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CITY CLERK

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EXECUTIVE OFFICER

# City of Los Angeles

CALIFORNIA



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February 3, 2017  
Honorable Members of the City Council  
City Hall, Room 395  
200 North Spring Street  
Los Angeles, California 90012

Council Districts 4,13

## REGARDING:

### THE EAST HOLLYWOOD (PROPERTY BASED) BUSINESS IMPROVEMENT DISTRICT'S 2017 FISCAL YEAR ANNUAL PLANNING REPORT

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the East Hollywood Business Improvement District's ("District") 2017 fiscal year (CF 09-3027). The owners' association of the District has caused to be prepared the Annual Planning Report for City Council's consideration. In accordance with the Property and Business Improvement District Law of 1994, California Streets and Highways Code Section 36650, an Annual Planning Report for the District must be submitted for approval by the City Council. The East Hollywood Business Improvement District's Annual Planning Report for the 2017 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

## BACKGROUND

The East Hollywood Business Improvement District was established on July 20, 2011 by and through the City Council's adoption of Ordinance No. 181881 which confirmed the assessments to be levied upon properties within the District, as described in the District's Management District Plan. The 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 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 15, 2016, 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 East Hollywood Business Improvement District's 2017 fiscal year complies with the requirements of the State Law
2. FIND the the increase in the 2017 budget concurs with the intentions of the East Hollywood 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 East Hollywood Business Improvement District's 2017 fiscal year, pursuant to the State Law.

Sincerely,



Shannon D. Hoppes

Executive Officer

Attachment:

East Hollywood Business Improvement District's 2017 Fiscal Year Annual Planning Report

January 30, 2017

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

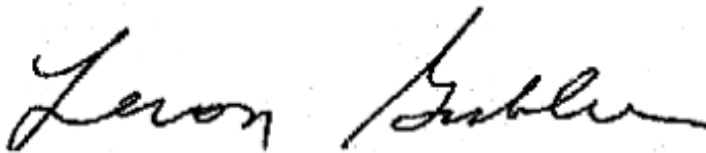
Subject: East Hollywood PBID 2017 Annual Planning Report

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 East Hollywood Business Improvement District has caused this East Hollywood Business Improvement District Annual Planning Report to be prepared at its meeting on November 15, 2016.

This report covers proposed activities of the East Hollywood BID from January 1, 2017 through December 31, 2017.

Sincerely,

A handwritten signature in black ink that reads "Leron Gubler". The signature is written in a cursive style and is positioned to the left of a vertical line.

Leron Gubler  
President and CEO  
Hollywood Chamber of Commerce

East Hollywood  
Business Improvement District

2017 Annual Planning Report

### **District Name**

This report is for the East Hollywood Business Improvement District (District). The District is operated by the Hollywood Chamber of Commerce, a California non-profit corporation.

### **Fiscal Year of Report**

The report applies to the 2017 Fiscal Year. The District Board of Directors approved the 2017 Annual Planning Report at the November 15, 2016 Board of Director's meeting.

### **Boundaries**

There are no changes to the District boundaries for 2017.

### **Benefit Zones**

There are no changes to the District's benefit zone(s) for 2017.

### **2017 IMPROVEMENTS, ACTIVITIES AND SERVICES**

#### **Streetscape/Landscape: \$114,306.89 (37.00%)**

Streetscape and landscape projects include tree planting, and weed removal throughout the District, maintaining aesthetic quality, painting streetlight poles, and landscaping.

#### **Maintenance: \$95,772.00 (31.00%)**

Maintenance services include tree trimming, sidewalk cleaning, median landscape maintenance, trash receptacle cleaning and litter removal.

#### **Administration/Advocacy: \$55,610.00 (18.00%)**

The District's administrative staff will represent the area in support of policies, initiatives and legislative actions that enhance the District's ability to develop as a vibrant commercial area.

#### **Marketing and Promotion: \$33,984.00 (11.00%)**

The District will have a unified marketing and promotion program that will include marketing, promotions and business advocacy. Goals of this program include increased customer traffic and sales.

#### **Contingency: \$9,269.00 (03.00%)**

The purpose of Contingency 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.

### **Total Estimate of Cost for 2017**

A breakdown of the total estimated 2017 budget is attached to this report as **Appendix A**.

### **Method and Basis of Levying the Assessment**

The Method for levying the 2017 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 footage for three (3) Benefit Zones. Assessments are determined by lot square footage and linear frontage. The assessment rates for 2017 are as follows:

#### Zone 1

Lot: \$0.0687 per square foot

Frontage: \$0.0643 per linear foot

#### Zone 2

Lot: \$0.0344 per square foot

Frontage: \$ 0.0322 per linear foot

#### Zone 3

Lot: \$0.0186 per square foot

Frontage: \$ 0.0174 per linear foot

**(There is a 3% CPI increase for 2017)**

### **Surplus Revenues: \$79,000.00**

Rollover from 2016 due to anticipated upcoming projects.

### **Anticipated Deficit Revenues**

There are no deficit revenues that will be carried over to 2017.

### **Contribution from Sources other than assessments: \$0.00**

**APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE East Hollywood BID- FY 2017**

	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Total</b>	
<b>2017 Assessments</b>	\$121,317.00	\$84,089.89	\$24,535.00	<b>\$229,941.89</b>	
<b>Estimated Carryover from 2016</b>	\$41,870.00	\$29,230.00	\$7,900.00	<b>\$79,000.00</b>	
<b>Other Income</b>	\$0.00	\$0.00	\$0.00	<b>\$0.00</b>	
<b>Total Estimated Revenues</b>	<b>\$163,187.00</b>	<b>\$113,319.89</b>	<b>\$32,435.00</b>	<b>\$308,941.89</b>	
<b>2017 Estimated Expenditures</b>					<b>Pct.</b>
<b>Streetscape/Landscape</b>	\$60,378.00	\$41,927.89	\$12,001.00	<b>\$114,306.89</b>	<b>37.00%</b>
<b>Maintenance</b>	\$50,588.00	\$35,129.00	\$10,055.00	<b>\$95,772.00</b>	<b>31.00%</b>
<b>Administration/Advocacy</b>	\$29,374.00	\$20,398.00	\$5,838.00	<b>\$55,610.00</b>	<b>18.00%</b>
<b>Marketing and Promotion</b>	\$17,951.00	\$12,465.00	\$3,568.00	<b>\$33,984.00</b>	<b>11.00%</b>
<b>Contingency</b>	\$4,896.00	\$3,400.00	\$973.00	<b>\$9,269.00</b>	<b>03.00%</b>
<b>Total Estimated Expenditures</b>	<b>\$163,187.00</b>	<b>\$113,319.89</b>	<b>\$32,435.00</b>	<b>\$308,941.89</b>	<b>100%</b>

\*\* Non-regular budget item, not calculated as part of budget percentage.