

HOLLY L. WOLCOTT  
CITY CLERK

-----  
SHANNON D. HOPPE  
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)

February 13, 2017  
Honorable Members of the City Council  
City Hall, Room 395  
200 North Spring Street  
Los Angeles, California 90012

Council Districts 3

## REGARDING:

THE HISTORIC OLD TOWN CANOGA PARK (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 Historic Old Town Canoga Park Business Improvement District's ("District") 2017 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 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 Historic Old Town Canoga Park 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 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. 180982 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 an 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 October 21, 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

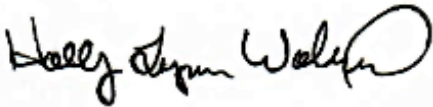
There is no impact to the General Fund associated with this action.

### RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Historic Old Town Canoga Park Business Improvement District's 2017 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 2017 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott  
City Clerk

Attachment:

Historic Old Town Canoga Park Business Improvement District's 2017 Fiscal Year Annual Planning Report

February 13, 2017

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 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 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 21, 2016.

This report covers proposed activities of the Historic Old Town Canoga Park BID from January 1, 2017 through December 31, 2017.

Sincerely,

A handwritten signature in black ink that reads "Mary Paterson". The signature is written in a cursive style with a long horizontal line extending to the right.

Mary Paterson  
Executive Director  
Canoga Park Improvement Association

# Historic Old Town Canoga Park Business Improvement District

2017 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**

The report applies to the 2017 Fiscal Year. The District Board of Directors approved the 2017 Annual Planning Report at the October 21, 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**

#### **Security: \$58,000.00 (23.09%)**

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: \$73,634.00 (29.32%)**

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: \$32,778.00 (13.05%)**

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: \$8,831.00 (3.52%)**

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: \$47,466.00 (18.90%)**

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: \$30,445.42 (12.12%)**

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 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 square footage for two (2) Benefit Zones. Assessments are determined by lot square footage and linear frontage. The assessment rates for 2017 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 No CPI increase for 2017)**

**Surplus Revenues: \$10,500.00**

we need funds to get us through until assessments come in late January or February

**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 Historic Old Town Canoga Park BID- FY 2017**

	<b>Zone 1</b>	<b>Zone 2</b>	<b>Total</b>	
<b>2017 Assessments</b>	\$133,915.42	\$106,739.00	<b>\$240,654.42</b>	
<b>Estimated Carryover from 2016</b>	\$8,000.00	\$2,500.00	<b>\$10,500.00</b>	
<b>Other Income</b>	\$0.00	\$0.00	<b>\$0.00</b>	
<b>Total Estimated Revenues</b>	<b>\$141,915.42</b>	<b>\$109,239.00</b>	<b>\$251,154.42</b>	
<b>2017 Estimated Expenditures</b>				<b>Pct.</b>
<b>Security</b>	\$32,380.00	\$25,620.00	<b>\$58,000.00</b>	<b>23.09%</b>
<b>Landscaping &amp; Maintenance</b>	\$40,168.00	\$33,466.00	<b>\$73,634.00</b>	<b>29.32%</b>
<b>Marketing, Promotions &amp; Public Relations</b>	\$20,025.00	\$12,753.00	<b>\$32,778.00</b>	<b>13.05%</b>
<b>New Business Attraction</b>	\$5,470.00	\$3,361.00	<b>\$8,831.00</b>	<b>3.52%</b>
<b>Administration &amp; Policy Development</b>	\$26,395.00	\$21,071.00	<b>\$47,466.00</b>	<b>18.90%</b>
<b>Contingency/Reserve/ Uncollected Funds</b>	\$17,477.42	\$12,968.00	<b>\$30,445.42</b>	<b>12.12%</b>
<b>Total Estimated Expenditures</b>	<b>\$141,915.42</b>	<b>\$109,239.00</b>	<b>\$251,154.42</b>	<b>100%</b>

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