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CITY CLERK

SHANNON D. HOPPE
EXECUTIVE OFFICER

City of Los Angeles

CALIFORNIA



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January 11, 2017
Honorable Members of the City Council
City Hall, Room 395
200 North Spring Street
Los Angeles, California 90012

Council Districts 4, 5, 13

REGARDING:

THE HOLLYWOOD MEDIA DISTRICT (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 Hollywood Media District Business Improvement District's ("District") 2017 fiscal year (CF 12-0963). 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 Hollywood Media District 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 Hollywood Media District Business Improvement District was established on July 30, 2014 by and through the City Council's adoption of Ordinance No. 183155 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 27, 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 Hollywood Media District 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 Hollywood Media District 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 Hollywood Media District Business Improvement District's 2017 fiscal year, pursuant to the State Law.

Sincerely,



Shannon D. Hoppes
Executive Officer

Attachment:

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

December 14, 2016

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

Subject: Hollywood Media District 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 Hollywood Media District Business Improvement District has caused this Hollywood Media District Business Improvement District Annual Planning Report to be prepared at its meeting on October 27, 2016.

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

Sincerely,

A handwritten signature in cursive script that reads "Lisa Schechter".

Lisa Schechter
Executive Director
Hollywood Media District Property Owners

Hollywood Media District Business Improvement District

2017 Annual Planning Report

District Name

This report is for the Hollywood Media District Business Improvement District (District). It is operated by Hollywood Media District Property Owners Association, Inc., a private non-profit organization.

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 27, 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 Services: \$323,011.00 (21.84%)

The streetscape service program involves a contract with the District's maintenance vendor, Hollywood Beautification Team. Services and priorities are guided by the Board and the Clean & Green Committee. Uniformed clean teams will provide enhanced maintenance services, including sidewalk/gutter sweeping and litter removal, bus stop cleaning, sidewalk washing, graffiti removal and "Rapid Response Team" for cleanup of unusual maintenance problems, ranging from illegal dumping to graffiti tagging. The core services contract amounts to \$323,011 annually.

A higher frequency of maintenance service is proposed for the "Premium Service Areas" since these areas have higher traffic counts, public bus service and significantly more usage by pedestrians. The premium service areas include Highland Avenue, Santa Monica Boulevard, and La Brea Avenue.

In addition, this year, funds will be allocated for maintenance and landscaping related services, apart from the core maintenance contract. The board along with the Clean & Green Committee will be looking at refurbishing the Highland Medians with California friendly drought tolerant plants and upgraded irrigation system. Other expenditures anticipated include tree trimming, purchase of additional trash receptacles, and other similar projects to beautify the District in accordance with the approved Management District Plan.

Security: \$866,259.00 (58.58%)

The security program funds the following service: Bike patrols and vehicle patrols. The security vendor is Universal Protection Services. The Safe Committee recently updated the existing security contract (effective 8/1/2016) to increase the hourly rate for the patrol staff to be more competitive and create job retention in the District.

The contract calls for the following:

- 24/7 patrol service (Full Deployment 12 officers/1 captain)
- Deployment schedule is subject to change at the discretion of the Board and Safe Committee

The security headquarters continues to be housed at 7000 Romaine Street with the rent donated.

This past year, the Safe Committee made the determination to cancel the existing maintenance contract with Metro Video Systems in El Segundo for the five (5) surveillance cameras, donated to the Los Angeles Police Department, to provide enhanced public safety services. The determination was made to cancel the existing contract due to the function obsolescence of the camera system. A net savings of \$14,488. Additionally, the security team did not have full deployment of officers during calendar year 2016 resulting in a savings at year end.

Safe Committee meetings address a full range of issues: loitering, public urination, drinking in public, prostitution, vandalism, graffiti, and quality of life issues.

Improvements and Marketing: \$71,319.40 (04.82%)

Improvements and marketing activities will aim to improve the overall business image of the district with the goal of attracting and retaining businesses, jobs and investment. Initiatives must be designed to provide collective benefits to businesses and property owners. This budget category allows for the funding of general consulting, marketing, and special improvements within the District. While annual work programs and budgets will be developed in collaboration with targeted stakeholders and approved by the owner's association, programs will be selected from a variety of options that may include the following:

- The production and distribution of a quarterly newsletter, intended primarily for District assessment paying stakeholders and interested community members;
- The hosting, maintenance and enhancement of the Hollywood Media District's website, www.mediadistrict.org which is in development with anticipated launch in 1st quarter 2017;
- Distribution of collateral materials developed in 2016/2017;

- Non profit community participation, working initiatives; or
- District promotion at the discretion of the board of directors.

BID Management & Administration: \$218,209.00 (14.76%)

The Hollywood Media District Property Owners' Association will be the manager for the Business Improvement District activities and improvements. The Owners' Association shall implement programs, including coordination of sub-contracts with vendors as deemed appropriate. The BID will comply with the Ralph M. Brown Act, Sec 54950 et seq, California Government Code, the California Public Records Act, and all other applicable Codes and Regulations related to BIDs.

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 assessment rates are based on the anticipated benefit to be derived by each individual parcel within the boundary of the District. The rates for the Premium Area are: street frontage = \$5.50 per linear ft., land area = \$0.06715 per sq. ft., and building area = \$0.06715 per sq. ft.; standard area: street frontage = \$2.75 per linear ft., land area = \$0.06715 per sq. ft., and building area = \$0.06715 per sq. ft.

(There is No CPI increase for 2017)

Surplus Revenues: \$410,000.00

Anticipated cash on hand at year end 12/31/2016 is \$410,000 consists of \$173,000 rollover monies, \$166,000 past due state special assessment collection, and \$71,000 for the Theatre Row Medallion Project. The estimated roll over of \$173,000 is a result of security staff not in full deployment during calendar year 2016.

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 Hollywood Media District BID- FY 2017

2017 Assessments	\$1,068,798.40	
Estimated Carryover from 2016	\$410,000.00	
Other Income	\$0.00	
Total Estimated Revenues	\$1,478,798.40	
2017 Estimated Expenditures		Pct.
Streetscape Services	\$323,011.00	21.84%
Security	\$866,259.00	58.58%
Improvements and Marketing	\$71,319.40	04.82%
BID Management & Administration	\$218,209.00	14.76%
Total Estimated Expenditures	\$1,478,798.40	100%