

HOLLY L. WOLCOTT
CITY CLERK

PETTY F. SANTOS
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 395
Los Angeles, CA. 90012
(213) 978-1099
FAX: (213) 978-1130

PATRICE LATTIMORE
DIVISION MANAGER

clerk.lacity.org

December 1, 2020

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 2021 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") 2021 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 2021 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 31, 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 November 19, 2020, 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

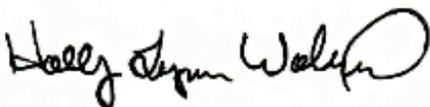
There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Hollywood Media District Business Improvement District's 2021 fiscal year complies with the requirements of the State Law
2. FIND that the increase in the 2021 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 2021 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott
City Clerk

Attachment:

Hollywood Media District Business Improvement District's 2021 Fiscal Year Annual Planning Report

December 1, 2020

Holly L. Wolcott, City Clerk
Office of the City Clerk
200 North Spring Street, Room 395
Los Angeles, CA. 90012

Subject: Hollywood Media District PBID 2021 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 November 19, 2020.

This report covers proposed activities of the Hollywood Media District BID from January 1, 2021 through December 31, 2021.

Sincerely,

David Bass

David Bass

Hollywood Media District Property Owners

Hollywood Media District Business Improvement District

2021 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 2021 Fiscal Year. The District Board of Directors approved the 2021 Annual Planning Report at the November 19, 2020 Board of Director's meeting.

Boundaries

There are no changes to the District boundaries for 2021.

Benefit Zones

There are no changes to the District's benefit zone(s) for 2021.

2021 IMPROVEMENTS, ACTIVITIES AND SERVICES

Streetscape Services: \$306,771.68 (25.00%)

Uniformed clean teams will provide enhanced maintenance services, including sidewalk sweeping and litter removal, bus stop cleaning, sidewalk washing, graffiti removal and “Rapid Response Team” for clean-up of unusual maintenance problems, such as illegal dumping. 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.

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The District will continue to contract with CleanStreet, a third party urban maintenance company. Uniformed clean teams will provide enhanced maintenance street, sidewalk, landscaping and other maintenance and cleaning services throughout the District. The work will include sidewalk sweeping and litter removal; sidewalk pressure washing and sanitation; removal of waste and garbage abandoned by people living on sidewalks (in a manner consistent with applicable laws and policies): bus stop cleaning; graffiti removal; and a “Rapid Response Team” for clean-up requests reported by stakeholders or identified by the District’s Executive Director or cleaning staff. Those requests eliminate unusual maintenance problems, such as illegal dumping, abandoned large pieces of garbage and junk, and other unhealthy conditions. The District’s cleaning team seeks to respond to such requests within 90 minutes of any call for cleanup.

In sum, core maintenance services include the following:

- Daily street, sidewalk and gutter sweeping
- Sidewalk pressure washing, sanitation and bus shelter pressure washing
- Daily trash removal from approximately 60 receptacles in the District
- Removal on demand of specific garbage or filth accumulation by requests from Stakeholders or identified by District clean teams
- Graffiti removal as requested or identified by stakeholders or District staff
- Landscape maintenance, including tree wells, medians and new trees planted by the District
- Tree trimming on major streets and other areas in the District

Security: \$625,814.22 (51.00%)

Uniformed security patrols will provide a variety of public safety services by assisting visitors and employees, support police crime prevention efforts to reduce the incidence of crime and reduce nuisance activities, and productively address the challenges associated with street populations. Deployment of safety patrols will include both bicycle and auto patrols. The proposed service frequencies for public safety deployment will be 24 hours/day - 7 days/week. Patrols will be deployed throughout the district. Deployment will include regular patrols plus redeployment as needed to respond to calls for service and trouble spots.

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The District will continue to hire AGS Security Company (“AGS”) to provide uniformed officers to patrol the District. The officers will continue to be unarmed. The officers will provide a variety of public safety services by (i) assisting visitors and employees, (ii) support police crime prevention efforts to reduce the incidence of crime, (iii) reduce nuisance activities, and (iv) address the challenges associated with people living on the sidewalks. Deployment of safety patrols will include both bicycle and one auto patrol by car, when necessary. The District owns one patrol car. Patrols will be deployed throughout the District based on a schedule and route established and adjusted by AGS and the District staff. Deployment will include regular patrols plus redeployment as needed to respond to calls for service and areas of need. The security patrol will also make an effort to meet members of the businesses in the District for the purpose of informing each of the services of the District.

In sum, the services by AGS include the following:

- Average total patrol of 325 hours per week for bike officers, including one sergeant and two captains
- Total staff of eleven (11), two (2) captains and nine (9) officers (each working on foot and bicycle)
- Regular review of the schedule and needs by District Executive Director, the Safe Committee and Board of Directors

Improvements and Marketing: \$134,979.54 (11.00%)

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. 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:

- **Parking Availability:** The BID may support initiatives to better manage and increase the parking supply for area businesses.
- **Street Beautification:** The BID may pursue options to improve the visual appearance of the district including decorative banners, landscaping and trees, attractive directional signage and gateways.
- **Marketing and Community Relations:** The BID may carry out initiatives that strengthen the Hollywood Media District image. Examples include the district website targeting the informational needs of HMD BID property owners and business tenants and publication of the district newsletter for HMD BID property and business owners.

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The District has enhanced its marketing presence. These new programs will continue developing during 2021. The focus of the marketing work is to present through the website, newsletters and social media the business activities, development of the District and services of the District. The District will continue to develop and refine these avenues of communication to the stakeholders, businesses and visitors to the District.

Marketing and Community Relations

The District creates initiatives that strengthen the District's image. Examples include:

- The District's website, which targets the informational needs of the District's property owners and business tenants
- The District's newsletter for the District's property and business owners
- Enhanced social media presence within the District

This budget category allows for the funding of general consulting, marketing, communications and special projects to promote the image and improvements with the District.

- **Marketing Material:** Development and distribution of informational materials that inform stakeholders and businesses of the services of the District
- **Conferences:** Planning conferences to identify trends, needs and the future direction of the District
- **Community Grants:** Grants and event sponsorships, social networking initiatives

BID Management & Administration: \$159,521.27 (13.00%)

A non-profit corporation, with an elected Board of Directors shall be responsible for the District's program oversight and authorization for disbursement of funds. Support staff such as a manager, bookkeeper and others will be employed and/or contracted with to provide necessary services in program implementation and oversight and regular contact with the Board of Directors. This program element also includes City/County collection fees, assessment delinquencies and other variable expenses related to each program element.

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The District is administered by an Executive Director who is the only employee of the District. The Executive Director administers and/or manages all activities of the District including, stakeholder communications; public marketing campaigns, including newsletters and website and social media communications; bookkeeping; scheduling and memorializing meetings; managing the third-party security teams; managing and evaluating cleaning needs in the District; and representing the District in public meetings and hearings. An annual financial review and tax preparation will be prepared by GTL, LLC (Fabio Vasco, CPA).

Total Estimate of Cost for 2021

A breakdown of the total estimated 2021 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 are as follows:

Premium Area

street frontage = \$5.6650 per linear ft.

land area = \$0.0692 per sq. ft.

building area = \$0.0692 per sq. ft.

Standard Area

street frontage = \$2.8325 per linear ft.

land area = \$0.0692 per sq. ft.

building area = \$0.0692 per sq. ft.

(There is No CPI increase for 2021)

Surplus Revenues: \$0.00

There are no surplus revenues that will be carried over to 2021.

Anticipated Deficit Revenues

There are no deficit revenues that will be carried over to 2021.

Contribution from Sources other than assessments: \$33,647.21

General benefit payment.

APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE Hollywood Media District BID- FY 2021

2021 Assessments	\$1,193,439.50	
Estimated Carryover from 2020	\$0.00	
Other Income	\$33,647.21	
Total Estimated Revenues	\$1,227,086.71	
2021 Estimated Expenditures		Pct.
Streetscape Services	\$306,771.68	25.00%
Security	\$625,814.22	51.00%
Improvements and Marketing	\$134,979.54	11.00%
BID Management & Administration	\$159,521.27	13.00%
Total Estimated Expenditures	\$1,227,086.71	100%