

HOLLY L. WOLCOTT  
CITY CLERK

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SHANNON D. HOPPES  
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 395  
Los Angeles, CA. 90012  
(213) 978-1099  
FAX: (213) 978-1130

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MIRANDA PASTER  
DIVISION MANAGER

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

December 6, 2017  
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 BASED) BUSINESS IMPROVEMENT DISTRICT'S  
2018 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") 2018 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 the Property and Business Improvement District Law of 1994, California Streets and Highways Code Section 36650, an Annual Planning Report for the District must be submitted for approval by the City Council. The Studio City Business Improvement District's Annual Planning Report for the 2018 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 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 an 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 6, 2017, 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 2018 fiscal year complies with the requirements of the State Law
2. ADOPT the attached Annual Planning Report for the Studio City Business Improvement District's 2018 fiscal year, pursuant to the State Law.

Sincerely,



Shannon D. Hoppes  
Executive Officer

Attachment:

Studio City Business Improvement District's 2018 Fiscal Year Annual Planning Report

December 6, 2017

Holly L. Wolcott, City Clerk  
Office of the City Clerk  
200 North Spring Street, Room 395  
Los Angeles, CA. 90012

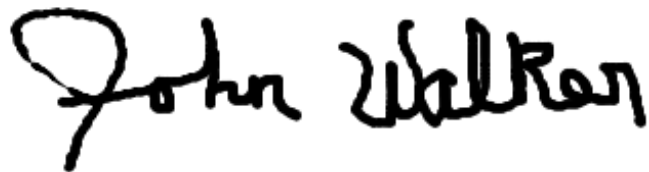
Subject: Studio City PBID 2018 Annual Planning Report

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 Business Improvement District has caused this Studio City Business Improvement District Annual Planning Report to be prepared at its meeting on November 6, 2017.

This report covers proposed activities of the Studio City BID from January 1, 2018 through December 31, 2018.

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  
Business Improvement District

2018 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 2018 Fiscal Year. The District Board of Directors approved the 2018 Annual Planning Report at the November 6, 2017 Board of Director's meeting.

### **Boundaries**

There are no changes to the District boundaries for 2018.

### **Benefit Zones**

There are no changes to the District's benefit zone(s) for 2018.

## **2018 IMPROVEMENTS, ACTIVITIES AND SERVICES**

### **Landscaping, Sanitation and Beautification: \$289,384.05 (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: \$82,681.16 (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: \$158,472.22 (23.00%)**

Includes 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), and 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: \$124,021.72 (18.00%)**

Implementation of 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: \$34,450.48 (5.00%)**

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 2018**

A breakdown of the total estimated 2018 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 parcel street frontage and square feet of parcel lot size, according to each parcel's proportionate special benefit derived from the services provided to that parcel in that benefit zone. The 2018 assessment rates are as follows:

Zone 1

Parcel Lot sq. ft. = \$0.035

Ventura Blvd. Parcel Frontage ln. ft. = \$19.25

All Other Parcel Frontage ln. ft. = \$5.77

Zone 2

Parcel Lot sq. ft. = \$0.018

Parcel Frontage ln. ft. = \$1.92

**(There is No CPI increase for 2018)**

**Surplus Revenues: \$203,659.02**

We had allocated \$65,000 for our Shuttle program - we were fortunate to have the CD2 Council office and MTA offer free buses and the council office pick up charges - the difference is being directed towards our Lighted "Gateway to Studio City" which will create ambient lighting up and down our entire corridor.

**Anticipated Deficit Revenues**

There are no deficit revenues that will be carried over to 2018.

**Contribution from Sources other than assessments: \$34,951.01**

General Benefit contribution from the City.

**APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE Studio City BID- FY 2018**

	<b>Zone 1</b>	<b>Zone 2</b>	<b>Total</b>	
<b>2018 Assessments</b>	\$422,654.98	\$27,744.62	<b>\$450,399.60</b>	
<b>Estimated Carryover from 2017</b>	\$191,113.62	\$12,545.40	<b>\$203,659.02</b>	
<b>Other Income</b>	\$32,798.03	\$2,152.98	<b>\$34,951.01</b>	
<b>Total Estimated Revenues</b>	<b>\$646,566.63</b>	<b>\$42,443.00</b>	<b>\$689,009.63</b>	
<b>2018 Estimated Expenditures</b>				<b>Pct.</b>
<b>Landscaping, Sanitation and Beautification</b>	\$271,557.99	\$17,826.06	<b>\$289,384.05</b>	<b>42.00%</b>
<b>Marketing</b>	\$77,588.00	\$5,093.16	<b>\$82,681.16</b>	<b>12.00%</b>
<b>Streetscape, Capital, Parking and Safety Improvements</b>	\$148,710.33	\$9,761.89	<b>\$158,472.22</b>	<b>23.00%</b>
<b>Administration</b>	\$116,381.98	\$7,639.74	<b>\$124,021.72</b>	<b>18.00%</b>
<b>Uncollected Assessments/Contingency</b>	\$32,328.33	\$2,122.15	<b>\$34,450.48</b>	<b>5.00%</b>
<b>Total Estimated Expenditures</b>	<b>\$646,566.63</b>	<b>\$42,443.00</b>	<b>\$689,009.63</b>	<b>100%</b>

\*\* Non-regular budget item, not calculated as part of budget percentage.