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CITY CLERK

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# City of Los Angeles

CALIFORNIA



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November 17, 2016  
Honorable Members of the City Council  
City Hall, Room 395  
200 North Spring Street  
Los Angeles, California 90012

Council Districts 2

## REGARDING:

### THE STUDIO CITY PROPERTY AND (PROPERTY BASED) BUSINESS IMPROVEMENT DISTRICT'S 2017 FISCAL YEAR ANNUAL PLANNING REPORT

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the Studio City Property and Business Improvement District's ("District") 2017 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 Studio City Property and Business Improvement District's Annual Planning Report for the 2017 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

## BACKGROUND

The Studio City Property and Business Improvement District was established on August 6, 2014 by and through the City Council's adoption of Ordinance No. 183168 which confirmed the assessments to be levied upon properties within the District, as described in the District's Management District Plan. The 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 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 attached Annual Planning Report, which was approved by the District's Board at their meeting on November 7, 2016, 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 Property and Business Improvement District's 2017 fiscal year complies with the requirements of the State Law
2. FIND the the increase in the 2017 budget concurs with the intentions of the Studio City Property and Business Improvement District's Management District Plan and does not adversely impact the benefits received by assessed property owners.
3. ADOPT the attached Annual Planning Report for the Studio City Property and Business Improvement District's 2017 fiscal year, pursuant to the State Law.

Sincerely,



Shannon D. Hoppes  
Executive Officer

Attachment:

Studio City Property and Business Improvement District's 2017 Fiscal Year Annual Planning Report

November 17, 2016

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

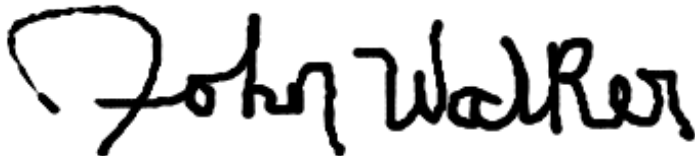
Subject: Studio City Property and PBID 2017 Annual Planning Report

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 Studio City Property and Business Improvement District has caused this Studio City Property and Business Improvement District Annual Planning Report to be prepared at its meeting on November 7, 2016.

This report covers proposed activities of the Studio City Property and BID from January 1, 2017 through December 31, 2017.

Sincerely,

A handwritten signature in black ink that reads "John Walker". The signature is written in a cursive, slightly slanted style.

John Walker  
Executive Director  
Studio City Improvement Association

# Studio City Property and Business Improvement District

2017 Annual Planning Report

### **District Name**

This report is for the Studio City Business Improvement District (District). The District is operated by Studio City Improvement Association, Inc., a private non-profit organization.

### **Fiscal Year of Report**

The report applies to the 2017 Fiscal Year. The District Board of Directors approved the 2017 Annual Planning Report at the November 7, 2016 Board of Director's meeting.

### **Boundaries**

There are no changes to the District boundaries for 2017.

### **Benefit Zones**

There are no changes to the District's benefit zone(s) for 2017.

## **2017 IMPROVEMENTS, ACTIVITIES AND SERVICES**

### **Landscaping, Sanitation, and Beautification: \$271,887.26 (42.00%)**

Zone 1 will receive Sanitation personnel, trash disposal, sidewalk cleaning, graffiti removal, tree trimming and landscaping services. Zone 2 will receive Sanitation personnel, trash disposal, sidewalk cleaning, graffiti removal and tree trimming services.

### **Marketing: \$77,682.07 (12.00%)**

Zone 1 and 2 will receive website presence, other marketing promotions and the newsletter. Only Zone 1 will receive holiday decorations. A marketing program will be implemented to promote the image of Studio City, attract and increase pedestrian and vehicular traffic, and promote the use of the Studio City Public Parking Structure and may include advertising, website, decorations, parking incentives, periodic shuttle services, or other promotions.

### **Streetscape, Capital, Parking and Safety Improvements: \$148,890.64 (23.00%)**

Projects such as streetscape projects (i.e., purchase of trash receptacles or benches), one-time long lasting capital improvement projects (i.e., median construction or alley repaving), parking programs (i.e., parking promotions or periodic shuttle services) or safety improvements or enhancements (i.e., crosswalk improvements, safety personnel, speed feedback signs). Zone 1 will receive capital improvements, streetscape, address parking or safety issues, possible periodic shuttle services and safety enhancements. Zone 2 services will

include streetscape projects and address parking or safety issues.

**Administration: \$116,523.11 (18.00%)**

Implementing the programs outlined in the Management District Plan for the special benefit of the individual assessed parcels. This effort may also include pursuing opportunities such as applying for grants.

**Uncollected Assessments/Contingency: \$32,367.53 (05.00%)**

Funds in the Uncollected Assessment Reserve/ Contingency category may be used for City/County collection fees, uncollected assessments, consulting fees, Business Improvement District (BID) renewal fees and additional projects the Owner's Association deems appropriate. This category will ensure that there are sufficient funds to provide PBID services.

**Total Estimate of Cost for 2017**

A breakdown of the total estimated 2017 budget is attached to this report as **Appendix A.**

**Method and Basis of Levying the Assessment**

Individual assessable parcels shall be assessed by linear feet of street frontage and square feet of parcel size, according to each parcel's proportionate special benefit derived from the services provided to that parcel in that benefit zone. Beginning in 2015, for zone 1, parcel sq ft is \$0.035 and linear sq ft is \$19.25. For zone 2, parcel sq ft is \$0.018 and there is no assessment for linear sq ft.

**(There is No CPI increase for 2017)**

**Surplus Revenues: \$125,000.00**

The rollover amount will be directed towards creating a "Gateway in Studio City" along Ventura Boulevard and within our BID. This rollover has been authorized by the Board of Directors at the November 7, 2016 meeting and has the support of our Council office.

**Anticipated Deficit Revenues**

There are no deficit revenues that will be carried over to 2017.

**Contribution from Sources other than assessments: \$0.00**

**APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE Studio City Property and BID- FY 2017**

	<b>Zone 1</b>	<b>Zone 2</b>	<b>Total</b>	
<b>2017 Assessments</b>	\$422,654.98	\$27,744.62	<b>\$450,399.60</b>	
<b>Estimated Carryover from 2016</b>	\$152,020.80	\$9,979.20	<b>\$162,000.00</b>	
<b>Other Income</b>	\$32,798.03	\$2,152.98	<b>\$34,951.01</b>	
<b>Total Estimated Revenues</b>	<b>\$607,473.81</b>	<b>\$39,876.80</b>	<b>\$647,350.61</b>	
<b>2017 Estimated Expenditures</b>				<b>Pct.</b>
<b>Landscaping, Sanitation, and Beautification</b>	\$255,139.00	\$16,748.26	<b>\$271,887.26</b>	<b>42.00%</b>
<b>Marketing</b>	\$72,896.85	\$4,785.22	<b>\$77,682.07</b>	<b>12.00%</b>
<b>Streetscape, Capital, Parking and Safety Improvements</b>	\$139,718.98	\$9,171.66	<b>\$148,890.64</b>	<b>23.00%</b>
<b>Administration</b>	\$109,345.29	\$7,177.82	<b>\$116,523.11</b>	<b>18.00%</b>
<b>Uncollected Assessments/Contingency</b>	\$30,373.69	\$1,993.84	<b>\$32,367.53</b>	<b>05.00%</b>
<b>Total Estimated Expenditures</b>	<b>\$607,473.81</b>	<b>\$39,876.80</b>	<b>\$647,350.61</b>	<b>100%</b>