

COMMUNICATION

File No. 10-0154

TO: LOS ANGELES CITY COUNCIL

FROM: COUNCILMEMBER RICHARD ALARCÓN, CHAIR
JOBS AND BUSINESS DEVELOPMENT COMMITTEE

COMMUNICATION FROM CHAIR, JOBS AND BUSINESS DEVELOPMENT COMMITTEE relative to the formation of the Echo Park Improvement District (BID).

Recommendations for Council action pursuant to Motion (Garcetti - Reyes) and SUBJECT TO THE APPROVAL OF THE MAYOR:

1. ALLOCATE up to \$40,000 from the Business Improvement District Trust Fund No. 659, subject to terms and conditions as described in the City's BID Policy documents, to be used for professional consulting services, including: to collect, categorize and interpret data; to design and conduct interviews and surveys; to organize meetings and prioritize community needs; to identify and develop alternative assessment district boundaries and formulas; to prepare all required reports and documents; to create a nonprofit service provider, as necessary; and to coordinate the process to establish the proposed Echo Park BID.
2. AUTHORIZE the City Clerk to accept \$40,000 from the Echo Park Chamber of Commerce or other entity as matching funds for the consultant study.
3. AUTHORIZE the City Clerk to issue a Request For Proposals (RFP) for the hiring of a consultant, and to prepare, execute, and administer a contract between the City and the selected consultant, subject to the approval of the City Attorney as to form and legality, in an amount not to exceed \$80,000 for consultant activities and expenses for the process to establish the proposed Echo Park BID.
4. AUTHORIZE the City Clerk to make clarifications or technical corrections to the funding transfer instructions, as described above in Recommendation Nos. 1-3, as may be necessary to implement the intent of this Motion

Fiscal Impact Statement: Not applicable.

Community Impact Statement: None submitted

SUMMARY

On March 23, 2010, the Chair of the Jobs and Business Development Committee considered a Motion (Garcetti - Reyes) relative to the formation of the Echo Park BID. According to the Motion, the Echo Park BID would serve the local business community by providing increased security, homeless services, beautification, and streetscape maintenance. Establishment of the BID is expected to revitalize the local economy and is a positive step towards neighborhood renewal. The BID is strongly supported by the Los Angeles Police Department, Council District 13, Council District 1, Echo Park Security Association, and local businesses.

After consideration and having provided an opportunity for public comment, the Committee

Chair moved to recommend approval of the Motion as detailed above Recommendation Nos. 1-4. This matter is now submitted to Council for its consideration.

Respectfully submitted,

Councilmember Richard Alarcón, Chair
Jobs and Business Development Committee

<u>MEMBER</u>	<u>VOTE</u>
ALARCON:	YES
PARKS:	ABSENT
KREKORIAN:	ABSENT

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CDs 1 & 13

- Not Official Until Council Acts -