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October 5, 2016
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 2017 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") 2017 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 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 Central Avenue Historic Business Improvement District's Annual Planning Report for the 2017 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 any 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 October 12, 2016, 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 2017 fiscal year complies with the requirements of the State Law
2. FIND that the increase in the 2017 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 2017 fiscal year, pursuant to the State Law.

Sincerely,



Shannon D. Hoppes
Executive Officer

Attachment:

Central Avenue Historic Business Improvement District's 2017 Fiscal Year Annual Planning Report

November 1, 2016

Holly L. Wolcott, City Clerk
Office of the City Clerk
200 North Spring Street, Room 224
Los Angeles, CA. 90012


Subject: Central Avenue Historic PBID 2017 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 October 12, 2016.

This report covers proposed activities of the Central Avenue Historic BID from January 1, 2017 through December 31, 2017.

Sincerely,

A handwritten signature in black ink that reads "Bowers". The signature is written in a cursive, slightly stylized font.

Vivian Bowers
Chair
Central Avenue Historic BID

Central Avenue Historic Business Improvement District

2017 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 2017 Fiscal Year. The District Board of Directors approved the 2017 Annual Planning Report at the October 12, 2016 Board of Director's meeting.

Boundaries

There are no changes to the District boundaries for 2017.

Benefit Zones

There are no changes to the District's benefit zone(s) for 2017.

2017 IMPROVEMENTS, ACTIVITIES AND SERVICES

Streetscape Services Program: \$171,016.87 (30.29%)

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.

Enhanced Safety Program: \$214,660.33 (38.02%)

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.

Parking Demand Management Program : \$677.54 (00.12%)

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.

Branding Program: \$58,944.08 (10.44%)

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.

District Management Program: \$119,299.65 (21.13%)

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.

Total Estimate of Cost for 2017

A breakdown of the total estimated 2017 budget is attached to this report as **Appendix A**.

Method and Basis of Levying the Assessment

The Method for levying the 2017 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 2017 are as follows:

Commercial

Parcel: \$0.095 per square foot

Building: \$0.126 per square foot

Frontage: \$3.710 per linear foot

Non-Commercial

Parcel: \$0.095 per square foot

Building: \$0.063 per square foot

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

Frontage: \$3.710 per linear foot

LAUSD

Parcel: \$0.024 per square foot

Frontage: \$1.480 per linear foot

(There is No CPI increase for 2017)

Surplus Revenues: \$91,424.43

Funding for the BID was received June 23, 2016 which didn't allow sufficient time to implement all programs

Anticipated Deficit Revenues

There are no deficit revenues that will be carried over to 2017.

Contribution from Sources other than assessments: \$55,500.00

The Reef - \$25,000.00, Tee Shirts Sales \$1,000.00. In Kind \$5,000.00, Donations & Other \$3,000.00, Foundation Grants \$15,000.00, East West Bank \$2,500.00, California for Energy Independence \$1,000.00,

APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE Central Avenue Historic BID- FY 2017

2017 Assessments	\$417,674.04	
Estimated Carryover from 2016	\$91,424.43	
Other Income	\$55,500.00	
Total Estimated Revenues	\$564,598.47	
2017 Estimated Expenditures		Pct.
Streetscape Services Program	\$171,016.87	30.29%
Enhanced Safety Program	\$214,660.33	38.02%
Parking Demand Management Program	\$677.54	00.12%
Branding Program	\$58,944.08	10.44%
District Management Program	\$119,299.65	21.13%
Total Estimated Expenditures	\$564,598.47	100%