

Central City East Association

Los Angeles Downtown Industrial District
Business Improvement District

13-0600-525
#12



December 17, 2013

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TO: The Honorable Members of the Los Angeles City Council
c/o The City Clerk
City Hall, Room 395
200 N. Spring St.
Los Angeles, CA 90012

FROM: Estela Lopez, *Executive Director*
Central City East Association / Downtown Industrial
District BID

The 38 Business Improvement Districts (BIDs) across the City of Los Angeles play a significant and vital role in keeping our neighborhoods clean and safe, and spurring local economic growth. In 2011, the City's BID program generated \$33 million in annual assessments. Of those funds, \$11.5 million went towards public safety initiatives and \$8.5 million went towards street enhancements that include trash pickup, graffiti removal, tree trimming and power washing. These figures have continued to grow year after year, as more and more communities discover what an effective tool BIDs can be.

The BIDs, representing local property owners and merchants, aim to support the City through collaborative partnership, assisting where the City is limited in resources. The Neighborhood and Business Improvement District Division, Special Assessment Section, which currently resides in the Office of the City Clerk, acts as the critical link between BIDs and the City. The Special Assessment Section's increasing responsibilities include: facilitating the transfer of \$44 million of assessments each year, ensuring that BIDs are fulfilling their contractual obligations to the City, and providing oversight of BIDs as they fulfill their service obligations to the property owners and merchants they represent. The managers and staff of the Special Assessments Section are intimately familiar with the mission, purpose, function and best practices of the BIDs, and are an integral part to our continued success.

As we look forward and evaluate how BIDs and the City can better collaborate to keep our City vibrant and competitive, we strongly believe that the eventual movement of the entire Special Assessments Unit (14 positions) to the Economic and Workforce Development Department (EWDD) is in the best interests of the City and the BID program. Looking at other major U.S. cities across the country with extensive, high-functioning BID programs (New York, San Francisco, Chicago,

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Dallas,) we find that their improvement district programs are organized under their city's economic development unit – creating new and relevant opportunities for partnership and collaboration. Logistically speaking, we understand that the City is still in lease negotiations for office space, and will then have to complete necessary tenant improvements before the Special Assessments Section's move to EWDD is possible. We urge that the move take place as soon as the aforementioned tasks are complete.

Furthermore, at the December 18th, 2013 City Council Meeting, you will be asked to consider three committee reports regarding the future of the Special Assessments Unit, primarily relating to the unit's staffing level and the future home of the Special Assessments Section. The Central City East Association urges that you vote to approve the staffing recommendation as adopted by the Personnel and Animal Welfare Committee on August 3, 2013 RATHER THAN the recommendation adopted by the Economic Development Committee on December 10, 2013. We also recommend that you adopt the Economic Development Committee's recommendation to delay the move to EWDD through June 30, 2014.

The following is a summary of the positions proposed for upgrade and transfer:

Reallocation of one Senior Management Analyst II to a Chief Management Analyst (Director of BIDs), the upgrade of one Senior Management Analyst I to a Senior Management Analyst II, and the addition of one Management Analyst II, one Accounting Clerk II and one Senior Clerk Typist.

In summary, the Central City East Association asks the City Council to adopt:

Personnel and Animal Welfare Committee Report - Recommendation #2 (re: positions)

AND

Economic Development Committee Report – Recommendation #2 (re: timing)

as well as any other actions required to maintain the Special Assessments Section within the Office of the City Clerk through the end of FY2013-2014.

The City Clerk's office has been an excellent home for the Special Assessments Section, but it is time for change. The Downtown Industrial BID is constantly working to not only keep our streets safe and clean, but to plant the seeds of economic opportunity in our community. We have a mission far beyond our core "clean and safe" activities; we believe that a closer connection to the economic revitalization initiatives of the City of Los Angeles can only strengthen our mutual efforts. Bringing the Special Assessment Section, as a whole, under the auspices of the EWDD can make this a reality and we urge your support in this transaction.

We appreciate your consideration and continued support of Los Angeles' large (and growing!) BID program and the Special Assessment Section that enables and supports all of the work that we do.

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The following is a summary of the positions proposed for upgrade and transfer:

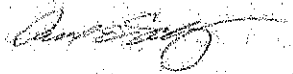
Reallocation of one Senior Management Analyst II to a Chief Management Analyst (Director of BIDs), the upgrade of one Senior Management Analyst I to a Senior Management Analyst II, and the addition of one Management Analyst II, one Accounting Clerk II and one Senior Clerk Typist.

In summary, Central City Association asks the City Council to adopt: Personnel and Animal Welfare Committee Report - Recommendation #2 (re: positions) AND Economic Development Committee Report - Recommendation #2 (re: timing) as well as any other actions required to maintain the Special Assessments Section within the Office of the City Clerk through the end of FY2013-2014.

The City Clerk's office has been an excellent home for the Special Assessments Section, but it is time for change. The Downtown Center BID is constantly working to not only keep our streets safe and clean, but to plant the seeds of economic opportunity in our community. DCBID has a mission far beyond our core "clean and safe" activities; we believe that a closer connection to the economic revitalization initiatives of the City of Los Angeles can only strengthen our mutual efforts. Bringing the Special Assessment Section, as a whole, under the auspices of the EWDD can make this a reality and we urge your support in this transaction.

We appreciate your consideration and continued support of Los Angeles' large (and growing!) BID program and the Special Assessment Section that enables and supports all of the work that we do.

Sincerely,



Carol E. Schatz
President & CEO

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Hollywood Property Owners Alliance
1680 Vine Street, Suite 414
Hollywood, CA 90028
phone 323 463 6767 fax 323 463 4229

December 17, 2013

Councilmember Mitch O'Farrell
Los Angeles City Hall, Room 450
200 N. Spring St.
Los Angeles, CA 90012

Subject: Transfer of Special Assessments Unit

On Wednesday, December 18, 2013, the Council is scheduled to consider three committee reports impacting the future of the Special Assessments Unit, which manages and facilitates the transfer of assessments to the 38 Business Improvement Districts (BIDs) throughout the city – including the Hollywood Entertainment District and Sunset and Vine BIDs in CD-13.

The stakeholders of both BIDs request your support in approving the staffing recommendation adopted by the Personnel and Animal Welfare Committee, of which you serve as Vice Chair, RATHER THAN the recommendation adopted by the Economic Development Committee. We also ask that the Council adopt the Economic Development Committee's recommendation to delay the move to the Economic and Workforce Development Department (EWDD) through June 30, 2014.

In terms of staff, we ask that the following positions be retained:

- Reallocate one Senior Management Analyst II to Chief Management Analyst (Director of BIDs)
- Upgrade one Senior Management Analyst I to Senior Management Analyst II
- Add one Management Analyst II, one Accounting Clerk II and one Senior Clerk Typist

We firmly believe that this staff allocation will retain the managerial leadership that exists in the department and ensure a seamless transition to the EWDD when that eventually occurs. This managerial leadership in our opinion equates to institutional knowledge of the system that has grown more efficient over the past decade, despite many complicating factors associated with changes in legislation and litigation impacting BIDs statewide.

Unfortunately our staff is unable to attend and testify at tomorrow's meeting; however we would like to express our appreciation for your ongoing support and would like to offer any assistance that is needed as we move forward with this transition.

Thank you for your consideration,

Kerry Morrison

- Hollywood Property Owners Alliance*

- John Tronson
President
Avison Young
- John Lyons
Vice President
Avalon Hollywood
- Drew Planting
Treasurer
GPI
- Jan Martin
Secretary
AMDA
- David Benavente
Shine America
- Leslie Blumberg
The Fonda
- Charlie Coiletta
HEI, LLC.
- Joseph D'Amore
CRC Entertainment Inc
- Mark Echeverria
The Musso & Frank Grill
- Michael Gargano
Argent Ventures, LLC
- David Green
Nederlander
West Coast
- Galo Medina
Comprehensive
Financial Services
- Don Mushin
Hollywood Toyota
- Frank Stephan
Clarett West
Development
- Mark Stephenson
Hollywood United
Methodist Church
- Monica Yamada
CIM Group, Inc.
- ***
- Kerry Morrison
Executive Director

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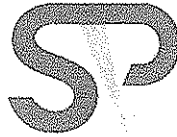
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#12

SOUTH PARK
THE PLACE TO BE

BOARD OF DIRECTORS

December 17, 2013

ROBIN BIEKER
President

TO:

The Honorable Members of the Los Angeles City Council
c/o The City Clerk
City Hall, Room 390
200 N. Spring St.
Los Angeles, CA 90012

PHILLIP HILL
Vice President

FROM: Jessica Lall, Executive Director, South Park Stakeholders Group (BID)

GARY WARFEL
Treasurer

The 38 Business Improvement Districts (BIDs) across the City of Los Angeles play a significant and vital role in keeping our neighborhoods clean and safe, and spurring local economic growth. In 2011, the City's BID program generated \$33 million in annual assessments. Of those funds, \$11.5 million went towards public safety initiatives and \$8.5 million went towards street enhancements that include trash pickup, graffiti removal, tree trimming and power washing. These figures have continued to grow year after year, as more and more communities discover what an effective tool BIDs can be.

BOB BUENTE
Secretary

MARTHA SAUCEDO

The BIDs, representing local property owners and merchants, aim to support the City through collaborative partnership, assisting where the City is limited in resources. The Neighborhood and Business Improvement District Division, Special Assessment Section, which currently resides in the Office of the City Clerk, acts as the critical link between BIDs and the City. The Special Assessment Section's increasing responsibilities include: facilitating the transfer of \$44 million of assessments each year, ensuring that BIDs are fulfilling their contractual obligations to the City, and providing oversight of BIDs as they fulfill their service obligations to the property owners and merchants they represent. The managers and staff of the Special Assessments Section are intimately familiar with the mission, purpose, function and best practices of the BIDs, and are an integral part to our continued success.

DAVID GALAVIZ

CLIFF HOFFMAN

JESSICA LALL
Executive Director

As we look forward and evaluate how BIDs and the City can better collaborate to keep our City vibrant and competitive, **we strongly believe that the eventual movement of the entire Special Assessments Unit (14 positions) to the Economic and Workforce Development Department (EWDD) is in the best interests of the City and the BID program.** Looking at other major U.S. cities across the country with extensive, high-functioning BID programs (New York,

AMANDA IRVINE
Director of Planning
& Communications



SOUTH PARK

THE PLACE TO BE

BOARD OF DIRECTORS

ROBIN BIEKER
President

San Francisco, Chicago, Dallas,) we find that their improvement district programs are organized under their city's economic development unit – creating new and relevant opportunities for partnership and collaboration. Logistically speaking, we understand that the City is still in lease negotiations for office space, and will then have to complete necessary tenant improvements before the Special Assessments Section's move to EWDD is possible. We urge that the move take place as soon as the aforementioned tasks are complete.

PHILLIP HILL
Vice President

Furthermore, at the December 18th, 2013 City Council Meeting, you will be asked to consider three committee reports regarding the future of the Special Assessments Unit, primarily relating to the unit's staffing level and the future home of the Special Assessments Section. The South Park Stakeholders Group urges that you vote to approve the staffing recommendation as adopted by the Personnel and Animal Welfare Committee on August 3, 2013 RATHER THAN the recommendation adopted by the Economic Development Committee on December 10, 2013. We also recommend that you adopt the Economic Development Committee's recommendation to delay the move to EWDD through June 30, 2014.

GARY WARFEL
Treasurer

BOB BUENTE
Secretary

MARTHA SAUCEDO

The following is a summary of the positions proposed for upgrade and transfer: Reallocation of one Senior Management Analyst II to a Chief Management Analyst (Director of BIDs), the upgrade of one Senior Management Analyst I to a Senior Management Analyst II, and the addition of one Management Analyst II, one Accounting Clerk II and one Senior Clerk Typist.

DAVID GALAVIZ

CLIFF HOFFMAN

In summary, South Park Stakeholders Group asks the City Council to adopt: Personnel and Animal Welfare Committee Report - Recommendation #2 (re: positions) AND

Economic Development Committee Report – Recommendation #2 (re: timing) as well as any other actions required to maintain the Special Assessments Section within the Office of the City Clerk through the end of FY2013-2014.

JESSICA LALL
Executive Director

The City Clerk's office has been an excellent home for the Special Assessments Section, but it is time for change. The South Park BID is constantly working to not only keep our streets safe and clean, but to plant the seeds of economic opportunity in our community. South Park has a mission far beyond our core "clean and safe" activities; we believe that a closer connection to the economic revitalization initiatives of the City of Los Angeles can only strengthen our mutual efforts. Bringing the Special Assessment Section, as a whole, under the

AMANDA IRVINE
Director of Planning
& Communications

SOUTH PARK BUSINESS IMPROVEMENT DISTRICT

1333 South Hope St., Los Angeles, CA 90015

www.southpark.la



SOUTH PARK

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CLIFF HOFFMAN

JESSICA LALL
Executive Director

AMANDA IRVINE
Director of Planning
& Communications

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We appreciate your consideration and continued support of Los Angeles' large (and growing!) BID program and the Special Assessment Section that enables and supports all of the work that we do.

Sincerely,

Jessica Lall
Executive Director

SOUTH PARK BUSINESS IMPROVEMENT DISTRICT

1333 South Hope St., Los Angeles, CA 90015

www.southpark.la