

City of Los Angeles
CALIFORNIA



ERIC GARCETTI
MAYOR

OFFICE OF THE
CITY CLERK

NEIGHBORHOOD AND BUSINESS
IMPROVEMENT DISTRICT DIVISION
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MIRANDA PASTER
DIVISION MANAGER

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January 25, 2016

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

Council District 11

REGARDING: THE WESTCHESTER TOWN CENTER (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 Westchester Town Center Business Improvement District's ("District") 2016 fiscal year (CF 14-0979). 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 Westchester Town Center 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 Westchester Town Center Business Improvement District was established on August 17, 2011 by and through the City Council's adoption of Ordinance No. 181849, 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 District's total budget has increased due to a rollover of unspent funds from previous BID years. The increased funding has not changed the description of the budget categories approved in the Management District Plan and the City Clerk does not recognize any adverse impacts to the special benefits received by property owners due to this action.

The attached Annual Planning Report, which was approved by the District's Board at their meeting on October 15, 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

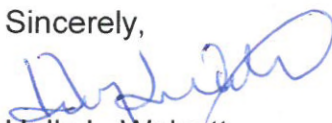
There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Westchester Town Center Business Improvement District's 2016 fiscal year complies with the requirements of the State Law.
2. FIND that the increase in the 2016 budget concurs with the intentions of the Westchester Town Center 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 Westchester Town Center Business Improvement District's 2016 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott
City Clerk

HLW:MCP:RMH:rks

Attachment: Westchester Town Center Business Improvement District's 2016 Fiscal Year Annual Planning Report



Attachment 1

Karen Dial
Drollinger Properties
President

October 15, 2015

NBID
OCT 22 2015

John Ruhlen
Ruhlen & Associates
Secretary

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

Miki Payne
Drollinger Properties
Treasurer

Jack Davis
Coldwell Banker Residential

Subject: Westchester Town Center PBID 2016 Annual Planning Report

Heather Lemmon
Westbluff Realty
and Property Management

Dear Ms. Wolcott:

Christopher H. Locke
HFH Ltd.

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 Westchester Town Center Business Improvement District has approved this Westchester Town Center Business Improvement District Annual Planning Report at its Regular Meeting of October 15, 2015.

Lara Saab
CBRE, Inc.

Donald R. Duckworth
Executive Director

This report covers proposed activities of the Westchester Town Center BID from January 1, 2016 through December 31, 2016.

Sincerely,

Donald R. Duckworth
Executive Director
Westchester Town Center Business Improvement District

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Westchester Town Center Business Improvement District

2016 Annual Planning Report

Westchester Town Center Business Improvement District 2016 Annual Planning Report

District Name

This report is for the Westchester Town Center Business Improvement District (District). The District is operated by Westchester Business Improvement Association, Inc., a private non-profit organization.

Fiscal Year of Report

This report applies to the 2016 Fiscal year. The District Board of Directors approved the 2016 Annual Planning Report at its Regular Meeting of October 15, 2015.

Boundaries

There are no changes to the District boundaries for 2016.

Benefit Zones

The District has two benefit zones. For 2016 there will be no changes to the District's benefit zones.

2016 Improvements, Activities and Services

Ambassador: \$65,000 (19.08%)

The purpose of the Ambassador Services Program is to provide a readily identifiable, uniformed presence to assessed parcels that will observe and respond to situations in the vicinity of those parcels and their parking facilities.

Ambassadors will enhance the appearance of safety and the comfort level of customers, employees, visitors, owners and tenants as they travel to and from assessed parcels. In 2016, generally, an ambassador will be deployed 40-hours per week, including selected weekend days, by bicycle or foot patrols as deemed appropriate. These personnel will provide directions or assistance; serve as a liaison to the LAPD; coordinate the provision of homeless services; warn and advise trespassers and panhandlers; and, respond to visitor inquiries.

Landscape Maintenance, Sanitation & Beautification: \$130,000 (38.15%)

The purpose of the Landscape, Sanitation, and Beautification Services Program is to maintain the sidewalks and landscaped public areas adjacent to each assessed parcel at a level of cleanliness and attractiveness higher than would exist with only baseline City services. In 2016, these activities may include, but are not necessarily limited to, the following: street sweeping; sidewalk pressure washing; graffiti removal; sticker removal; street litter pick-up; planting of new or replacement trees; and, irrigation and operation of landscaping, trees, and other improvements that may be installed by the District.

Marketing & Promotions: \$35,000 (10.27%)

The purpose of the Marketing and Promotions Program is to promote the business activities and opportunities occurring on assessed parcels in the District. Marketing, promotions, and public relations initiatives will disseminate information and awareness about Westchester Town Center's identity, brand, and business opportunities to convey a positive image to consumers, visitors, and investors. In 2016, these activities may include, but are not limited to, the following: street banners; holiday decorations; a website; a newsletter; special printing, graphics or advertising; public relations activities; special events or activities; placement of promotional materials in various media; creation and operation of "shop local" incentive programs; etc.

New Business Attraction: \$5,000 (1.47%)

The purpose of the New Business Attraction Program is to attract businesses to assessed parcels in the District. New business attraction efforts will provide growth in the number of businesses, increase the size of existing business, and present new opportunities for Westchester Town Center property and business owners. In 2016, these efforts may focus on specific new businesses / tenants being recruited to the District or general future expansion that significantly affects the District, and may be undertaken by District employees or contractors. In the past the District sponsored an Urban Land Institute Technical Advisory Panel, the preparation of an economic analysis to identify future opportunities for the District, and outreach to LAWA to seek mutually acceptable common interests for the future.

Policy Development, Management & Administration: \$60,000 (17.61%)

The purpose of the Policy Development, Management, and Administration Program is to create a well managed District that optimizes the use of the assessment funds through effective vendor selection and contract management; excellent communications with stakeholders; effective advocacy on behalf of parcel owner interests; effective board and committee coordination; and, sound fiscal management. In 2016, the District will be managed / administered by a contracted, professional executive director who may utilize administrative and technical support as needed.

Office, Insurance & Other: \$35,000 (10.27%)

The purpose of the Office, Insurance, Accounting, and Other budget item is to fund the various administrative costs associated with providing the District's services to assessed parcels. These costs implement all other District improvements, activities, and services. In 2015, this budget category may include, but not be limited to, the following: office supply, material, insurance, accounting, bookkeeping, service, rental, telephone, meeting expense, database, computer, furnishing, equipment, and other necessary expenses.

Uncollected Assessment Reserve: \$10,732.22 (3.15%)

The purpose of the Uncollected Assessment Reserve is to provide an accounting cushion for any revenue shortfall that might be created in any particular year for assessments that are not paid timely through the County of Los Angeles. This is a

temporary reserve that has been established to offset such temporary revenue shortfalls.

Total estimate of Cost for 2016: A breakdown of the total estimated 2016 budget is attached to this report as **Appendix A**.

Method and Basis of Levying the Assessment

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 are a combination of lot size, building square footage and lot front footage with the rates depending on whether the parcel does or does not front Sepulveda Boulevard.

Westchester Town Center 2016 Assessment rates

Parcels On Sepulveda

Bld

Lot Area	\$0.0637
Frontage	\$7.8809
Bldg Sqft	\$0.0937

Parcels Not On

Sepulveda Blvd

Lot Area	\$0.0318
Frontage	\$3.9405
Bldg Sqft	\$0.0468

The District's Management District Plan allows for a maximum annual assessment increase of 3%. The Board voted no (0%) increase for 2016.

The District's 2016 Total Assessment is \$314,413.38.

Surplus Revenues

At the end of 2015, the District will have an estimated \$26,318.84 of surplus revenue that will be rolled over into 2016 budget. The District Board of Directors authorized the rollover at the October 15, 2015 Board of Director's meeting.

Anticipated Deficit Revenues

There are no deficit revenues that will be carried over to 2016.

Contributions from Sources other than assessments: \$0

There are no anticipated sources of funding for 2016 other than assessments.

Appendix A

Westchester Town Center Business Improvement District
2016 Annual Planning Report
2016 Fiscal Year Activities Budget

Anticipated Assessment Revenue and Program Expenditures

2016 Revenue Sources

2016 Special Assessment	\$314,413.38	
2015 Carryover	\$26,318.84	
2016 Estimated Contributions/Other Sources	\$0.00	
2016 Total Estimated Revenue		\$340,732.22

2016 Budget Expenditures

Ambassador Services	\$65,000.00	19.08%
Landscaping, Sanitation & Beautification	\$130,000.00	38.15%
Marketing & Promotions	\$35,000.00	10.27%
New Business Attraction	\$5,000.00	1.47%
Policy Development, Management & Administration	\$60,000.00	17.61%
Office, Insurance, Accounting & Other	\$35,000.00	10.27%
Uncollected Assessment Reserve	\$10,732.22	3.15%
2016 Total Estimated Expenditures	\$ 340,732.22	100.00%
