The East Hollywood Business Improvement District was (BID) was established in 2011 and is currently in the process of renewing. The BID area consists of approximately thirty-four blocks from Highway 101 north to Hollywood Boulevard in East Hollywood; along Hollywood Boulevard from Vermont Avenue west to Edgemont Street; and, along Sunset Boulevard from Edgemont Street east to Lyman Place. To renew the BID, proponents must follow the procedures for establishment as provided by State law and requires the approval of a Management Plan and Engineer's Report.

The BID has brought many benefits to the East Hollywood community, including public safety and neighborhood beautification. The Council should authorize the City Clerk to provide the necessary assistance for the renewal of the BID. Any additional funds required for this effort would be provided by the BID.

I THEREFORE MOVE that the City Council instruct the City Clerk to provide the necessary assistance for the renewal of the East Hollywood Business Improvement District.

I FURTHER MOVE that the City Council, subject to the approval of the Mayor:

1. Instruct the City Clerk to utilize $24,900 from the Business Improvement District (BID) Trust Fund No. 659, subject to terms and conditions as described in the City's BID Policy documents, to be used for professional consulting services to renew the BID, including: to collect, categorize and interpret data; to design and conduct interviews and surveys; to organize meetings and prioritize community needs; to prepare all required reports and documents and other activities required for renewal of the East Hollywood Business Improvement District; and to generally coordinate the entire process for renewing the East Hollywood Business Improvement District.

2. Authorize the City Clerk to negotiate and execute a contract with Civitas Advisors, Inc. for expenses related to the renewal of the East Hollywood Business Improvement District.

PRESENTED BY: _____
MITCH O'FARRELL
Councilmember, 13th District

SECONDED BY: _____

BMR   SEP 1 0 2019