 8
36650(b)(6)	Mentions the amount of any contributions - confirmed or expected/proposed - from sources other than assessments levied on stakeholders	Pg. 8

November 18, 2013

Holly Wolcott  
Office of the City Clerk  
Special Assessments Unit  
200 North Spring Street, Room 224  
Los Angeles, CA 90012

RE: Revised 2013 PLANNING REPORT 36650(b)  
Studio City Improvement Association  
Studio City Property-Based Business Improvement District

Dear Ms. Wolcott:

On behalf of the Board of Directors, I submit the following 2013 Annual Planning Report for the Studio City Improvement Association. The Studio City Improvement Association Board of Directors approved this planning report at the January 8, 2013 meeting.

District Name 36650(b)

This report is for the Studio City Business Improvement District.

Fiscal Year of Report 36650(b)

This report applies to the 2013 Fiscal year.

Background

The Studio City Improvement Association (SCIA) was started in 1996 by a group of dedicated Studio City businessmen and property owners. The first 5-year agreement with the City of Los Angeles was from September 1<sup>st</sup>, 1999 to August 31<sup>st</sup>, 2004. On August 4, 2004 the Los Angeles City Council adopted City Ordinance No. 176133 which renewed the Studio City Business Improvement District for a second five-year term. The second five-year term runs from January 1, 2005 through December 31, 2009. In August 2009, the Studio City Business Improvement District was renewed for another five-year term for the period January 1, 2010 to December 31, 2014. In 2013, the Studio City BID will be renewed.

Boundaries 36650(b)(1)

In 2013, there are no proposed changes to the boundaries. The Studio City Business Improvement District (BID) boundaries are the following:

- Ventura Boulevard between Carpenter Avenue and Whitsett Avenue
- Ventura Place between Laurel Canyon Blvd. and Ventura Blvd.
- Radford Avenue between Ventura Blvd. and Valleyheart Drive
- Laurel Canyon Blvd., the commercial areas just north and south of Ventura Blvd.
- Ventura Court, between Rhodes Ave. and Laurel Grove Ave.

A map of the Studio City Business Improvement District can be found in Appendix A.



There are no proposed changes to the boundaries for fiscal year 2013.

#### Benefit Zones 36650(b)(1)

The Studio City BID has two benefit zones in the district. There are no changes to the benefit zones. 36650(b)(1). Zone 1 will receive the special benefits detailed in the chart below. Zone 2 will receive the special benefits detailed in the chart below. Zone 1 is classified as all parcels fronting Ventura Boulevard, Laurel Canyon Boulevard, Ventura Place, or Vantage Avenue. All other parcels are Zone 2. A map of the district is included with this Annual Planning Report. All Zone 1 parcels are shown in yellow and Zone 2 parcels are shown in blue.

Services Provided	Services for Zone 1	Services for Zone 2
Maintenance	Zone 2 services plus Palm Tree Trimming, Median Maintenance, Tree-well watering, tree-well maintenance,	Sidewalk sweeping, weed removal, pressure washing, trash pickup, tree trimming, website presence
Streetscape/ Parking Security/Capital Improvements	Streetscape Enhancements, Parking Security, and Capital Improvements	Zone 1 will receive all these benefits. Zone 2 will receive streetscape benefits only
Marketing		website and limited marketing presence only
Advocacy and Administration	Zone 1 and 2	Included
Contingency	Zone 1 and 2	Included

#### Improvements and Activities for 2013 36650(b)(2)

Below are the improvements and activities 36650(b)(2) planned for the year 2013. The ideas presented below are subject to change during the course of the year depending on circumstances and availability of funds.

#### Maintenance

Maintenance in the Studio City Business Improvement District includes sidewalk sweeping, trash removal, median maintenance, weed abatement, tree trimming, tree watering and sidewalk pressure washing.

**Sidewalk Sweeping** - The SCIA will provide sidewalk sweeping services. This service includes the public sidewalks and gutters in the BID.

**Sidewalk Pressure Washing** - American Maid Clean provides sidewalk pressure washing services. Each month, one third of the BID is pressure washed so that the entire BID is cleaned four times per year. In addition, the intersection of Ventura Boulevard and Laurel Canyon Boulevard is cleaned on a monthly basis due to the high-pedestrian traffic. For 2013, we plan on continuing the same schedule unless circumstances change that would prompt us to consider changing the schedule.

Tree Well Watering –The SCIA will continue to be committed to watering and maintaining the plantings around the tree wells. The frequency of watering will be determined by the weather conditions and adjustments will be made accordingly. Typically, the watering is done once per week.

Weed Abatement -The SCIA will continue to contract for the removal of weeds in the district.

Trash Removal - The SCIA has an inventory of (80) trash receptacles, previously obtained from the City of Los Angeles. The trash receptacles will continue to be serviced twice per week on Mondays and Fridays.

Median Maintenance – Since the Studio City BID was established in 1999, it has constructed three medians on Ventura Boulevard. The SCIA currently maintains these medians and will continue to maintain them for the coming year.

There are also two medians on Laurel Canyon Blvd. and another at the intersection of Radford Avenue and Ventura Place. The SCIA will continue to maintain these medians.

In summary, the SCIA will maintain six medians in the BID.

Tree Trimming - The SCIA will continue to trim the palm trees along Ventura Boulevard and Ventura Place. In addition, the SCIA will prune other trees in the medians and throughout the BID, as needed.

The SCIA may also undertake other maintenance services on a project basis, as needed. In 2013, the SCIA will provide the necessary maintenance to two areas in the BID:

#### Streetscape/Capital Improvements/Parking Security

After completing two improvement projects in 2012, including an alley Repaving Project located just south of Ventura Blvd. between Whitsett Avenue and Rhodes Avenue and a Sidewalk/Curb Repair Project on Ventura Place, the SCIA will begin to explore and plan for other capital projects. Due to the long time it takes to plan, design and obtain permits, the SCIA will not execute a project in 2013.

#### Marketing

The SCIA marketing program consists of the following: maintaining our website, print advertising, Schools Marketing Program, holiday banners, and other promotions.

The SCIA maintains a business-friendly website that includes business listing for the businesses in the BID. The website can be found by visiting [www.studiocitybid.com](http://www.studiocitybid.com) or [www.studiocitydirectory.com](http://www.studiocitydirectory.com). The SCIA launched a new, extensive website last year. In 2013, we will pay for the maintenance of the website.



The SCIA is planning on continuing its monthly advertisements in "Studio City Lifestyle Magazine." Each month, the Executive Director creates a ½ page advertisement. The purpose of the ad is to create visibility, to promote shopping throughout the District and to promote usage of the Studio City Parking Structure.

The "Schools Marketing Program" is an incentive program that credits the local public schools with 10% of the receipt total from purchases at shops and businesses within the boundaries of the BID. The three schools currently involved in the program are Carpenter Avenue Elementary School, Walter Reed Middle School, and Colfax Elementary School. The three schools will receive 10% of the receipt total from receipts turned in from purchases made in the Business Improvement District. In 2013, the SCIA will increase the maximum amount it allocates to the Schools Marketing Program by \$1,500. The annual allocation will now be \$26,500. In addition, the SCIA will add a new school to the program. The Studio City Co-Op preschool will be added to the program in 2013. Since this school is smaller than the other schools, the maximum contribution to this school will be \$1,000 per year.

#### Administration

The Studio City Improvement Association has employed the same Executive Director (ED) since 2000. The ED is responsible for all aspects of operations for the Studio City BID. For the coming year, the ED will continue to manage the Studio City BID. For checks and balances purposes, the ED is not authorized to sign checks on behalf of the organization. The SCIA also has a policy where two board members must sign all checks.

Studio City BID Budget				
	Actual	Budget	Zone 1	Zone 2
	2012	2013	89% of Budget	11% of Budget
<b>Income</b>				
4010 · City of LA Funding	\$263,815.00	\$286,561.00	\$255,039.29	\$31,521.71
4030 · Other Income		\$5,000.00		
4090 · Interest Income				
Rollover from previous year	\$196,381.00	\$134,880.00	\$120,043.20	\$14,836.80
				\$0.00
<b>Total Income</b>	<b>\$460,196.00</b>	<b>\$426,441.00</b>	<b>\$375,082.49</b>	<b>\$46,908.51</b>
<b>Expense</b>				
<b>Maintenance (50%)</b>				
Current Year Assessment Revenue	\$131,907.50	\$143,280.50	\$127,519.65	\$15,760.86
Plus Rollover from Previous Year	\$98,190.50	\$68,535.00	\$60,996.15	\$7,538.85
Total Maintenance Income	\$230,098.00	\$211,815.50	\$188,515.80	\$23,299.71
Reallocation Up to 10%		\$20,000.00		
Actual/Forecasted Expense	\$161,563.00	\$134,603.00	\$119,796.67	\$14,806.33
Maintenance Carry Over	\$68,535.00	\$57,212.50	\$50,919.13	\$6,293.38



<b>Streetscape &amp; Capital Projects (15%)</b>				
Current Year Assessment Revenue	\$39,572.25	\$42,984.15	\$38,255.89	\$4,728.26
Plus Rollover from Previous Year	\$29,457.15	\$12,010.40	\$10,689.26	\$1,321.14
Total Streetscape & Cap. Proj. Income	\$69,029.40	\$54,994.55	\$48,945.15	\$6,049.40
Actual/Forecasted Expense	\$57,019.00	\$0.00	\$0.00	\$0.00
Streetscape & Capital Projects Carry Over	\$12,010.40	\$54,994.55	\$48,945.15	\$6,049.40
<b>Marketing (10%)</b>				
Current Year Assessment Revenue	\$26,381.50	\$28,656.10	\$25,503.93	\$3,152.17
plus \$5,000 LADWP grant	\$5,000.00	\$5,000.00		
Plus Rollover from Previous Year	\$19,638.10	\$24,043.60	\$21,398.80	\$2,644.80
Total Marketing Income	\$51,019.60	\$57,699.70	\$51,352.73	\$6,346.97
Actual/Forecasted Expense	\$26,976.00	\$26,976.00	\$24,008.64	\$2,967.36
Marketing Carry Over	\$24,043.60	\$30,723.70	\$27,344.09	\$3,379.61
<b>Administration (20%)</b>				
Current Year Assessment Revenue	\$52,763.00	\$57,312.20	\$51,007.86	\$6,304.34
Plus Rollover from Previous Year	\$39,276.20	\$22,281.20	\$19,830.27	\$2,450.93
Total Administration Income	\$92,039.20	\$79,593.40	\$70,838.13	\$8,755.27
Actual/Forecasted Expense	\$69,758.00	\$69,758.00	\$62,084.62	\$7,673.38
Administration Carry Over	\$22,281.20	\$9,835.40	\$8,753.51	\$1,081.89
<b>Contingency/Renewal (5%)</b>				
Current Year Assessment Revenue	\$13,190.75	\$14,328.05	\$12,751.96	\$1,576.09
Plus Rollover from Previous Year	\$9,819.05	\$8,009.80	\$7,128.72	\$881.08
Total Contingency Income	\$23,009.80	\$22,337.85	\$19,880.69	\$2,457.16
Reallocation to Contingency		\$20,000.00		
Expenses: Rent and BID Renewal	\$15,000.00	\$40,000.00	\$35,600.00	\$4,400.00
Contingency Carry Over	\$8,009.80	\$2,337.85	\$2,080.69	\$257.16
<b>Total Expenses</b>	<b>\$330,316.00</b>	<b>\$271,337.00</b>	<b>\$241,489.93</b>	<b>\$29,847.07</b>
<b>Net Carryover</b>	<b>\$134,880.00</b>	<b>\$155,104.00</b>	<b>\$138,042.56</b>	<b>\$17,061.44</b>

For the coming year, the SCIA projects that there will be a rollover of \$155,104.

#### CPI/COLA Rate Structure 35550(b)(4)

The SCIA Board of Directors did not add any CPI/COLA adjustments to the assessment formula. The assessment amount remains the same as approved in the Management District Plan.

#### Method and Basis of Levying the Assessment 36650 (b)(4)

The assessment formula remains the same as stated in the Management District Plan. Annual assessments on parcels located in Zone 1 shall be \$0.035 (3.5 cents) per parcel square foot, plus \$19.24 per linear front foot on Ventura Boulevard. Frontage on other streets in Zone 1 shall be assessed at \$5.77 per linear front foot. Annual assessments on parcels located in Zone 2 shall be \$0.018 (1.8 cents) per square foot plus \$1.99 per linear front foot on all streets.



In order to allow each real property owner to estimate the amount of the assessment to be levied against his or her real property, he or she needs to know which zone his or her property is in. Zone 1 is classified as all parcels fronting Ventura Boulevard, Laurel Canyon Boulevard, Ventura Place, or Vantage Avenue. All other parcels fall into Zone 2.

The service area includes approximately 200 properties and 139 property owners.

Surplus Revenues 36650(b)(5)

The SCIA will have approximately \$134,880 surplus revenues at the end of 2012 that will be rolled over in 2013. The SCIA Board of Directors authorized the rollover at the January 8, 2013 Board of Director's meeting.

Furthermore, the SCIA will maintain a budget surplus at the end of each year to ensure adequate cash flow for the first quarter of each operation year. The SCIA's normal operating expenses are approximately \$25,000 per month. Therefore, it is essential for the SCIA to maintain a minimum of \$100,000 each year to ensure that there will be no interruption in services to the BID.

Anticipated Deficit Revenues 36650 (b)(5)

There are no deficit revenues that will be carried over to the next year.

Contributions from Sources other than assessments 36650(b)(6)

The SCIA plans on applying for a Los Angeles Department of Water & Power grant. It is anticipated that this grant will not exceed \$5,000 if approved.

I certify that I am authorized to sign this report on behalf of the Studio City Improvement Association Board of Directors.

Thank you for the opportunity to present our Annual Planning Report for 2013. If you have any questions regarding this report, please call me at 818-655-5377.

Sincerely,



Lorena Parker  
Executive Director

Appendix A  
*STUDIO CITY DISTRICT MAP*



**Studio City**  
 Property Business Improvement District  
 Studio City Improvement Association  
 4024 Radford Avenue  
 Studio City, CA 91604  
 (818) 655-5377

