

**SAN PEDRO PROPERTY OWNERS' ALLIANCE**

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Attachment 1

October 24, 2014

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

Subject: San Pedro Historic Waterfront 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 San Pedro Historic Waterfront Business Improvement District has caused this San Pedro Historic Waterfront Business Improvement District Annual Planning Report to be prepared at its meeting of October 1, 2014

This report covers proposed activities of the San Pedro Historic Waterfront BID from January 1, 2015 through December 31, 2015.

Sincerely,

STEPHEN A. ROBBINS  
Executive Director  
San Pedro Historic Waterfront Business Improvement District

San Pedro  
Historic Waterfront  
Business Improvement District

2015 Annual Planning Report



# 2015 Annual Planning Report

## DISTRICT NAME

This report is for the San Pedro Historic Waterfront Waterfront Business Improvement District (District). The District is operated by San Pedro Historic Property Owners' Alliance (SPPOA), a private 501 (c)(6) non-profit organization.

## 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 October 1, 2014 Board of Directors' 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

### PEDESTRIAN AND TOURIST AMBASSADOR SERVICE:                    \$384,447 (37.1%)

The ambassador service will continue to assist customers, pedestrians, tourists, tenants and residents by answering questions, providing directions and referrals, and distributing maps and information about the district area. The ambassadors' service will promote commercial and recreational opportunities that are provided on publicly and privately owned individually assessed parcels throughout the District boundaries. The ambassadors' presence is intended to create and enhance pedestrian perceptions of comfort and safety in an effort to specially benefit individually-assessed parcels by improving commerce on those parcels.

Transportation linkages will continue to connect the waterfront and traditional downtown San Pedro. The PBID will continue providing shuttle transit service between the Battleship IOWA Museum, the Los Angeles Maritime Museum, Ports O'Call Village, and downtown locations in the district. The shuttle service will continue to supplement, not supplant, the other existing transportation services which operate on a limited basis in the district. Shuttle services will specially benefit individually-assessed parcels by increasing access to and improving commerce on those parcels.

Uniformed ambassadors will also supplement, not supplant, the services of and work closely with the Los Angeles Police Department and Port Police Department in the district. Their presence will help prevent, deter, and report illegal activities in the District.

To effectively address issues that arise from the transient and homeless population in the District boundaries, the PBID will fund homeless service coordination. Coordination and referral services that are provided by various social service organizations will improve the

effectiveness of the District's services. The District will facilitate the presence of social service agencies dedicated to assisting the homeless. These services will specially benefit individually-assessed parcels by creating a safer environment and enhancing pedestrians' perceptions of comfort and safety, thereby increasing commerce on those parcels.

Pedestrian kiosks will be staffed (selectively) and maintained. Kiosk ambassadors will provide pedestrians with information, directions, brochures, flyers and other relevant collateral to increase visitation to the District. The kiosks are located at the cruise terminals, Battleship IOWA Museum and Crafted at the Port of LA.

**SANITATION, CLEANING AND BEAUTIFICATION: \$268,908 (25.9%)**

Sanitation, cleaning, and beautification programs will maintain the uniform standard of operation, cleanliness and beauty throughout the District. Activities will continue to include: sidewalk sweeping, monthly sidewalk pressure washing; street sweeping; pet litter bag stations; cleaning of vacant lots; painting of fixtures including fire hydrants; graffiti removal; street litter and illegal dumping pick-up; cleaning bus shelters and bus stops; street and alley cleaning patrols to remove litter, graffiti, stickers, and weeds; irrigation, operation, and trimming and cleaning of landscaping including trees and tree wells, art, lighting and other streetscape improvements; street tree "twinkle" lighting, holiday decorations and enhanced alley lighting.

These services will be provided on rights-of-way, parkways, and medians surrounding the Maritime Museum; and the Ports O'Call Village; and rights-of-way, parkways, medians, easements, and parking lots within the District.

The District will continue endeavoring to leverage public agency and private funds, as well as using its own budget, to further encourage commerce and install landscaping and beautification improvements throughout the District for the benefit of all individually-assessed parcels within the District. All such improvements shall provide an aesthetically improved visual to the District to further encourage homeowners, renters and pedestrians to use the District's resources.

These services will only be provided to individually-assessed parcels within the District boundaries, and will create a special benefit to those parcels by increasing pedestrian and automobile traffic within the District, which will increase commerce and attract and retain businesses within the District. Parcels outside of the District boundaries will not receive these services nor any benefit from these services.

**MARKETING, PROMOTIONS AND WATERFRONT SPECIAL EVENTS: \$171,100 (16.5%)**

Marketing, promotions, events, signing and public relations initiatives will build upon the established District identity. Activities will continue to focus on waterfront attractions, tourism, and weekend and holiday special events. Events and activities will be planned and conducted along the waterfront, adjacent parking lots, adjacent streets, and throughout the District area. Other initiatives may include: website updates and operation, newsletter publication, graphics program development, branding and marketing program development, printing and advertising, public relations activities, special events and activities, advertisements, and placement of promotional materials in various media. Events may include waterfront concerts, food festivals, maritime displays, military resource displays, and sports activities. The District programs will not duplicate any marketing or promotions currently provided by others.

The District marketing and promotions efforts will only be provided for individually-assessed parcels within the District boundaries, and will provide a special benefit to those parcels by increasing pedestrian and automobile traffic within the District, which will increase commerce and attract and retain businesses in the District. Parcels outside of the District boundaries will not receive these services or any special benefit from these services.

**POLICY DEVELOPMENT, DISTRICT MANAGEMENT AND ADMIN: \$194,911 (18.8%)**

District activities will continue to be managed by a professional manager who is assisted by centralized administrative support. Management positions within the District include an executive director and a marketing/tourism manager. These positions may be employees or contractors at the discretion of the owners' association board of directors.

The staff will provide professional policy development serving District interests on a broad scale. Efforts to build upon existing, and create new, partnerships with governmental, non-profit, and private section organizations will benefit the District. Knowledgeable and effective participation in the elaborate, rigorous, and political competition for limited resources will produce special benefits for the District. It will also help propose and develop solutions to District issues such as parking, signage, and code enforcement.

The District will continue efforts to attract and recruit businesses to the District. This program will include preparation of public relations and promotional materials; marketing programs and activities; market and economic analysis, forecasts, and development plans; and targeted outreach.

The professional development, management, and administration services only exist for District purposes and will only address matters for the special benefit of individually-assessed parcels within the District boundaries.

Various District office supply, material, insurance, service, and other necessary expenses are included in this budget category.

**CONTINGENCY AND RENEWAL: \$17,675 (1.7%)**

The balance of funds from the District's budget after expenses will be retained in a contingency fund to cover the costs of uncollected assessments, unanticipated or increased program costs, and variations in the market price of District 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 building and parcel square footage for two (2) Benefit Zones – one zone for properties east of Harbor Blvd. and one zone for properties west of Harbor Blvd., with differing rates for commercial and residential parcels depending on type and frequency of service and benefit received.

**San Pedro Historic Waterfront 2015 Assessment rates:**

**CPI Increase (3% max): 3%**

**Commercial Parcels**

**Zone 1A**

Parcel: 0.1093

Building: 0.1585

**Zone 1B**

Parcel: 0.05462

Building: 0.0793

**Zone 2:**

Building: 0.0567

**Residential Parcels**

**Zone 1A**

Parcel: 0.1093

Building: 0.0793

The District's Management District Plan allows for a maximum annual assessment increase of 3%. The Board voted a 3% increase for 2015.

**The District's 2015 Total Assessment is \$1,017,041.**

**SURPLUS REVENUES**

At the end of 2014, the District will have no surplus revenue that will be rolled over into 2015 budget.

**ANTICIPATED DEFICIT REVENUES**

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

**CONTRIBUTIONS FROM SOURCES OTHER THAN ASSESSMENTS: \$20,000**

Revenues from other sources will be used to augment the District's activities. These additional sources are:

Interest Income	\$5,000
Partnership Programs	\$10,000
Other Income (parking)	\$5,000

Appendix A

**SAN PEDRO HISTORIC WATERFRONT  
BUSINESS IMPROVEMENT DISTRICT  
2015 ANNUAL REPORT  
2015 FISCAL YEAR ACTIVITIES BUDGET**

**2015 Revenue Sources**

2015 Special Assessments	\$1,017,041	
2014 Carryover	\$0	
2015 Estimated Contributions/Other Sources	\$20,000	
<b>2015 Estimated Revenue</b>		<b>\$1,037,041</b>

**2015 Budget Expenditures**

Pedestrian & Tourist Ambassador Services	\$384,447	37.07%
Sanitation, Cleaning & Beautification	\$268,908	25.93%
Marketing, Promotions & Waterfront Special Events	\$171,100	16.50%
Policy Development, District Management & Administration	\$194,911	18.80%
Contingency & Renewal	\$17,675	1.70%
<b>2015 Total Estimated Expenditures</b>		<b>\$1,037,041</b>

Appendix A (simplified)

San Pedro Historic Waterfront Business Improvement District  
2015 Annual Report  
2015 Fiscal Year Activities Budget

Anticipated Assessment Revenue and Program Expenditures

**2015 Revenue Sources**

2015 Special Assessment	\$1,017,041.00	
2014 Carryover	\$0.00	
2015 Estimated Contributions/Other Sources	\$20,000.00	
<b>2015 Total Estimated Revenue</b>		<b>\$1,037,041.00</b>

**2015 Budget Expenditures**

Pedestrian and Tourist Ambassador Service	\$384,447.00	37.07%
Sanitation, Cleaning and Beautification	\$268,908.00	25.93%
Marketing, Promotions and Waterfront Special Events	\$171,100.00	16.50%
Policy Development , District Management, and Administration	\$194,911.00	18.79%
Contingency and Renewal	\$17,675.00	1.70%
<b>2015 Total Estimated Expenditures</b>		<b>\$1,037,041.00</b> 100.00%

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