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CITY CLERK

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EXECUTIVE OFFICER

City of Los Angeles



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January 13, 2016

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

Council District 3

**REGARDING: THE HISTORIC OLD TOWN CANOGA PARK (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 Historic Old Town Canoga Park Business Improvement District's ("District") 2016 fiscal year (CF 15-0258). 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 Historic Old Town Canoga Park 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 Historic Old Town Canoga Park Business Improvement District was established on November 4, 2009 by and through the City Council's adoption of Ordinance No. 180,982 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 large rollover of unspent funds from 2015. 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 26, 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

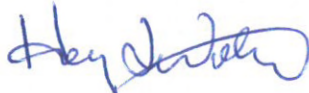
There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Historic Old Town Canoga Park 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 Historic Old Town Canoga Park 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 Historic Old Town Canoga Park Business Improvement District's 2016 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott
City Clerk

HLW:GRA:MCP:RMH:tkl

Attachment: Historic Old Town Canoga Park Business Improvement District's 2016 Fiscal Year Annual Planning Report

October 26, 2015

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

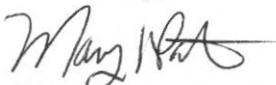
**SUBJECT: HISTORIC OLD TOWN CANOGA PARK PBID 2016 ANNUAL
PLANNING REPORT**

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 Historic Old Town Canoga Park Business Improvement District has caused this Historic Old Town Canoga Park Business Improvement District Annual Planning Report to be prepared at its meeting on October 26, 2015.

This report covers proposed activities of the Historic Old Town Canoga Park BID from January 1, 2016 through December 31, 2016.

Sincerely,



Mary Paterson
Executive Director
Historic Old Town Canoga Park Business Improvement District

Amended: 11/09/15



Historic Old Town Canoga Park
Business Improvement District
2016 Annual Planning Report

2016 Annual Planning Report

District Name

This report is for the Historic Old Town Canoga Park Business Improvement District (District). The District is operated by Canoga Park Improvement Association, 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 the October 26, 2015 District's Board of Director's meeting.

Boundaries

There are no changes to the District boundaries for 2016.

Benefit Zones

The District has two (2) benefit zones. For 2016 there will be no changes to the District's benefit zones.

2016 Improvements, Activities and Services

Security: \$45,500.00 - 16.74%

Our focus in 2016 will be to continue to work closely with the Los Angeles Police Department and our private security company, currently The Centurion Group. We will meet with both teams regularly to discuss needs of the area and where we should best focus our attention. We are doing research into security cameras. We will continue a process of documentation of specific security situations - in detail, which we hope will better serve the police when assigning their patrols.

We will continue to be a steady part of our Neighborhood and Business Watch.

Landscaping & Maintenance: \$79,000.00 - 29.06%

Within this Award-Winning category, we have one of our most successful and ongoing programs. This is our team of community service workers and supervisors who, on a daily basis, pick-up trash, change liners in our decorative receptacles, water plants, plant and trim trees, weed sidewalks and planters, sweep gutters and sidewalks, use of blower to clean sidewalks, graffiti removal and reporting, report illegal dumping, and other various projects. Sidewalk steam-cleaning. We will further developing our Greening Canoga Park Initiative

and hope to have more progress on our Green Alley Project. Historical Pride Plaque Project. We will continue the development and implementation of the native and succulent plant project throughout district.

Marketing, Promotions & Public Relations: \$47,000.00 - 17.29%

Continue a variety of marketing & promotional mediums that include:

- Ongoing development of our website, www.CanogaParkCal.com.
- Development/Airing of Commercials for cable.
- Holiday Decorations.
- Ads and articles in various publications (some paid some free).
- Participation and planning in events such as the Main Street Canoga Park Certified Farmer's Market, the St. Patrick's Day Celebration, Canoga Park Memorial Day Parade, Third Thursday, Clyde Porter Arts Day and the Main Street Canoga Park Día de Los Muertos Street Festival.
- To continue to promote our All-America City status.

New Business Attraction: \$8,000.00 - 02.94%

In this category our primary focus has been using the tool of our website, facebook and other social media. We are working with and will continue to do so, other community groups, i.e. the Canoga Park/West Hills Chamber of Commerce and Main Street Canoga Park on a committee whose focus is keeping the vacancies down and continuing to fill vacancies with quality services and businesses. We will continue with Third Thursday and the Canoga Park Art Walk where we create satellite art galleries to help property owners fill vacancies utilizing vacant storefronts.

Administration & Policy Development: \$62,000.00 -22.81%

This area encompasses everything from working with our council office to support new legislation for our area; working with various city agencies to keep Canoga Park on schedule for regular repairs and services; to leverage our funds by sharing costs with city or other entities for larger capital improvements as needed, continuing to meet with merchants and property owners to discuss and hopefully find solutions to any concerns about the area; applying for grants; help direct stakeholders to the proper agents of the city for their various needs.;

to continue to support local control of improvement dollars for our historic downtown Canoga Park Corridor; to continually create an improved property market value; to promote our new vision for our town in partnership with our merchants, property owners, city and state representatives and community; to continue to build on the strength of our BID Consortium, finding more efficient ways to streamline our programs and to communicate our needs. We will continue to work with our group, "The Canoga Park Coalition." This is a group made up of The Canoga Park Improvement Association, Main Street Canoga Park, The Canoga Park Neighborhood Council, The Canoga Park/West Hills Chamber of Commerce, the Canoga/Owensmouth Historical Society, and the Council Office. The purpose of this coalition is to coordinate our efforts for the greatest good of our District. This will allow us to be one voice with regard to issues with the City; to propose legislation; and to design, fund and implement various improvement projects. Also represented here is insurance, rent, utilities, supplies, office equipment, CPA fees including annual CPA reviewed financials, bookkeeper, office support staff, attorney fees, non-profit fees, taxes, etc.

Contingency/Reserve/ Uncollected Funds: \$30,357.24 -11.17%

This category includes City/County collection fees and additional projects the Owners' Association (BID) deems appropriate. The contingency is ancillary and necessary to the unimpeded delivery of the BID's programs and services.

This category also accounts for delays in assessment payments for any reason by property owners. When funds are received then they will be allocated to the various categories outlined in the management district plan.

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 a calculation of assessable square footage for two (2) Benefit Zones. Assessments are determined by lot square footage and linear frontage.

The assessment rates for 2016 are as follows:

Zone 1

Lot: \$0.1069 per square foot

Frontage: \$1.0609 per linear foot

Zone 2

Lot: \$0.1069 per square foot

The District's Management District Plan allows for a maximum annual assessment increase of 5%. The Board voted not to increase the assessment for 2016.

The District's 2016 Total Assessment is \$240,653.24.

Surplus Revenues

At the end of 2015, the District will have an estimated \$26,204.00 of surplus revenue that will be rolled over into 2016 budget. The District Board of Directors authorized the rollover at its October 26, 2015 meeting. The surplus funds will be mainly utilized to offset additional costs for holiday lighting and decorations as well as fund a portion of the Contingency budget category.

Anticipated Deficit Revenues

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

Contributions from Sources other than assessments: \$5,000

LADWP Grant for Holiday Lighting/Decorations

Appendix A

Historic Old Town Canoga Park Business Improvement District
2016 Annual Report
2016 Fiscal Year Activities Budget

Anticipated Assessment Revenue and Program Expenditures

2016 Revenue Sources

2016 Special Assessment	\$240,653.24	
2015 Carryover	\$26,204.00	
2016 Estimated Contributions/Other Sources	\$5,000.00	
2016 Total Estimate Revenue		\$271,857.24

2016 Budget Expenditures

Security	\$45,500.00	16.74%
Landscaping and Maintenance	\$79,000.00	29.06%
Marketing Promotions and Public Relations	\$47,000.00	17.29%
New Business Attraction	\$8,000.00	2.94%
Administration and Policy Development	\$62,000.00	22.81%
Contingency/Reserve Uncollected Funds	\$30,357.24	11.17%
2016 Total Estimated Expenditures		\$271,857.24 100.00%



