CITY OF LOS ANGELES

CALIFORNIA

ANTONIO R. VILLARAIGOSA

MAYOR

CALIF

Office of the CITY CLERK

Council and Public Services Room 395, City Hall Los Angeles, CA 90012 General Information - (213) 978-1133 Fax: (213) 978-1040

SHANNON HOPPES Council and Public Services Division

www.cityclerk.lacity.org

JUNE LAGMAY City Clerk

HOLLY L. WOLCOTT Executive Officer

When making inquiries relative to this matter, please refer to the Council File No.

June 28, 2013

To All Interested Parties:

The City Council adopted the action(s), as attached, under Council File No. <u>13-0770</u>, at its meeting held <u>June 25</u>, <u>2013</u>.

City Clerk srb

Jense Fyrney

OFFICMayor's Time Stamp

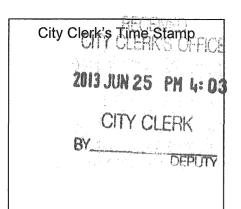
8 COMMY

2013 JUN 25 PM 4: 09

CITY OF LOS ANGCLES

io

FORTHWITH



SUBJECT TO THE MAYOR'S APPROVAL

COUNCIL FILE NO. 13-0770	COUNCIL DISTRICT 9
COUNCIL APPROVAL DATE JUNE 25, 2013	
RE: FORMATION OF THE CENTRAL AVENUE BUSINESS CENTRAL AVENUE BETWEEN WASHINGTON BOULE	
LAST DAY FOR MAYOR TO ACT (10 Day Charter requirement as per Charter Section 341) DO NOT WRITE BELOW THIS LINE - FOR MAYOR USE ONLY	
APPROVED	*DISAPPROVED
	*Transmit objections in writing pursuant to Charter Section 341
DATE OF MAYOR APPROVAL OR DISAPPROVAL MAYOR MAYOR	7 2013 P CHY OLER

13-0770

MOTION

The Coalition for Responsible Community Development has proposed the formation of the Central Avenue Business Improvement District (BID). Located on Central Avenue between Washington Boulevard and Slauson Avenue in Council District 9, the district would serve the business community by providing such services as security, homeless services, beautification, streetscape maintenance, and marketing/promotional efforts. Establishment of the BID is expected to encourage local economic growth for the betterment of the community.

I THEREFORE MOVE that the City Council instruct the City Clerk to provide the necessary assistance to begin the formation of the Central Avenue BID.

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

- 1. Allocate up to \$40,000 from the Business Improvement District 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, including: to collect, categorize and interpret data; to design and conduct interviews and surveys; to organize meetings and prioritize community needs; to identify and develop alternative assessment district boundaries and formulas; to prepare all required reports and documents; to create a nonprofit service provider, as necessary; and to generally coordinate the entire process for establishment of the proposed Central Avenue Business Improvement District.
- 2. Authorize the City Clerk to accept funding from the Coalition for Responsible Community Development or other entity as matching funds for the consultant study.
- 3. Authorize the City Clerk to issue a Request For Proposals (RFP) for the hiring of a consultant, and to prepare, execute and administer a contract between the City and the selected consultant, subject to the approval of the City Attorney as to form and legality, in an amount not to exceed \$80,000 for consultant activities and expenses for the process to establish the proposed Central Avenue Business Improvement District.

ADOPTED

JUN 2 5 2013

LOS ANGELES CITY COUNCIL

TO THE MAYOR PORTHVITH

SECONDED BY:

PRESENTED BY

Councilmember, 9th District