

September 10, 2019

Patrice Lattimore, Division Manager Administrative Services Division Office of the City Clerk 200 North Spring Street, Room 395 Los Angeles, CA 90012

2020 Annual Report for the Los Feliz Village Business Improvement District

Dear Ms. Lattimore,

As required under our agreement C-133096 with the City of Los Angeles, the Los Feliz Village Advisory Board has reviewed in detail the proposed 2020 budget.

On behalf of the Advisory Board, I would like to present the 2020 Annual Report for the Los Feliz Village Business Improvement District, approved by the Advisory Board August 26, 2019 to the Office of the City Clerk and to the Los Angeles City Council for their review and approval.

Sincerely.

Rafik Ghazarian, President

Los Feliz Village BID Advisory Board



2020 Annual Report Los Feliz Village Business Improvement District

District Name: This report is for the Los Feliz Village Business Improvement District

Fiscal Year of Report: January 01, 2020 to December 31, 2020.

Advisory Board Members:

- 1. Rafik Ghazarian, President
- 2. Allison Cohen, Vice President
- 3. Jason Chi, Treasurer
- 4. Stacy Lauren-Kon, Secretary

Boundaries: The Los Feliz Village BID's boundaries for its 2020 operating year remain unchanged from the BID's 2019 operating year and are described as follows:

Hillhurst Avenue, from Los Feliz Boulevard on the north to Hollywood Boulevard on the south (1500 - 2100 blocks); Hollywood Boulevard, from Hillhurst Avenue on the east to Vermont Avenue on the west (4400 - 4700 blocks); Vermont Avenue, from Hollywood Boulevard on the south to Franklin Avenue on the north (1600 - 1800 blocks); 4400 - 4700 Ambrose Avenue; 4647, 4651, 4655 Kingswell Avenue; 4456, 4500 Los Feliz Boulevard; 4452, 4647, 4651, 4657 Melbourne Avenue; 4647, 4649, 4655 Russell Avenue; 4473 Sunset Drive; Franklin Avenue, Russell Avenue, Melbourne Avenue, Kingswell Avenue and Prospect Avenue on the east and west sides of Vermont Avenue for a distance of 25 yards; Avocado Street, Ambrose Avenue, Price Street, Finley Avenue, Clarissa Avenue, Franklin Avenue, Russell Avenue, Melbourne Avenue, Kingswell Avenue, Prospect Avenue, Camero Avenue, Clayton Avenue and Sunset on the east and west sides of Hillhurst Avenue for a distance of 25 yards. A map illustrating the Los Feliz Village BID's boundaries for its 2020 operating year is attached*.

Benefit Zones: The benefit zones for the Los Feliz Village Business Improvement District will for its 2020 operating year remain unchanged from the BID's 2019 operating year. There is only one benefit zone.

APPENDIX A – LOS FELIZ VILLAGE BID 2020 BUDGET PROPOSAL Total Estimated Revenue 2020 - \$73,750

Improvements and Activities for 2020:

The following are the improvements and activities planned for the Los Feliz Village Business Improvement District:

- Beautification: Clean Street is the vendor for trash collection. Trash collection is on a 2 day per week schedule and may be increased as needed. Since 2010, the Board has approved trimming the trees every three years. Sidewalk and gutter cleaning services as needed.
- 2) Communication: The LFVBID website (www.losfeliz.biz) contains community and LFVBID related information. The communication committee has hired a social media liaison to update our face book page, twitter, enhance our web site, etc. Newsletters will be published on a quarterly basis, and mailers, postcards and advertising as needed. They will be distributed to all BID members via e-blast, printed for distribution and available on our website. The Business Directory/map will be updated this year.
- 3) Marketing and Public Relations: Two mixers/stakeholder meetings will be held in 2020. One mixer functions as our annual public meeting with the members. It is our experience that attendance with this mixer format is greater than for typical stakeholder meetings. Three other themed events will also be produced throughout the year, including a holiday event.
- 4) Administration: Covers General Liability and Directors and Officers Insurance, Certificate of Revivor from the Franchise Tax Board, CPA and bookkeeper expenses, legal advice and office supplies
- **Total Estimate of Costs for 2020**: A breakdown of the total estimated 2020 budget is attached to this report as Appendix A.

Business Type Definitions:

- Retail: Businesses that exclusively or partially derive income from the sale of goods and services to the public.
- > Restaurant: Businesses that sell prepared foods and drinks.
- > Theaters: Includes motion picture and performing arts theaters.
- > Banks: Includes banks, savings and loans and credit unions.
- Non-profits: Organizations incorporated as non-profit corporations.
- Office/Professional Services: Personal/professional services businesses (e.g., attorneys, CPAs) with a total of no more than two people employed by the business, including the provider of the professional services.
- > All Others: Includes medical, dental, chiropractors and acupuncturists.
- Amount of Surplus/Deficit from previous Fiscal Year: Based on projected expenditures for the 2019 fiscal year the District is expected to not have a surplus to be carried over into the 2020 fiscal year.
- **Amount of Contributions from other sources**: Presently, the District does not anticipate receiving contributions from other sources.
- **New Businesses:** New businesses that open within the LFVBID boundaries after the ordinance for levying assessments for 2019 has been adopted by the Los Angeles City Council will be exempt from the 2020 assessment; they will be subject to assessments in future years.

Los Feliz Village BID Assessment Method and Basis

Business Type*	Number of Employees (including business owner)	Annual Assessment	Annual Assessment (Hollywood Blvd.)
Retail, Restaurants,	0 to 5	\$250	\$200
Theaters, Banks	6 to 10	\$350	\$300
	11 to 25	\$450	\$400
	26 or more	\$550	\$500
Non-profits		\$100	\$100
Office/Professional	No more than 2, total	\$100	\$100
All Others	0 to 5	\$200	\$150
	6 to 10	\$300	\$250
	11 to 25	\$400	\$350

^{*}See page 2 for Business Type Definitions

- 1. BID assessment will be based on business size as determined by the number of full time or full time equivalent employees (e.g., two half time employees = one full time employee), agents, or subcontractors working or based at the business premises within the BID.
- 2. Assessment for business owners with multiple business licenses at the same address will be based on the single highest category (e.g., assessment for retail and profession/occupation licenses for the same business owner at the same address will be set at the retail assessment level).
- 3. Business owners with multiple business locations within the BID will be assessed separately at each location.
- 4. Multiple independent business owners at the same address will be assessed separately at their respective rates, except those businesses set up under a master broker or business manager such as realtors, insurance offices, beauty/barber and nail shops/parlors where each agent or subletting individual will be considered an "employee" of the master broker or business manager whose BID assessment will be based on the total number of such agents or subletting individuals.
- 5. Chase Bank and the So Cal Gas station on Hollywood/Vermont will have a reduced assessment of \$250 each due to unique services that the LFVBID provides and their dual membership with the East Hollywood BID.
- 6. Non-profits will be assessed at \$100 and Office/Professional services with no more than 2 employees will be assessed at \$100.

APPENDIX A – LOS FELIZ VILLAGE BID 2020 BUDGET PROPOSAL Total Estimated Revenue 2020 - \$73,750

Total 2020 LFVBID Expe	enditures
Beautification	
Trash Collection	\$20,000.00
Sidewalk/gutter clean up	\$12,000.00
Village Cleanup supplies	\$300.00
Tree Trimming	\$12,950.00
Subtotal	\$45,250.00
Communications	
Website	\$900.00
Newsletter	\$1,500.00
Mailers/Postcards	\$2,297.00
Advertising	\$1,700.00
Directory/Maps (reprinting)	\$500.00
Subtotal	\$6,897.00
Marketing & Public Relations	
Member Meetings & Mixers	\$600.00
Bid Marketing Events	\$600.00
Holiday Event	\$1,910.00
Subtotal	\$3,110.00
Administration	
Insurance	\$3,000.00
CPA	\$2,900.00
Bookkeeper	\$1,600.00
City Administrator (6% of total)	\$4,353.00
Legal	\$6,000.00
Office supplies & Postage	\$640.00
Subtotal	\$18,493.00
Total	\$73,750.00



Los Feliz Village Business Improvement District 2020 Assessment Data

Business Name	Business Address	2020 Assessment
Non Profit Community Clinic	1530 Hillhurst Ave	\$550
West Coast Tax & Financial Ser	1550 Hillhurst Ave #1	\$100
Debra Neel	1600 N Vermont Ave	\$250
LAZ Parking California LLC	1600 N Vermont Ave	\$100
Enterprise Rent-A-Car #3219	1608 Hillhurst Ave	\$450
Komitas Day Care	1616 Hillhurst Ave	\$250
Castle Body Shop	1620 Hillhurst Ave	\$250
Butter Cake Shoppe	1627 Hillhurst Ave	\$250
So Cal Gas	1630 N Vermont Ave	\$250
Best Fish Taco In Ensenada	1650 Hillhurst Ave	\$250
Vine Auto Center	1654 Hillhurst Ave	\$250
George Hanna DDS	1655 Hillhurst Ave #101	\$250
Transcendental Meditation	1655 Hillhurst Ave #102	\$100
Efma Almario DDS Apdc	1655 Hillhurst Ave #103	\$250
Merilynn Yamada DDS	1655 Hillhurst Ave #203	\$250
Keller Williams Realty	1660 Hillhurst Ave	\$550
Los Feliz Escrow	1660 Hillhurst Ave	\$250
Movement Mortgage LLC	1660 Hillhurst Ave	\$250
Hillhurst Mortgage	1662 Hillhurst Ave #A	\$250
Smaldino Lutz Curtis & Associates	1662 Hillhurst Ave #A	\$250
Glen Oaks Escrow	1662 Hillhurst Ave #B	\$350
Vermont Handwash	1666 N Vermont Ave	\$450
Sunwood Chiropractic	1670 Hillhurst Ave #101B	\$250
State Farm Insurance	1670 Hillhurst Ave #102	\$250
Company Laboratory LLC	1670 Hillhurst Ave #103	\$250
Der Vartanian & Associates	1670 Hillhurst Ave #200	\$100
Law Offices Of Raymond Hovsepian	1670 Hillhurst Ave #201	\$100
Harmony Family Law Mediation Group	1670 Hillhurst Ave #204	\$100
Machos Tacos	1670 N Vermont Ave	\$350
Cap & Cork Jr Market	1674 Hillhurst Ave	\$250
General Parking Group	1700 Hillhurst Ave	\$250
Desert Rose Bar & Lounge	1700 Hillhurst Ave	\$350
Valet Parking Services	1700 N Vermont Ave	\$100
Starbucks #5794	1700 N Vermont Ave	\$550
US Bank - Los Feliz	1702 N Vermont Ave	\$550
Amy Rose	1708 Hillhurst Ave	\$250
Signature Home Health Care	1710 Hillhurst Ave #202	\$250
Love and Care Hospice	1710 Hillhurst Ave #204	\$250
Venus Hospice	1710 Hillhurst Ave #205	\$250
Rockwell Restaurant and Bar	1714 N Vermont Ave	\$450
Bank of America	1715 N Vermont Ave	\$550
Laz Parking California LLC	1715 Vermont Ave	\$100
Yoga Vibe	1717 Hillhurst Ave	\$250
Pink Baby For You	1718 N Vermont Ave	\$250
New High Mart	1720 N Vermont Ave	\$250
Heretic	1724 N Vermont Ave	\$250
Spitz Los Feliz	1725 Hillhurst Ave	\$350
Loupiotte Kitchen	1726 N Vermont Ave	\$250
The Sidewalk Grill	1727 N Vermont Ave #102	\$250
Pattaya Bay Thai Restaurant	1727 N Vermont Ave #103-105	\$250

Balance Acupuncture	1727 N Vermont Ave #106	\$100
AM Watch Repair	1727 N Vermont Ave #108	\$100
Alina Oganyan DDS	1727 N Vermont Ave #109	\$200
Lynda's Nails	1727 N Vermont Ave #110	\$100
The Hanging Company	1727 N Vermont Ave #111	\$250
Allstate Insurance	1727 N Vermont Ave #207	\$200
Impro Studio	1727 N Vermont Ave #209	\$250
V For Vape	1727 N Vermont Ave #210	\$250
Pure CBD	1728 N Vermont Ave	\$250
1739 Public House	1739 N Vermont Ave	\$350
The Study	1741 N Vermont Ave	\$250
Half-Off	1748 N Vermont Ave	\$350
The Guest House	1750 Hillhurst Ave	\$250
Margaux's Beauty Studio	1751 Hillhurst Ave	\$250
Earth Organic Juice Bar	1753 Hillhurst Ave	\$250
Sawadee Thai Spa and Salon	1754 N Vermont Ave	\$250
Los Feliz Shoe Repair	1755 Hillhurst Ave	\$100
Starfish Vermont	1755 N Vermont Ave	\$250
Leap	1756 N Vermont Ave	\$250
Los Feliz Smoke Shop	1757 Hillhurst Ave	\$250
Capriccio On Vermont	1757 N Vermont Ave	\$350
Hollymont Cleaners	1759 N Vermont Ave	\$250
Home Restaurant	1760 Hillhurst Ave	\$450
Unified Parking Service	1760 Hillhurst Ave	\$250
Dresden Room	1760 N Vermont Ave	\$350
Universal Core Karate Academy	1761 Hillhurst Ave	\$250
Roccos Italian Deli	1761 N Vermont Ave	\$250
Belljar	1764 N Vermont Ave	\$250
Liberate Emporium	1765 Hillhurst Ave	\$250
Replay Sunglasses	1766 N Vermont Ave	\$250
Monte Cristo Banquet Hall	1767 N Vermont Ave	\$350
Otherwild Goods & Services	1768 N Vermont Ave	\$250
Green Leaves Vegan	1769 Hillhurst Ave	\$350
Y Que Trading Post	1770 N Vermont Ave	\$250
Ise Automotive Service	1774 Hillhurst Ave	\$250
My Enchanted Garden	1775 Hillhurst Ave	\$250
Thirteenth Church of Christ Scientist	1776 N Vermont Ave	\$100
Drawing Room	1800 Hillhurst Ave	\$350
Squaresville	1800 N Vermont Ave	\$250
Sotheby's International Realty	1801 Hillhurst Ave	\$350
The Laundry Room	1802 1/2 Hillhurst Ave	\$250
La Pergoletta Café	1802 Hillhurst Ave	\$250
Figaro Bakery - Bistro	1802 N Vermont Ave	\$450
Sun Drug Company	1803 Hillhurst Ave	\$250
Hillhurst Cleaners	1804 1/2 Hillhurst Ave	\$100
Ipolita's Beauty	1804 Hillhurst Ave	\$100
Maro Coiffure	1804 Hillhurst Ave	\$250
Los Feliz Hi Tech	1805 Hillhurst Ave	\$250
Tubtim Siam Restaurant	1806 1/2 Hillhurst Ave	\$450
Suzys Nail	1806 Hillhurst Ave	\$250
The Little Knittery	1808 N Vermont Ave	\$250
Sahara Salon	1810 Hillhurst Ave	\$100

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Elisabeth Klock & Associates	1933 1/2 Hillhurst Ave	\$100
Los Feliz Ledger	1933 Hillhurst Ave	\$250
Dana Julian MFT	1934 1/4 Hillhurst Ave	\$100
Jackie Shapin Therapy	1934 1/4 Hillhurst Ave	\$100
Peter Lorimer Group Estates	1934 Hillhurst Ave	\$250
Maru Coffee	1936 Hillhurst Ave	\$250
Tuesday's Sweet Shop	1937 1/2 Hillhurst Ave	\$250
Glaze Fire	1937 Hillhurst Ave	\$250
Spitfire Girl	1939 1/2 Hillhurst Ave	\$250
Sacred Light	1939 Hillhurst Ave	\$200
Suzanne Glickman MFT	1940 1/2 Hillhurst Ave	\$100
Health Works	1940 Hillhurst Ave	\$100
Grey Goose Custom Framing	1941 Hillhurst Ave	\$350
Studio Metamorphosis	1946 Hillhurst Ave	\$350
Mind & Body Fitness	1947 1/2 Hillhurst Ave	\$250
Wizard of Art	1947 Hillhurst Ave	\$250
Mustard Seed Café Inc	1948 Hillhurst Ave	\$350
Dvorak & Co The Acting Studio	1949 Hillhurst Ave	\$250
Vamp Shoes	1951 Hillhurst Ave	\$250
Carol Young - Undesigned	1953 1/2 Hillhurst Ave	\$250
Liza Shtromberg Jewelry	1953 Hillhurst Ave	\$250
Jeni's Splendid Ice Cream	1954 Hillhurst Ave	\$250
Lucifer's Pizza	1958 Hillhurst Ave	\$250
Moti Physical Therapy	1965 Hillhurst Ave	\$350
Massage Envy Spa	1965 Hillhurst Ave #B	\$350
Tropicalia	1966 Hillhurst Ave	\$350
Vinoteca Wine Bar	1968 Hillhurst Ave	\$350
Sushi Ai Los Feliz	1970 Hillhurst Ave	\$350
Farfalla Trattoria	1978 Hillhurst Ave	\$450
Western Diagnosis & Repair	2000 Hillhurst Ave	\$350
Los Feliz Properties	2020 Hillhurst Ave	\$350
Jasmine's Garden	2030 Hillhurst Ave	\$250
AFC Sushi	2035 Hillhurst Ave	\$250
Albertsons #6387	2035 Hillhurst Ave	\$550
Coinstar	2035 Hillhurst Ave	\$250
Wells Fargo Bank	2035 Hillhurst Ave	\$250
All Time	2040 Hillhurst Ave	\$250
Opyans Hair Design	2042 Hillhurst Ave	\$200
Copycat La	2046 Hillhurst Ave	\$100
Fancy Nails	2048 Hillhurst Ave	\$100
Yuca's	2056 Hillhurst Ave	\$250
Hillhurst Liquor	2060 Hillhurst Ave	\$250
Purans	2064 Hillhurst Ave	\$450
Blue Bottle Coffee	2066 Hillhurst Ave	\$250
Lassens Health Foods	2080 Hillhurst Ave	\$550
The Coffee Bean & Tea Leaf	2081 Hillhurst Ave	\$550
Yen Sushi & Sake	2081 Hillhurst Ave #A	\$250
Michael S Burton Medical Group	2101 Hillhurst Ave	\$250
The Los Feliz Med Spa	2107 Hillhurst Ave	\$250
Blackstone Optometry	2109 Hillhurst Ave	\$250
Pittman Hensley	2114 Hillhurst Ave	\$100
Zaftig Composition	2116 1/2 Hillhurst Ave	\$250

Cheechs Pizza	2116 Hillhurst Ave	\$250
McCalls Meat & Fish Co	2117 Hillhurst Ave	\$350
Cafe Los Feliz Inc	2118 Hillhurst Ave	\$250
Being In LA	2122 Hillhurst Ave #A	\$250
The Reckless Unicorn	2124 Hillhurst Ave	\$250
Little Dom's	2128 Hillhurst Ave	\$350
Mission of Los Feliz	2131 Hillhurst Ave	\$100
Starbucks #27874	2138 Hillhurst Ave	\$550
Katherine Cody Tucker LCSW	4448 Ambrose Ave	\$100
Robyn E Smith MFT	4448 Ambrose Ave	\$100
Kaylee	4448 Ambrose Ave	\$100
Will Baum	4448 Ambrose Ave	\$250
76 Station #177	4456 Los Feliz Blvd	\$250
Vista Theater	4473 Sunset Dr	\$350
Grant Partners Group	4500 Los Feliz Blvd	\$100
Diamond Parking Services # Sq63	4500 Los Feliz Blvd	\$100
Debra Neel	4500 Los Feliz Blvd	\$250
Messhall Kitchen	4500 Los Feliz Blvd	\$450
Stamp Gourmet	4500 Los Feliz Blvd #C	\$250
Bank of America	4510 Franklin Ave	\$550
Safety Park	4510 Franklin Ave	\$250
Paper Moon	4516 Hollywood Blvd	\$200
The Sit-Down	4518 Hollywood Blvd	\$250
Hollywood Moving Center	4550 Hollywood Blvd	\$500
Goodwill	4575 Hollywood Blvd	\$400
Cheetah	4600 Hollywood Blvd	\$300
Rosemarie R Quimson Cruz DMD	4606 Hollywood Blvd #A	\$100
Jeffrie Maneepetasut Dmd	4606 Hollywood Blvd #B	\$200
Authentic Aesthetic Music LLC	4610 Hollywood Blvd	\$250
Canvas Inc	4610 Hollywood Blvd	\$250
Team Mobius	4610 Hollywood Blvd	\$100
Ali Golden	4614 Hollywood Blvd	\$200
Esqueleto	4618 Hollywood Blvd	\$250
Aurisha Smolarski LMFT	4620 Hollywood Blvd	\$100
Douglas Friedman LCSW		
Corinne Eisenhardt	4620 Hollywood Blvd 4620 Hollywood Blvd	\$100 \$100
Ken Van Fossen MFT		
	4620 Hollywood Blvd	\$100
Mona Elyousef LCSW Psychotherapy	4620 Hollywood Blvd	\$100
Nghi Lam LMFT Inc	4620 Hollywood Blvd	\$100
Take Root Therapy	4620 Hollywood Blvd	\$100
Shana Kale Psychotherapy	4620 Hollywood Blvd	\$100
Bart Foley Therapy	4620 Hollywood Blvd #A	\$100
Robyn Elizabeth Smith LMFT Inc	4620 Hollywood Blvd #A	\$100
Kaiser Permanente	4621 Hollywood Blvd	\$200
Shannon McHenry Psychotherapy Services	4622 Hollywood Blvd	\$100
Sharon Rubinstein Individual & Family Therapy Inc	4622 Hollywood Blvd	\$100
Rhonda Waller-Dang MFT, ATR	4622 Hollywood Blvd	\$100
Jennifer Stuckert-Knapp LMFT	4622 Hollywood Blvd #A	\$100
Homestate	4624 Hollywood Blvd	\$250
Hotel Covell	4626 Hollywood Blvd	\$250
Covell Wine Bar	4628 Hollywood Blvd	\$300
Go Get Em Tiger	4630 Hollywood Blvd	\$350

Wacko La Luz De Jesus	4633 Hollywood Blvd	\$400
McConnell's Fine Ice Creams	4634 Hollywood Blvd	\$250
Ozzie Dots	4637 Hollywood Blvd	\$200
Sweeney Todd's Barber Shop	4639 Hollywood Blvd	\$200
Chabad of Greater Los Feliz	4640 Hollywood Blvd	\$100
Dark Horse Tatoo	4644 Hollywood Blvd	\$200
Springer Chiropractic Inc	4645 Hollywood Blvd #1	\$200
Kltchian Missak	4645 Hollywood Blvd #4	\$200
Gev-Arth Family Medical Clinic	4645 Hollywood Blvd #6	\$200
The Bearded Beagle	4646 Hollywood Blvd	\$200
Kismet	4648 Hollywood Blvd	\$250
7-Eleven 2626-25599A	4650 Franklin Ave	\$350
Silverlake Conservatory of Music Inc	4652 Hollywood Blvd	\$350
Works of Art Hair Studio	4655 1/2 Hollywood Blvd	\$200
Umami Burger	4655 Hollywood Blvd	\$400
Breakwater Studios	4655 Kingswell Ave #201	\$250
Carolina P Loredo DDS	4655 Kingswell Ave #202	\$100
IT Solutions & Services Network	4655 Kingswell Ave #203	\$100
Hiphopkins Productions	4655 Kingswell Ave #205	\$100
Eastside Editorial	4655 Kingswell Ave #207	\$100
Avatar Computer Consulting	4655 Kingswell Ave #213	\$100
Vita Dolce Violins	4655 Kingswell Ave #215	\$100
Anarbagh Indian Restaurant	4656 Franklin Ave	\$350
TriCo	4657 Hollywood Blvd #A	\$100
Lafamos	4657 Hollywood Blvd #B	\$100
Johnstone Realtors	4657 Hollywood Blvd #E	\$100
Vintage On Hollywood	4659 Hollywood Blvd	\$200
Florist Art by Mia	4659 Melbourne Ave	\$100
Blue Rooster Art Supplies	4661 Hollywood Blvd	\$250
Starday Vintage	4665 Hollywood Blvd	\$250
H/R Block Inc	4667 Hollywood Blvd	\$100
Omega Ultrasound Diagnostic Center	4668 Hollywood Blvd	\$100
Eastside Studio	4672 Hollywood Blvd	\$100
Face Facial Bar	4683 Hollywood Blvd	\$100
Maya	4685 Hollywood Blvd	\$200
	To	otal: \$73,750