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March 21, 2018

Honorable Members of the City Council
City Hall, Room 395
200 North Spring Street
Los Angeles, California 90012

Council Districts 9

REGARDING:

**THE CENTRAL AVENUE HISTORIC (PROPERTY BASED) BUSINESS
IMPROVEMENT DISTRICT'S 2018 FISCAL YEAR ANNUAL PLANNING REPORT**

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the Central Avenue Historic Business Improvement District's ("District") 2018 fiscal year (CF 13-0770). The owners' association of the District has caused to be prepared the Annual Planning Report for City Council's consideration. In accordance with the Property and Business Improvement District Law of 1994, California Streets and Highways Code Section 36650, an Annual Planning Report for the District must be submitted for approval by the City Council. The Central Avenue Historic Business Improvement District's Annual Planning Report for the 2018 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

BACKGROUND

The Central Avenue Historic Business Improvement District was established on October 28, 2015 by and through the City Council's adoption of Ordinance No. 183952 which confirmed the assessments to be levied upon properties within the District, as described in the District's Management District Plan. The 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 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 an contributions to be made from sources other than assessments levied.

The attached Annual Planning Report, which was approved by the District's Board at their meeting on November 17, 2017, 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

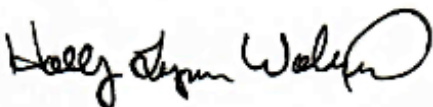
There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Central Avenue Historic Business Improvement District's 2018 fiscal year complies with the requirements of the State Law
2. FIND that the increase in the 2018 budget concurs with the intentions of the Central Avenue Historic 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 Central Avenue Historic Business Improvement District's 2018 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott
City Clerk

Attachment:

Central Avenue Historic Business Improvement District's 2018 Fiscal Year Annual Planning Report

March 21, 2018

Holly L. Wolcott, City Clerk
Office of the City Clerk
200 North Spring Street, Room 395
Los Angeles, CA. 90012

Subject: Central Avenue Historic PBID 2018 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 Central Avenue Historic Business Improvement District has caused this Central Avenue Historic Business Improvement District Annual Planning Report to be prepared at its meeting on November 17, 2017.

This report covers proposed activities of the Central Avenue Historic BID from January 1, 2018 through December 31, 2018.

Sincerely,

A handwritten signature in cursive script that reads "Griffin Wright".

Griffin Wright

Urban Design Center

Central Avenue Historic Business Improvement District

2018 Annual Planning Report

District Name

This report is for the Central Avenue Historic Business Improvement District (District). The District is operated by the Central Avenue Historic Business Improvement District, a California non-profit corporation.

Fiscal Year of Report

The report applies to the 2018 Fiscal Year. The District Board of Directors approved the 2018 Annual Planning Report at the November 17, 2017 Board of Director's meeting.

Boundaries

There are no changes to the District boundaries for 2018.

Benefit Zones

There are no changes to the District's benefit zone(s) for 2018.

2018 IMPROVEMENTS, ACTIVITIES AND SERVICES

Streetscape Services Program: \$194,207.57 (31.43%)

Sidewalk and Gutter Cleaning: Uniformed, radio equipped personnel will sweep litter, debris and refuse from sidewalks and gutters of the assessed parcels in the District. District personnel will also pressure wash the sidewalks once a month.

Trash Collection: Trash canisters will be placed on either side of the street throughout the District, except for the blocks with City of LA provided canisters. Personnel will collect trash from sidewalk trash canisters. Bulky item removal will also be coordinated by the Supervisor.

Graffiti Removal: District personnel will remove graffiti from the assessed parcels in the District by painting, using solvent and pressure washing.

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Central Avenue Historic Business Improvement District (CAHD) signed its initial contract with CRCDD Enterprises, Inc. (CRCDD) for May 1, 2016 to April 30, 2017 Clean Streets services. The contract was renewed and expanded for the period of May 1, 2017 to April 30, 2018, with a plan to continue in May 2018. CRCDD's services for CAHD are only provided to individual assessed parcels within District boundaries, and includes the following:

- Clean Streets services are provided Monday through Sunday from 7:00 a.m. to 2:30 p.m.

- Sweep and remove debris, dust and dirt from sidewalks, curbs, gutters, signs, and public furniture on a regular basis in a satisfactory manner as determined by CAHD a minimum of (2) times per week. CRCD will allocate for 2 liaisons to be on the Corridor to spot check cleaning needs so that they can direct the Clean Streets team to cleaning “hot spots”.
- Implementation of the graffiti removal, trash removal, sidewalk power washing and bulky item pick-up services to be provided in the same area covered by CAHD under a separate Clean & Green contract with the City of Los Angeles in a satisfactory manner as determined by CAHD. CAHD has also asked CRCD to remove the damaged plastic trash receptacles and replace them with wired trash cans and to install new receptacles where requested by property owners or businesses.

Through CAHD's Clean Streets Program, it is leveraging other clean streets funds through CRCD's Clean & Green contract that they received from the City of Los Angeles for Council District 9.

Budget surpluses in this program area will be used to purchase any additional equipment needed by the Clean Streets Team, and to implement a recycling program in the District.

Enhanced Safety Program: \$226,170.79 (36.60%)

Community Safety Ambassadors: Uniformed Community Safety Ambassadors will create a perception of safety on the corridor and will provide a variety of public safety services by assisting visitors and employees, passing out information about the local businesses and programs, and reporting to the local police and other security services. The Safety Ambassadors will provide safety services for the individual assessed parcels located within the District in the form of patrolling bicycle personnel, and foot patrol.

Security Monitoring: In order to enhance the ability of the Safety Ambassadors to deter and report illegal activities taking place on the streets, sidewalks, storefronts, parking parcels and alleys, a security camera system will be installed, with an online monitoring program that the Safety Ambassadors can access through their cell phones and laptops.

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The CAHD Board of Directors voted during their March 1, 2017 board meeting to move forward and contract with its district manager, Urban Design Center (UDC), to oversee the Ambassador Program operations until such time as CAHD obtains the required insurance to hire the Ambassadors directly. 4 Ambassadors are on board. At least 3 Ambassadors are now assigned to work on the corridor each day between the hours of 10:00 am to 6:30 pm Monday to Saturday and 9:00 am to 4:00 pm on Sunday. This program will be continued in 2018. The Ambassadors are tasked with implementing the following duties:

- Coordinate communications by and between the LAPD and property/business owners as well as with existing property security team members. Prepare property and business owner incident reports for transmittal to CAHD and LAPD when appropriate.

- Prepare Property & Business Information forms and worksheets to assist with the development of the District database and marketing outreach.
- Document property owner and business comments regarding needed Clean Streets and City of Los Angeles Street Service repairs and share information with service agencies.
- Assist in assessing parking issues and monitoring parking lots promoted for consumer use.
- Distribute promotional materials within the District and 1/4 mile of the District.
- Provide community liaison support for CAHD and partner events.
- Bike and walk the Corridor to request residents and visitors to sign-up to receive promotional information about Central Avenue Businesses.
- Document incidents that occur within the District.

The Urban Design Center Management Team will also continue the following tasks in 2018:

- Implement the CAHD affinity and cluster marketing strategies by outreaching to community based organizations, churches, civic entities, schools and housing developments to encourage organizations and residents to Shop & Visit Central Avenue.
- Provide a monthly report quantifying and documenting work efforts.

Any surplus funds in this program will be used to enhance the Ambassador Program by bringing on additional part-time Ambassadors or providing overtime to the Ambassadors on staff to cover special events. Additionally, additional Ambassadors could be hired for special projects regarding marketing and branding.

Parking Demand Management Program : \$20,351.51 (3.29%)

This program will aim to improve the ability of visitors and customers to access the District by determining ways to better manage and increase the parking supply for the individual assessed parcels.

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CAHD is working with Cal Poly Pomona students. The students, under the direction of Professor Courtney Knapp, will produce interactive mapping sites of historic sites and available parking in the District.

The CAHD Parking Demand Management Committee will continue to work with UDC and LADOT to identify street locations where diagonal and/or reverse angle parking could be feasible and request that DOT implement such parking where feasible; assess curb areas where the red striping can be reduced to increase parking; ensure that LADOT synchronizes the traffic lights to facilitate traffic flow particularly at Central Avenue and Jefferson Boulevard and at Central Avenue and Martin Luther King, Jr. Boulevard; and to ensure routine enforcement of parking restrictions. The Committee will wait until it can assess the outcomes of the removed parking restrictions to determine if parking meters should be pursued.

Branding Program: \$86,319.43 (13.97%)

The branding program will tell the story of the District, its history, its cultural attractions, and its ongoing improvements. The BID will carry out a number of initiatives that will strengthen the image of the District, including developing and updating a website and social media site with videos promoting the District, publishing a newsletter promoting the District and sending it to property owners, installing wayfinding signage to help visitors to the District, the design and production of flyers and brochures promoting the district, and multiple business development and cultural events per year.

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The following branding strategies will be used:

- Cultural Events: CAHD will hold Movies in the Park events in the Summer, on Halloween, and during the Winter Wonderland. CAHD will also hold the following events:
 - o Trick or Treat on Central (Halloween)
 - o Black History Month and Cultural Tour
 - o Jazz Festival and historic tour
- CAHD will be more engaged in marketing and branding than previous years.
- “Let’s Talk” Series:
 - o Hold focus group meetings around a particular topic relevant to the corridor.
 - o Bring business owners/speakers from the corridor to talk about their experiences in the related focus group area.
 - o Examples of topics/focus groups are the following: Retail, Food, Beauty, Health, Housing, Youth, Seniors, and Non-Profit Innovations and Funding
- Special promotional activities to be implemented by CAHD
 - o Promotion of businesses on the CAHD Website and on social media
- Publications
 - o Quarterly newsletter
 - o Historic and tourism guide
 - o New businesses report
- Resiliency activities
 - o Tree planting
 - o Pursue funding for streetscape improvements
- Branding signage
 - o Banner program
 - o Replace and brand trash receptacles
- Coordinate services to help businesses rebrand, diversify products, implement consumer attraction methodologies
 - o CAHD has brought on consultant Bridgette Kidd with Apted, LLC to assist with this work
 - o CAHD's Re-Branding Central strategy will strive to work with property owners and businesses to re-imagine the "look and feel" of their storefronts and the design of the interior experience within the stores so that they have greater curb appeal and create a welcoming environment for patrons

District Management Program: \$90,921.70 (14.71%)

The District will be managed by an Executive Director. The Executive Director will negotiate and monitor service contracts and program operations, facilitate community development, and manage public policy, planning and economic development initiatives to promote the District.

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Management costs will include:

- Hire an Ambassador Supervisor to assist with managing the Ambassador Program.
- Office space lease
- Maintenance of the existing computer, printer, and software
- Monthly phone service
- The purchase of office supplies and stamps, the printing of quarterly district management packages, bookkeeping, and insurance
- Organizational management and business filings costs including travel mileage, meetings, memberships, annual statements of information, event licensing, City and County fees, and other fees.
- Prepare and submit quarterly and annual reports for the City of Los Angeles.
- Implement programs with various universities to include class studios focused on Central Ave. in their curriculum including: interior design styles, business signage, small commercial building best use, interior floor planning and planning, small business plans, etc.
- Develop a vision plan for the corridor focused on:
 - o Leveraging major investments
 - o Rebranding of small businesses.
 - o Sidewalk seating
 - o Tree planting
- Pursue grants for the corridor

Total Estimate of Cost for 2018

A breakdown of the total estimated 2018 budget is attached to this report as **Appendix A**.

Method and Basis of Levying the Assessment

The Method for levying the 2018 assessment remains the same as listed in the Management District Plan. Annual assessments are based upon an allocation of program costs and a calculation of assessable square footage. Assessments are determined by parcel square footage, building square footage and linear frontage. The assessment rates for 2018 are as follows:

Commercial

Parcel: \$0.09785 per square foot

Building: \$0.12978 per square foot

Frontage: \$3.821 per linear foot

Non-Commercial

Parcel: \$0.09785 per square foot

Building: \$0.06489 per square foot

Gov't. Building: \$0.000 per square foot

Frontage: \$3.821 per linear foot

LAUSD

Parcel: \$0.02472 per square foot

Frontage: \$1.524 per linear foot

(There is a 3.0% CPI increase for 2018)

Surplus Revenues: \$183,547.78

There are \$134,089.86 remaining from a surplus of \$134,089.86 that was carried over from 2016. This surplus occurred because the BID started operations in March 2016 but did not receive its funding until June 2016. Therefore we were only able to onboard our branding and marketing programs and the Clean Streets team, CRCDC Enterprises, Inc. which was brought under contract in May 2016. Additionally CRCDC, received a grant from the New 9th Council District for graffiti removal, trash removal, bulky item pick-up and sidewalk steam cleaning which included all of the Central Avenue Historic Business Improvement District area. We began to interview companies for our Ambassador Program in March of 2016 and were not able to bring on a consulting company until September 2016. There is an additional surplus of \$49,457.92 attributable from cost savings in the Clean Streets Program in 2017, again due to CRCDC's grant from the New 9th Council District.

The BID has a plan to expend \$146,000 of the surplus funds in 2018. \$34,000 will go to the purchase of new trash receptacles as part of the Clean Streets Program. \$60,000 will go to the installation of security cameras as part of the Enhanced Safety Program. \$52,000 will be spent as part of the Branding Program, including \$20,000 for a wifi system on the corridor, \$20,000 for monument signs, \$9,000 for potted trees, and \$3,000 for new tree wells.

Anticipated Deficit Revenues

There are no deficit revenues that will be carried over to 2018.

Contribution from Sources other than assessments: \$4,219.00

General Benefit contribution from City of Los Angeles.

APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE Central Avenue Historic BID- FY 2018

2018 Assessments	\$430,204.22	
Estimated Carryover from 2017	\$183,547.78	
Other Income	\$4,219.00	
Total Estimated Revenues	\$617,971.00	
2018 Estimated Expenditures		Pct.
Streetscape Services Program	\$194,207.57	31.43%
Enhanced Safety Program	\$226,170.79	36.60%
Parking Demand Management Program	\$20,351.51	3.29%
Branding Program	\$86,319.43	13.97%
District Management Program	\$90,921.70	14.71%
Total Estimated Expenditures	\$617,971.00	100%

** Non-regular budget item, not calculated as part of budget percentage.