

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

July 2, 2014

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 2014 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") 2014 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 2014 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's Board maintains a budget surplus at the end of each year to ensure adequate cash flow for the first quarter of each operation year. The District's normal operating expenses are approximately \$25,000 per month. The Board maintains a minimum of \$100,000 each year to ensure that there will be no interruption in services to the BID. 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 2014.

The attached 2014 Annual Planning Report which was approved by the District's Board at their November 4, 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

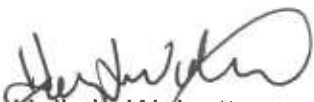
There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Studio City Business Improvement District's 2014 fiscal year complies with the requirements of the State Law.
2. FIND that the adjustments in the 2014 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 2014 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 2014 Fiscal Year Annual Planning Report



Attachment 2

Studio City Improvement Association

2014 Planning Report

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

June 26, 2014

Ms. Miranda Paster
Interim Division Chief
Office of the City Clerk
200 North Spring Street, Room 224
Los Angeles, CA 90012

RE: Revised 2014 PLANNING REPORT
Studio City Improvement Association
Studio City Property-Based Business Improvement District

Dear Ms. Paster:

On behalf of the Board of Directors, I submit the following 2014 Annual Planning Report for the Studio City Improvement Association. The Studio City Improvement Association Board of Directors approved this planning report at the November 4 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 2014 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 1st, 1999 to August 31st, 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 2014, the Studio City BID will be renewed.

Boundaries 36650(b)(1)

In 2014, there are no proposed changes to the boundaries.

The Studio City 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.

Benefit Zones 36650(b)(1)

The Studio City BID has two benefit zones in the district. There are no changes to the benefit zones for 2014. Zone 1 includes all parcels fronting Ventura Boulevard, Laurel Canyon Boulevard, Ventura Place, or Vantage Avenue. All other parcels within the boundaries of the BID are in Zone 2.

Improvements and Activities for 2014 36650(b)(2)

Below are the improvements and activities planned for the year 2014. The services described 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.

Streetscape/Capital Improvements/Parking Security

The Board of Directors will bring forth ideas for a capital improvement project in 2014. At present, the project has not yet been identified. The SCIA will explore solar lights for the BID.

Marketing

The SCIA may shift some of its marketing efforts to the renewal. They also may consider partnering with other Studio City organizations to implement a joint marketing effort.

Administration

The SCIA will continue its administration efforts on behalf of the property owners. This effort encompasses protecting property owner's rights, ensuring that the District is receiving all general benefits that it is entitled to, and pursuing opportunities that may result in additional funding for the District (i.e., grants) or coordinating joint projects with other organizations within the District using BID funds and other available funds.

Contingency

A contingency fund will be utilized to account for any unpaid assessments or other expenses related to the BID's services, promotions, administration, or consulting fees.

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 or www.studiocitydirectory.com. The SCIA launched a new, extensive website last year. In 2014, we will pay for the maintenance of the website and look into modifying the directory.

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 2014, the SCIA will evaluate at what level they will continue participating in the program.

Studio City 2014 Forecast	Percent	Budget
Maintenance	31%	\$143,084.00
Streetscape/Parking Security/Capital Improvements	9%	\$43,062.00
Marketing	6%	\$28,773.00
Advocacy and Administration	13%	\$57,351.00
Contingency	3%	\$14,291.00
Rollover (see ‘Surplus Revenues’ pg. 7)	38%	\$178,126.00
Total	100%	\$464,687.00

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.

Surplus Revenues 36650(b)(5)

The SCIA will have approximately \$178,126 surplus revenues at the end of 2013 that will be rolled over in 2014. The SCIA Board of Directors authorized the rollover at the November 4, 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, if the LADWP continues this program. It is anticipated that this grant will not exceed \$5,000.

Total Revenue

Revenue from 2014 assessments is \$286,561. Total revenue (2014 assessments plus rollover) for 2014 is \$464,687. See total budget chart on page 6.

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 2014. If you have any questions regarding this report, please call me at 818-655-5377.

Sincerely,



Lorena Parker
Executive Director

**Studio City Business Improvement District
2014 Annual Report
2014 Fiscal Year Activities Budget**

Anticipated Assessment Revenue and Program Expenditures

Revenue Sources

2014 Special Assessment	\$ 286,561.00
Surplus Rollover Revenue from previous BID years	\$ 178,126.00
2014 Estimated Revenue Total	\$ 464,687.00

Program Expenditures

Maintenance	\$ 143,084.00
Streetscape & Capital Projects	43,062.00
Marketing	\$ 28,773.00
Administration	\$ 57,351.00
Contingency	\$ 14,291.00
2014 Total Estimated Expenditures	\$ 286,561.00
Estimated Cash Flow Rollover	\$ 178,126.00
2014 Total Budget	\$ 464,687.00