

City of Los Angeles  
CALIFORNIA



ERIC GARCETTI  
MAYOR

OFFICE OF THE  
CITY CLERK

Neighborhood and Business  
Improvement District Division  
200 N. Spring Street, Room 224  
Los Angeles, CA 90012  
(213) 978-1099  
FAX: (213) 978-1130

MIRANDA PASTER  
DIVISION MANAGER

[clerk.lacity.org](http://clerk.lacity.org)

January 20, 2016

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

Council District 13

REGARDING: THE SUNSET AND VINE (PROPERTY-BASED) BUSINESS IMPROVEMENT  
DISTRICT'S 2016 FISCAL YEAR ANNUAL PLANNING REPORT

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the Sunset and Vine Business Improvement District's ("District") 2016 fiscal year (CF 14-0583). 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 Sunset and Vine Business Improvement District's Annual Planning Report for the 2016 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

#### BACKGROUND

The Sunset and Vine Business Improvement District was established on September 14, 2011 by and through the City Council's adoption of Ordinance No. 181880, which confirmed the assessments to be levied upon properties within the District, as described in the District's Management District Plan. The City 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 the 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 November 10, 2015, 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

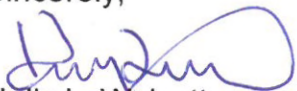
There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

THAT THE CITY COUNCIL:

1. FIND that the attached Annual Planning Report for the Sunset and Vine Business Improvement District's 2016 fiscal year complies with the requirements of the State Law.
2. ADOPT the attached Annual Planning Report for the Sunset and Vine Business Improvement District's 2016 fiscal year, pursuant to the State Law.

Sincerely,

  
Holly L. Wolcott  
City Clerk

HLW:MCP:RMH:rks

Attachment: Sunset and Vine Business Improvement District's 2016 Fiscal Year Annual Planning Report

Central Hollywood  
Coalition  
Board of Directors

★★★

Carol Massie  
President  
*McDonald's Restaurants*

Fabio Conti  
Vice President  
*The Fabiolus Café*

Arthur Stroyman  
Secretary  
*Kilroy Realty  
Corporation*

Kitty Gordillo  
Treasurer  
*Hollywood YMCA*

David Calabrese  
*CIM Group*

Charles Eberly  
*The Eberly Company*

Brian Folb  
*Paramount Contractors*

Chase Gordon  
*Avison Young*

Bill Humphrey  
*Hudson Pacific  
Properties*

Melissa Logan  
*Amoeba Music*

Elizabeth McDonald  
*The Los Angeles  
Film School*

Michael Nourmand  
*Nourmand & Associates*

Michael Pogorzelski  
*AMPAS*

Fred Rosenthal  
*Ametron*

Joyce Williams-Maxwell  
*Emerson College*

★★★

Kerry Morrison  
*Executive Director*



RECEIVED  
2015 NOV 20 PM 3:33

LA COUNTY  
SERVICES DIVISION

November 11, 2015

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

Attachment 1

RE: Sunset & Vine PBID 2016 Annual Planning Report

Dear Ms. Wolcott,

In accordance with the 1994 Property and Business Improvement District Law, California Streets and Highways Code Section 36650, the Board of Directors of the Central Hollywood Coalition submits this Annual Planning Report for the Sunset & Vine BID for your consideration.

This report, approved by the Board on November 10, 2015, covers the proposed activities of the Sunset & Vine BID from January 1, 2016 to December 31, 2016.

Sincerely,

A handwritten signature in blue ink that reads "Joseph A. Mariani, Jr." with a stylized flourish at the end.

Joseph Mariani, Jr.  
Associate Executive Director  
Hollywood Property Owners Alliance

Cc: CHC Board of Directors

## 2016 Planning Report Sunset & Vine Business Improvement District

---

The following report is prepared, in accordance with the requirements of Section 36650 of the Streets & Highways Code and serves as the Work Plan for the coming year for the Sunset & Vine Business Improvement District, which is managed by the Central Hollywood Coalition, a private non-profit organization.

### I. Boundaries and Zones

There have been no changes to the boundaries or the special benefit zones in the SVBID, as laid out in the Management Plan and Engineer's Report, adopted by the Los Angeles City Council on September 14, 2011.

### II. Detailed budget

The following budget allocations were approved by the board of directors for the Central Hollywood Coalition at their November 10, 2015 meeting.

Program	2016 Budget		Management Plan	
	Amount	Percentage	Amount	Percentage
<i>Maintenance, Streetscape &amp; Beautification</i>	411,381	25.94%	394,964	28%
<i>Safety &amp; Security Services</i>	808,300	50.97%	748,726	52%
<i>Marketing &amp; Consulting</i>	40,000	2.52%	37,334	3%
<i>District Management, Policy &amp; Administration</i>	208,000	13.12%	173,850	12%
<i>Contingency, City Fees, Reserve</i>	118,099	7.45%	74,801	5%
<i>Anticipated Interest Income</i>	100	0%		
	<b>1,585,880</b>	<b>100%</b>	<b>1,429,675</b>	<b>100%</b>

Please refer to Appendix A for a detailed analysis of revenue and expenditures.

#### A. Summary 2016 Operating Budget Gross Assessment Billings amount to \$1,520,486.

The CHC Board of Directors approved a .5% CPI adjustment on June 9, 2015.

(1) The revenue budget is further adjusted by the following factors:

- (a) An anticipated cash roll-over from 2015 is estimated at \$65,294.
- (b) Modest interest revenue of \$100 from the bank;
- (c) \$1,585,880 available for the operating budget for 2016

#### B. Maintenance, Streetscape and Beautification – \$411,381 or 25.94% of the budget

- 1. Maintenance - \$381,381

The maintenance program primarily involves oversight of the District's maintenance vendor, CleanStreet. The services and priorities of the maintenance contract are guided by the Management District Plan, the Streetscape Committee and the Board. The contract, which is shared with the neighboring Hollywood Entertainment District BID, was competitively bid in 2013 and a new contract was negotiated with Clean Street in April, 2014.

The following services are incorporated within the scope of the agreement:

- Daily street and gutter sweeping in all zones 7 days a week
- Sidewalk pressure washing: Zone 1 - one time per month; Zone 2 - one time every six weeks; Zone 3 - one time every other month
- Trash removal twice daily from approximately 40 receptacles in the BID
- Waste removal from three 3-cubic yard dumpsters, emptied three days per week
- Graffiti removal within 72 hours of a report
- Sidewalk and gutter sweeping by one daily day porter working one 8-hour shift
- Limited star polishing on one block of Walk of Fame that falls within SVBID (on Vine from Selma to Sunset)
- Landscaping services which include pruning low lying-branches of all trees within the BID, maintaining tree-wells by removing debris, trash, branches and weeds, and installing decomposed granite on an "as-needed" basis
- Tree watering for trees planted by the BID
- Oversight of all maintenance duties by one full-time supervisor

This past year, storefront space on Cherokee was acquired to house the CleanStreet crew, equipment and supplies. The Sunset & Vine BID budget pays for the utilities (approx. \$107/month) associated with this rental space. The Hollywood Entertainment District pays the monthly lease (\$1,250/month).

## 2. Beautification - \$30,000

This budget item is earmarked for capital improvements, landscape projects and matching fund requirements for beautification grants. This year, the board plans to use a portion of these funds towards creative placemaking initiatives per the direction of the Streetscape & Planning Committee. This includes additional landscaping aimed to enhance the amount of greenspace in the district as well as a pilot project to create a new community gathering space at the southwest corner of Ivar Street and Selma Avenue.

## C. Safety & Security Services – \$808,300 or 50.97% of the budget

Members of the Sunset & Vine Security Committee meet in conjunction with the Hollywood Entertainment District on a monthly basis to discuss a full range of public safety issues, such as illegal vending, homelessness and loitering, public urination, drinking in public, vandalism and graffiti, and quality of life issues.

In addition to addressing specific incidents and trends, the committee oversees the following programs: (1) security patrols; (2) one public safety camera; (3) incident tracking software; and (4) homeless outreach.

1. Security patrol: Security services are provided to the district by Andrews International Security. After an extensive RFP process in 2012, Andrews International was awarded a five year contract to continue servicing the BID. The new contract provides the following level of service:
  - Average patrol of 224 hours per week, by officers and sergeants, Monday through Saturday. An additional 40 hours per week are attributed to management staff.
  - On Sunday, two officers patrol the district.
  - The deployment schedule is always subject to change at the discretion of the Security Committee.

The security headquarters and related office space are housed at the LAPD sub-station at Hollywood & Highland, which is donated by the owners of the complex. As a result of the management contract that the CHC has negotiated with the Hollywood Property Owners Alliance, (HPOA) all security supervision and administrative costs are currently shared 66% HED and 34% SVBID.

2. Public Safety Camera: A portion of the security budget is earmarked for the maintenance of one video surveillance camera, donated to the Los Angeles Police Department for their exclusive use. Currently, the Sunset & Vine video surveillance camera is located at the intersection of Cahuenga & Sunset. An updated camera was purchased in 2014, and the warranty expired in August of 2015. A \$400/month maintenance agreement will be levied to keep the camera functioning.
3. Incident Tracking Software: The BID contracts with Stack FM to maintain mapping software that tracks security (arrest) and graffiti incidents. The approximate annual cost for this service is \$3,500 a year.
4. Homeless Outreach Services: A portion of the security budget may be allocated, at the discretion of the Security Committee, with Board approval, to organizations involved with outreach and service to homeless individuals in the District.

D. Marketing and Consulting - \$40,000 or 2.52% of the budget

This budget item will support activities associated with marketing and promoting the overall district.

Program specifics include the following:

- The production and distribution of a quarterly newsletter to all stakeholders;
- The graphic design and printing of special promotional materials;
- The production of the fifth annual "Sunset & Dine" in the Fall of 2016, which will involve promotional materials, venue logistics, insurance and related event production expenses;
- The hosting, maintenance and enhancement of the Sunset & Vine BID's website [www.onlyinhollywood.org](http://www.onlyinhollywood.org);
- Social media outreach through Only in Hollywood's various platforms on Facebook, Twitter, Tumblr, Instagram, and various other sites;
- Participation in a new event, Only in Hollywood Music + Arts Festival, in conjunction with the Hollywood Entertainment District;
- Participation in BID Consortium collaborative to pay for administrative staff support to the Consortium (.07% of budget).

If available, marketing funds also may be used towards partnering with other community events, activities or collateral that aim to promote the Sunset & Vine BID as a whole. Examples include sponsorship fees for area festivals, logo plaques for trash receptacles, pole banners and promotion of streetscape projects.

E. District Management, Policy & Administration - *\$208,000 or 13.12% of the budget*

This area of the budget is primarily earmarked for a professional services agreement between the Central Hollywood Coalition and the Hollywood Property Owners Alliance. The monthly fee will increase from \$13,083 a month to \$13,792 to account for an increase in rent experienced by the HPOA. Other expenses will remain static. The management fee pays for the following services: (a) meeting coordination (monthly board meetings, committees and annual property owner meetings); (b) stakeholder relations; (c) staff time devoted to communications and marketing; (d) website maintenance and updates; (e) media relations; (f) supervision of security and maintenance vendors; (g) community relationship building (e.g., LAPD, city staff, council office); (h) homeless coalition issues; (i) property database management; and (j) BID contract compliance requirements (e.g., quarterly reports, annual reports).

Additionally, a portion of the budget is earmarked for technical consulting with Willdan Financial Services to provide quarterly updates to SVBID parcel database, and to present annual changes to assessment roll. Additional expenses are anticipated for liability insurance; tax preparation; and legal consultation.

F. Contingency, City Fees & Reserve - *\$118,099 or 7.45% of the budget*

1. Contingency - *\$11,075*

The contingency budget is earmarked to either accommodate a higher than budgeted delinquency rate, or to supplement services during the year at the discretion of the board.

2. City fees - *\$31,000*

The city fees are earmarked just below two percent of the annual assessment revenue budget, as stipulated in the contract between the Central Hollywood Coalition and the City of Los Angeles.

3. Delinquency - *\$76,024*

The delinquency allowance is based on payment history.

**III. Revenues carried from the previous year**

The operating budget is predicated upon a carry-over of \$65,294 from 2015, as shown on Appendix A.<sup>1</sup>

**IV. Assessment Rates**

---

<sup>1</sup> The anticipated rollover results from two outcomes: positive variances at year end that were unanticipated at the time the 2016 budget was prepared and adopted by the board (November 2015) and the board's desire to have operating cash on hand at the beginning of the new year as the deposit of assessment revenue is typically delayed until February of the new year. Monthly cash expenses tend to run at approx. \$135K/month, and this mitigates against having to secure a line of credit to start the New Year. It is anticipated as the BID enters its final year that this cash management strategy will not be necessary.

The method and basis for levying the 2016 assessment remains the same as listed in the Management District Plan. Annual assessments are based upon an allocation of program costs and three (3) zones of benefit with differing rates depending on the type and frequency of special benefit services provided.

Assessments are composed of a calculation of assessable street front footage (approximately 50%), building area (approximately 25%) and land area (approximately 25%). The assessment rates for the 2015 tax year area are as follows:

<b>Variable</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>
Front Footage	\$ 21.96	\$ 14.09	\$ 11.35
Lot Area	\$ 0.08	\$ 0.07	\$ 0.04
Building Size	\$ 0.07	\$ 0.06	\$ 0.04

**V. Surplus Revenues**

At the end of 2015, the District anticipates having approximately \$65,294 of surplus revenue that will be rolled over into the 2016 budget. The CHC Board of Directors were informed of the approximate rollover amount on November 10, 2015.

**VI. Anticipated Deficit Revenues**

No deficit revenue is anticipated to carry over to 2016.



Appendix A

Sunset & Vine Business Improvement District  
2016 Annual Report  
2016 Fiscal Year Activities Budget

Anticipated Assessment Revenue and Program Expenditures

**2016 Revenue Sources**

2016 Special Assessment	\$1,520,486.00	
2015 Carryover	\$65,294.00	
2016 Estimated Contributions/Other Sources	\$100.00	
<b>2016 Total Estimated Revenue</b>		<b>\$1,585,880.00</b>

**2016 Budget Expenditures**

Safety and Security Services	\$808,300.00	51%
Maintenance, Streetscape and Beautification	\$411,381.00	26%
Marketing and Consulting	\$40,000.00	3%
District Management, Policy and Administration	\$208,000.00	13%
Contingency/City Fees/Reserve	\$118,099.00	7%
Cash on hand from interest income	\$100.00	
<b>2016 Total Estimated Expenditures</b>		<b>\$1,585,880.00</b> 100%

