

HOLLY L. WOLCOTT
CITY CLERK

City of Los Angeles
CALIFORNIA

OFFICE OF THE
CITY CLERK

GREGORY R. ALLISON
EXECUTIVE OFFICER



ERIC GARCETTI
MAYOR

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MIRANDA PASTER
DIVISION MANAGER

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December 21, 2015

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 (PROPERTY-BASED) BUSINESS IMPROVEMENT
DISTRICT'S 2016 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") 2016 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 Business Improvement District's Annual Planning Report for the 2016 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 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's total budget has increased due to a rollover of unspent funds from previous BID years. The increased funding 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 Annual Planning Report, which was approved by the District's Board at their meeting on November 2, 2015, 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

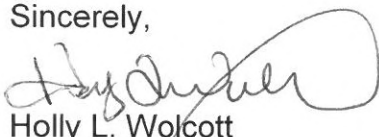
There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Studio City Business Improvement District's 2016 fiscal year complies with the requirements of the State Law.
2. FIND that the increase in the 2016 budget concurs with the intentions of the Studio City 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 Business Improvement District's 2016 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott
City Clerk

HLW:GRA:MCP:RMH:rks

Attachment: Studio City Business Improvement District's 2016 Fiscal Year Annual Planning Report



Attachment 

RECEIVED

2015 NOV 16 PM 2:59

MULTI-MEDIA
SERVICE DIVISION

Studio City Improvement Association

November 2, 2015

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

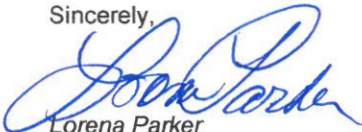
Subject: Studio City PBID 2016 Annual Planning Report

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 of (11/2/15).

This report covers proposed activities of the Studio City BID from January 1, 2016 through December 31, 2016.

Sincerely,



Lorena Parker
Executive Director
Studio City Business Improvement District

NBID
DEC 08 2015

Studio City Business Improvement District



2016 Annual Planning Report

Prepared by
Lorena Parker
Executive Director

2016 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

This report applies to the 2016 Fiscal year. The District Board of Directors approved the 2016 Annual Planning Report at the November 2, 2015 Board of Director's meeting.

Boundaries

There are no changes to the District boundaries for 2016.

Benefit Zones

The District has two benefit zones. For 2016 there will be no changes to the District's benefit zones.

2016 Improvements, Activities and Services

Landscaping, Sanitation, Beautification: \$309,903.46 (42%)

In 2016, the SCIA will provide the following landscaping, sanitation and beautification services. 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.

Sanitation Personnel: Sanitation personnel will collect and remove litter, including sidewalk and gutter weed removal.

Trash Disposal: The District services 120 trash receptacles in the district. The trash receptacles are located on the sidewalk throughout the District and will continue to be serviced three times per week.

Sidewalk Cleaning: Sidewalks will be pressure washed throughout the District. The District will continue pressure washing the District four times per year in 2016.

Graffiti Removal: The District will continue to provide graffiti removal services in the District. The District utilizes 311 for this service.

Tree Trimming: The District will continue to provide tree trimming services. The palm trees will be trimmed twice per year. Other trees in the district will be trimmed, as needed.

Landscaping Services: The District will continue to provide landscaping and weed removal services in the District.

Marketing: \$88,543.85 (12%)

In 2016, both Zone 1 and 2 will receive website presence. The SCIA began a social media presence in the District and will continue social media in 2016.

The District will display newly designed banners during the holiday season.

The SCIA will continue its re-branding efforts to streamline marketing activities. Beginning in 2015, the SCIA established the branding image of "Studio City Business District." Although SCIA will continue to be used for official correspondence, the SCBD will be used to refer to the District.

The SCIA will continue to place print ads in Studio City Lifestyle Magazine. It will also expand its use of social media.

Streetscape / Capital Improvements: \$169,709.04 (23%)

In 2016, the SCIA will contribute to the Fairway Project, an unsightly hillside located on Ventura Blvd. and Fairway Avenue.

In 2016, the SCIA will seek to implement a Free weekend shuttle. The proposed shuttle route will loop around the district and will stop at existing Metro stops. Operation hours of the shuttle will be determined by the funds available for the project. The SCIA will initially conduct a pilot project. If the pilot project is successful and adequate funds are available, the SCIA may keep the program.

The SCIA will continue to have its safety program in 2016 unless the board of directors decide it will no longer become feasible.

Administration: \$132,815.77 (18%)

Both Zone 1 and Zone 2 will benefit from the administrative services. Both Zone 1 and Zone 2 will benefit from this category. The Owners' Association will continue its administration services by implementing the programs outlined in this Management District Plan for the special benefit of the individual assessed parcels. This effort may also include pursuing opportunities such as applying for grants. The administrator's duties are a special benefit because they implement the PBID Goals, which specially benefit each individual assessed parcel.

Uncollected Assessments / Contingency: \$36,893.27 (5%)

In 2016, funds in this category will be used to pay rent for office space occupied by the SCIA.

Total estimate of Cost for 2016: A breakdown of the total estimated 2016 budget is attached to this report as **Appendix A.**

Method and Basis of Levying the Assessment

The Method and Basis for levying the 2016 assessment remains the same as listed in the Management District Plan and is a calculation of assessable parcel footage and linear street footage within two (2) zones of benefit with differing rates depending type and frequency of services provided and benefit received in that zone.

Studio City 2016 Assessment rates:

Assessment Variable	Zone 1	Zone 2
Parcel square footage	\$0.035/sq. ft	\$0.018/sq. ft.
Linear frontage along Ventura Blvd.	\$19.25/lin. ft.	N/A
Linear frontage along other streets	\$5.77/lin. ft.	\$1.92/lin. ft.

The District's Management District Plan allows for a maximum annual assessment increase of 4%. The Board voted for no (0%) increase for 2016.

The District's 2016 Total Assessment is \$450,399.60.

Surplus Revenues

At the end of 2015, the District will have an estimated \$256,000.00 of surplus revenue that will be rolled over into 2016 budget. The District anticipates starting a shuttle program. The permits for the shuttle are processing and the funds for the program have not yet been spent. The District Board of Directors authorized the rollover at the November 2, 2015 Board of Director's meeting.

Anticipated Deficit Revenues

There are no deficit revenues that will be carried over to 2016.

Estimated Contributions/General Benefit

The SCIA anticipates an additional revenue of **\$31,465.79** from non-assessment sources to cover the general benefit revenue.

Appendix A

Studio City Business Improvement District
2016 Annual Report
2016 Fiscal Year Activities Budget

Anticipated Assessment Revenue and Program Expenditures

2016 Revenue Sources

2016 Special Assessment	\$450,399.60	
2015 Carryover	\$256,000.00	
2016 Estimated Contributions/General Benefit	\$31,465.79	
2016 Total Estimated Revenue		\$737,865.39

2016 Budget Expenditures

Landscaping, Sanitation, Beautification	\$309,903.46	42.00%
Streetscape, Capital, Parking & Safety Improvements	\$169,709.04	23.00%
Marketing	\$88,543.85	12.00%
Administration	\$132,815.77	18.00%
Uncollected Assessments / Contingency	\$36,893.27	5.00%
2016 Total Estimated Expenditures		\$737,865.39 100.00%