

CITY OF LOS ANGELES

CALIFORNIA



ERIC GARCETTI
MAYOR

OFFICE OF
CITY CLERK
NEIGHBORHOOD AND BUSINESS
IMPROVEMENT DISTRICT DIVISION

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MIRANDA C. PASTER
ACTING DIVISION HEAD

July 22, 2014

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 2014 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") 2014 fiscal year (CF 11-0982). 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 District's Annual Planning Report for the 2014 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 Board has made no significant changes to 2014 budget from the 2013 budget categories. The descriptions of the budget categories have not changed from the approved Management District Plan.

The attached Annual Planning Report, which was approved by the District's Board at their December 5, 2013 meeting, 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

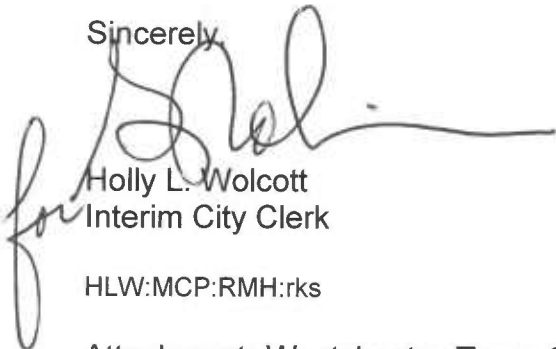
There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Westchester Town Center Business Improvement District's 2014 fiscal year complies with the requirements of the State Law.
2. ADOPT the attached Annual Planning Report for the Westchester Town Center Business Improvement District's 2014 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott
Interim City Clerk

HLW:MCP:RMH:rks

Attachment: Westchester Town Center Business Improvement District's 2014 Fiscal Year Annual Planning Report



Attachment 7

Karen Dial
H.B. Drollinger Co.
President

December 10, 2013

John Ruhlen
Ruhlen & Associates
Secretary

Ms. June Lagmay
City Clerk
City of Los Angeles
200 N. Spring Street
Room #395
Los Angeles, CA 90012

Miki Payne
H.B. Drollinger Co.
Treasurer

William F. Allen
HFH Ltd.

Jack Davis
Coldwell Banker Realtors

Re: Transmittal of WTC BID Annual Planning Report 2014

Sander de Wildt
CB Richard Ellis

Dear Ms. Lagmay:

Heather Lemmon
Westbluff Realty
and Property Management

Transmitted herewith is the 2014 Annual Planning Report for the Westchester Town Center business improvement district.

This report was approved by the Westchester Business Improvement Association at their December 5, 2013 meeting.

Donald R. Duckworth
Executive Director

As we may be of any additional assistance, please let me know.

Sincerely,

Donald R. Duckworth
Executive Director

C: WBIA Board of Directors
Miranda Paster, Office of the City Clerk
Rick Scott, Office of the City Clerk



Karen Dial
H.B. Drollinger Co.
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Heather Lemmon
Westbluff Realty
and Property Management

Donald R. Duckworth
Executive Director

December 5, 2013

Ms. June Lagmay
City Clerk
City of Los Angeles
200 N. Spring Street
Room #395
Los Angeles, CA 90012

Re: Westchester Town Center BID Annual Planning Report 2014

Dear Ms. Lagmay:

As required by Section 36650 of the Property and Business Improvement District Law of 1994 contained within the California Streets and Highways Code and the Agreement with the City of Los Angeles for management of the Westchester Town Center BID (#C-120115), the Westchester Business Improvement Association, the BID's "Owners' Association," has caused this Annual Planning Report for 2014 to be prepared and submitted. This report concerns proposed BID activities for the period from January 1 to December 31, 2014.

I. Westchester Business Improvement Association Board of Directors and Officers

The Board of Directors and Officers for the Westchester Business Improvement Association (hereinafter "WBIA") are as follows:

- Karen Dial, President, Director, H. B. Drollinger Co.
- John Ruhlen, Secretary, Director, John Ruhlen & Associates
- Miki Payne, Treasurer, Director, H. B. Drollinger Co.
- William F. Allen, Director, HFH Ltd.
- Jack Davis, Director, Coldwell Banker Real Estate
- Sander de Wildt, Director, CB Richard Ellis
- Heather Lemmon, Real Estate Consultants -

II. Boundaries of the BID – 2014

The boundaries of the Westchester Town Center are the same as those presented in the Management District Plan (hereinafter "MDP") adopted by the City of Los Angeles. No changes are recommended. The District contains no benefit zones. A map of the District is included as Attachment I hereto.

III. Improvements and Activities - 2014

Westchester Town Center improvements and activities planned for 2014 are similar to those undertaken in the previous year and as described in the MDP adopted by the City of Los Angeles.

Ambassador Services

The District will continue to provide bicycle- and foot-patrol based Ambassador Program through one or more contracted vendors for a typical, selectively scheduled forty (40) hours per week. City National Security Services has been the regular service provider although other specialist firms have also been employed. The District's efforts to facilitate the coordination of services / solutions for its homeless population through a contractual relationship with the local non-profit organization People Assisting the Homeless or "PATH" will also continue.

Landscaping, Sanitation, and Beautification Services

Landscaping, sanitation, and beautification services along Sepulveda Boulevard and other streets in the District will continue as they have in the past. Westchester Town Center provides street sweeping, sidewalk pressure washing, trash collection, porter services, graffiti and sticker removal, landscaping, street tree trimming, and landscape lighting for the District. The District also maintains the Sepulveda Boulevard Flight Path Aviation Pioneer "walk of fame" plaques. On a special project basis the District may plant street trees or undertake special improvements as it has with the Westchester Streetscape Improvement Association in the last year. The District's vendors for the majority of these services have been Clean Streets Inc., Trimming Land Company, and Westchester Landscape Maintenance although others have been and will continue to be engaged as deemed to be in the best interests of providing effective and efficient District services.

Marketing and Promotions Services

With respect to "Marketing & Promotions," the District will continue its monthly Hometown News based "newsletter" communications and advertising / branding efforts, street light pole banners, website, and other activities. In addition, the District prepared and distributed by email a property owner newsletter in 2013 and will continue with that in the coming year. Primary District vendors for these services have included Dekra-Lite, Hometown News, Maleman Ink, and Buckman Design although others have been and will continue to be employed as deemed to be in the best interests of providing effective and efficient District services.

New Business Attraction Services

During the coming 2014 year, the District will continue to promote implementation in the LAWA Northside Landuse Plan Update based in part upon the findings of a Urban Land Institute TAPS Panel that the District sponsored to attract new business to the area.

Policy Development, District Management, and Administration Including Office and Uncollected Assessment / Contingency Reserves

The District will continue its focus on serving property and business owner interests through its policy development, management, and administration program. The provision of effective and efficient District improvements, activities, and services will be an on-going priority as will policy advocacy and coordination with the City Council Office, City staff, LAWA, local organizations including the LAX Coastal Chamber of Commerce, Neighborhood Council, Westchester Streetscape Improvement Association, LMU, Otis College of Art & Design, and others. Donald Duckworth, Duckworth Consulting, has served as the District's contract Executive Director.

Office, insurance, accounting, and other program support expenses will continue to be incurred in 2014 consistent with previous years.

Uncollected assessment / contingency reserves have been established for 2014 consistent with previous years to cover uncollected assessments and / or unexpected expenses.

IV. Costs of Providing Improvements and Activities in 2014

The 2014 Budget, including an estimated carry over cash balance of \$9,277 is presented in Attachment II hereto.

V. Method and Basis for Levying Assessments

The method and basis for levying 2014 assessments is as described in the Management District Plan and Engineer's Report adopted by the City of Los Angeles. WBIA did approve a 1% CPI increase of assessment rates effective in 2014. Consequently, District assessment rates formula for 2014 are as follows:

> District assessment formula (for most parcels) = $(\$0.0630 \times \text{square feet of parcel size on Sepulveda Boulevard}) + (\$0.0927 \times \text{square feet of improvements on Sepulveda Boulevard}) + (\$7.8030 \times \text{linear feet of frontage on Sepulveda Boulevard}) + (\$0.0315 \times \text{square feet of parcel size on any other street}) + (\$0.0464 \times \text{square feet of improvements on any other street}) + (\$3.9015 \times \text{linear feet of frontage on any other street}).$

> District assessment formula (for Long Term Airport Parking Parcels) =

(\$0.0630 X square feet of parcel size on Sepulveda Boulevard) + (\$7.8030 X linear feet of frontage on Sepulveda Boulevard) + (\$0.0315 X square feet of parcel size on any other street) + (\$3.9015 X linear feet of frontage on any other street).

> District assessment formula (for Fenced Vacant Lots) = (\$7.8030 X linear feet of frontage on Sepulveda Boulevard) + (\$3.9015 X linear feet of frontage on any other street).

> District assessment formula (for Open or Green Space Parcels and Multifamily Residential Parcels) = .81 X assessment as calculated under general formula.

VI. Amount of Surplus / Deficit From Previous Fiscal Year

Based upon projected year-end expenditures as of October 31, 2013, a surplus of \$9,277 is expected. These funds will be carried over for WBIA approved use in 2014. There was no deficit incurred in 2013.

Conclusion

On behalf of the WBIA Board of Directors, we would like to close this Annual Planning Report with a special comment of appreciation for the helpful and thoroughly professional staff assistance that we have received from the City Clerk's Office, Special Assessments Section over the years. The staff's expertise and cooperation has promoted the Westchester Town Center's success on behalf of its stakeholders, and is truly appreciated.

As we can answer any questions or assist further in any way, please contact either of the undersigned.

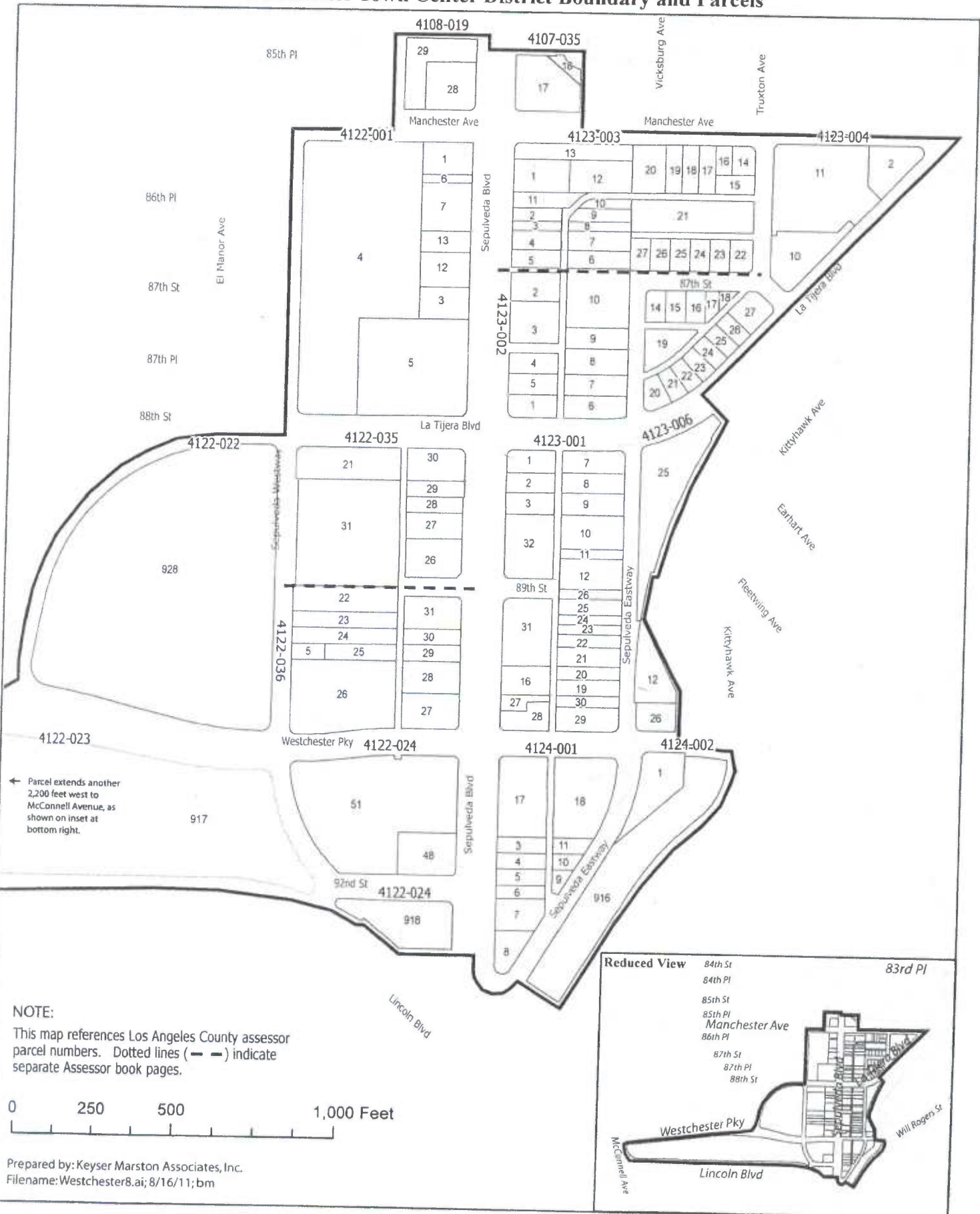
Sincerely,

Donald R. Duckworth
Executive Director

C: WBIA Board of Directors
Miranda Paster, Office of the City Clerk
Rick Scott, Office of the City Clerk

**ATTACHMENT I.
WESTCHESTER BID MAP 2014**

Westchester Town Center District Boundary and Parcels



**ATTACHMENT II.
WESTCHESTER TOWN CENTER BID
IMPROVEMENTS and ACTIVITIES BUDGET 2014**

WESTCHESTER PBID BUDGET PROCESS

Item	Renewal			Year #3 2014 MDP	Proposed 2014 Budget	Exe Dir Notes
	2011 Actual	Year #1 2012 MDP	Year #2 2013 MDP			
Beginning Balance					\$9,277	
Income		\$302,175	\$311,240	\$320,577	\$311,300	Actual revenue limits projected budget. 2% CPI 2015 increase anticipated.
Annual Budget Costs	0%				1%	
A. Ambassador		\$36,600	\$37,698	\$38,829	\$60,000	\$1/hr salary increase for Ambassador recommended est @ \$3,224/yr. Continues services at current levels.
Ambassador Services						
PATH						
B. Landscape Maintenance, Sanitation, & Beautification		\$101,575	\$104,622	\$107,761	\$120,000	Recommended budget continues services at current levels. Continues services at current levels & replaces 5 street trees. Individual projects as approved by WBIA.
Streetscape Maint						
Small Projects						
Broadleaf Tree Lighting Maint		\$87,551	\$87,551	\$87,551		
Broadleaf Tree Maint		\$0	\$0	\$0		
Palm Tree Lighting Maint		\$3,536	\$3,536	\$3,536		
Palm Tree Maint		\$3,100	\$3,100	\$3,100		
Decorative Plaque Maint		\$0	\$0	\$0		
Utilities		\$2,520	\$2,520	\$2,520		
Other		\$22,439	\$22,439	\$22,439		
C. Marketing & Promotions		\$48,000	\$49,440	\$50,923	\$35,000	Polishing & sealing all plaques.
HTN / Advertising						
Public Relations / Graphics Support						
Newsletter		\$4,800	\$4,800	\$4,800		\$400/mo
Street Banners		\$1,164	\$1,164	\$1,164		\$1,000/mo;
Website		\$1,060	\$1,060	\$1,060		\$150/mo
Local Thunder Business Promotion Program		\$2,153	\$2,153	\$2,153		Possible year around banner re-design & vendor bid?
WHITF		\$0	\$0	\$0		Business promotion for implementation in 2014.
Window Painting Competition		\$0	\$0	\$0		
Other		\$3,801	\$3,801	\$3,801		
D. New Business Attraction		\$10,000	\$10,300	\$10,609	\$5,577	Continues services at current levels.
E. Policy Dev, Management & Administration		\$62,000	\$63,860	\$65,776	\$60,000	Continues services at current levels.
F. Office, Insurance, Accounting & Other		\$34,000	\$35,020	\$36,071	\$30,000	Continues services at current levels.
Bookkeeping						
CPA		\$2,325	\$2,325	\$2,325		
Office Rent		\$8,606	\$8,606	\$8,606		
Telephone		\$4,200	\$4,200	\$4,200		
Insurance		\$0	\$0	\$0		
Reimbursable Expenses		\$7,810	\$7,810	\$7,810		
Other		\$4,414	\$4,414	\$4,414		
Sub Total		\$10	\$10	\$10		
G. Uncollected Assessment Reserve		\$292,175	\$300,940	\$309,968	\$310,577	
Sub Total		\$10,000	\$10,300	\$10,609	\$10,000	
GRAND TOTAL BUDGET		\$302,175	\$311,240	\$320,577	\$320,577	