

HOLLY L. WOLCOTT  
CITY CLERK

GREGORY R. ALLISON  
EXECUTIVE OFFICER

# 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)

March 2, 2015

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 2015 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") 2015 fiscal year (CF 12-0071). 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 2015 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 attached Annual Planning Report, which was approved by the District's Board at their meeting on November 24, 2014, 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

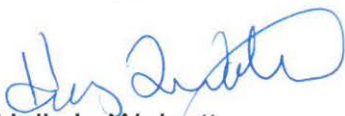
There is no impact to the General Fund associated with this action.

#### RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Historic Old Town Canoga Park Business Improvement District's 2015 fiscal year complies with the requirements of the State Law.
2. ADOPT the attached Annual Planning Report for the Historic Old Town Canoga Park Business Improvement District's 2015 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott  
City Clerk

HLW:GRA:MCP:RMH:ev

Attachment: Historic Old Town Canoga Park Business Improvement District's 2015 Fiscal Year Annual Planning Report

RECEIVED  
FEB 24 2015  
NBID



*November 24, 2014*

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 2015 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 of *November 24, 2014*.

This report covers proposed activities of the Historic Old Town Canoga Park BID from January 1, 2015 through December 31, 2015.

Sincerely,

*Paul A. Lewin*  
*President*

Historic Old Town Canoga Park Business Improvement District

Historic Old Town  
Canoga Park  
Business Improvement District

2015 Annual Planning  
Report

### **District Name**

This report is for the Historic Old Town Canoga Park Business Improvement District (District). The District is operated by the Canoga Park Improvement Association., a California non-profit corporation.

### **Fiscal Year of Report**

This report applies to the 2015 Fiscal year. The District Board of Directors approved the 2015 Annual Planning Report at the November 24, 2014 Board of Director's meeting.

### **Boundaries**

There are no changes to the District boundaries for 2015.

### **Benefit Zones**

The District has two benefit zones. For 2015 there will be no changes to the District's benefit zones.

## **2015 IMPROVEMENTS, ACTIVITIES AND SERVICES**

### **Security: \$60,000 (22.98%)**

The objective for security is to provide security services, which may include any combination of regular and noticeable vehicle, bicycle or foot patrols.

### **Landscaping & Maintenance: \$74,000 (28.34%)**

Sidewalk cleaning will be done on a weekly basis. Litter and debris pick up, as well as trash collection of sidewalk receptacles within the BID boundaries will be done on a daily basis. Weed abatement and graffiti removal will be provided as needed.

### **Marketing, Promotions & Public Relations: \$33,778 (12.94%)**

The District will provide for a comprehensive marketing effort conducted in coordination with private efforts and other community organizations to attract new customers to the assessed commercial properties in the BID.

### **New Business Attraction: \$9,830 (3.76%)**

The District provides for efforts to attract and recruit new businesses to the BID that would increase occupancy rates for the assessed properties within the BID and provide a more diverse array of goods and services to attract increased pedestrian traffic to benefit existing properties within the BID.

### **Administration & Policy Development: \$52,000 (19.92%)**

The District provides for a full time Executive Director to oversee the execution of the service plan and other required administrative functions including but not limited to preparing BID Activity Reports, financial statements and overseeing the BID website.

### **Contingency/Reserve/ Uncollected Funds: \$31,482 (12.06%)**

The Contingency/Reserve/Uncollected Funds budget 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.

**Total estimate of Cost for 2015:** A breakdown of the total estimated 2015 budget is attached to this report as **Appendix A**.

**Method and Basis of Levying the Assessment**

The Method and Basis for levying the 2015 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 2015 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

**(There is a 3% CPI increase for 2015)**

**Surplus Revenues**

At the end of 2014, the District will have an estimated \$14,936 of surplus revenue that will be rolled over into 2015 budget. The District Board of Directors authorized the rollover at the November 24, 2014 Board of Director's meeting.

**Anticipated Deficit Revenues**

There are no deficit revenues that will be carried over to 2015.

**Contributions from Sources other than assessments: \$5,500**

\$5,000 from the DWP for holiday decorations and \$500 from the Valley Cultural Center.

**APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDIURES FOR THE HISTORIC OLD TOWN CANOGA PARK BID- FY 2015**

	<b>Zone 1</b>	<b>Zone 2</b>	<b>Total</b>	
<b>2015 Assessments</b>	\$133,915	\$106,739	\$240,654	
<b>Estimated Carryover from 2014</b>	\$8,170	\$6,766	\$14,936	
<b>Other Income</b>	\$4,400	\$1,100	\$5,500	
<b>TOTAL ESTIMATED REVENUES</b>	<b>\$146,485</b>	<b>\$114,605</b>	<b>\$261,090</b>	
<b>2015 Estimated Expenditures</b>				<b>Pct.</b>
Security	\$33,380	\$26,620	\$60,000	22.98%
Landscaping & Maintenance	\$41,168	\$32,832	\$74,000	28.34%
Marketing, Promotions & Public Relations	\$20,025	\$13,753	\$33,778	12.94%
New Business Attraction	\$5,469	\$4,361	\$9,830	3.76%
Administration & Policy Development	\$28,929	\$23,071	\$52,000	19.92%
Contingency/Reserve/ Uncollected Funds	\$17,514	\$13,968	\$31,482	12.06%
<b>TOTAL ESTIMATED EXPENDITURES</b>	<b>\$146,485</b>	<b>\$114,605</b>	<b>\$261,090</b>	<b>100.00%</b>