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# City of Los Angeles

CALIFORNIA



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November 16, 2020

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

Council Districts 9, 14

REGARDING:

**THE GREATER SOUTH PARK (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 Greater South Park Business Improvement District's ("District") 2021 fiscal year (CF 12-1168). 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 Greater South Park 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 Greater South Park Business Improvement District was established on January 3, 2018 by and through the City Council's adoption of Ordinance No. 185077 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 28, 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

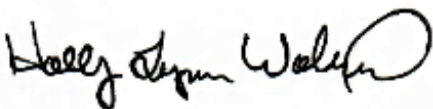
There is no impact to the General Fund associated with this action.

### RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Greater South Park 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 Greater South Park 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 Greater South Park Business Improvement District's 2021 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott

City Clerk

Attachment:

Greater South Park Business Improvement District's 2021 Fiscal Year Annual Planning Report

November 16, 2020

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

Subject: Greater South Park 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 Greater South Park Business Improvement District has caused this Greater South Park Business Improvement District Annual Planning Report to be prepared at its meeting on October 28, 2020.

This report covers proposed activities of the Greater South Park BID from January 1, 2021 through December 31, 2021.

Sincerely,

A handwritten signature in black ink, appearing to read "Ellen Riotto", enclosed in a thin black rectangular border.

Ellen Riotto

South Park Stakeholders Group, Inc.

Greater South Park  
Business Improvement District

2021 Annual Planning Report

**District Name**

This report is for the Greater South Park Business Improvement District (District). The District is operated by the South Park Stakeholders Group, a California non-profit corporation.

**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 October 28, 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**

**Clean & Safe Programs: \$2,014,611.93 (62.18%)**

The Clean and Safe Program consists of bicycle, Segway, vehicular or foot patrols, sidewalk sweeping, pressure washing, landscaping, trash removal, graffiti/poster/sticker/gum removal and other related activities for the District.

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This category includes all sidewalk and alley cleaning services, pressure washing, graffiti abatement, replacement of district trash liners, safety patrol 24 hours a day, seven days a week and administration services related to oversight of these services. These services equal \$2,014,612.00 or 62.18% of the year’s budget for the district.

All services are special benefit services, over and above what the City of Los Angeles is currently providing to the individually assessed parcels. These services are implemented in all five benefit zones, at varying frequencies, and will provide a special benefit since each individually assessed parcel is receiving the services on a frequent basis between the curb and property line of that parcel. These special benefit services and their frequency are listed below.

Examples of these special benefit services and costs to the individually assessed parcels include, but are not limited to:

- Safety ambassadors patrol 24-hours a day, seven (7) days a week by bike, Segway, on foot or by vehicle, with various frequencies for Benefit Zones, based upon the needs of individually assessed parcels within that Zone;
- Safety Ambassador schedules to continually be modified to accommodate district events and surrounding venue schedules in South Park, including SPBID events, to provide a district presence
- Safety Ambassadors to continue making contact with stakeholders, including, businesses, property owners and management. The ongoing effort allows Safety Ambassadors to inform stakeholders to the services SPBID offers
- Clean Team daily sidewalk and cleanup of debris in alleys to continue
- Removal of bulky items as necessary;
- Tree trimming, watering of the trees, and maintenance of landscaping MyFigueroa project;
- Sidewalk pressure washing, as needed;
- Maintenance and expansion of the Pilot Recycling Program, launched in 2020;
- Enhanced trash emptying, provided at various frequencies for Benefit Zones, based upon the needs of individually assessed parcels within that Zone;
- Installation, stocking and upkeep of pet waste distribution stations on the frontages adjacent to the blocks with high concentrations of residential condo individually assessed parcels;
- Enhancement and beautification of sidewalks on the frontages adjacent to the blocks with high concentrations of residential individually assessed parcels
- Outreach to people experiencing homelessness and facilitated connection to programs and services;
- Graffiti removal, within 24 hours as necessary;
- Daily driving inspections of the district;
- Maintenance as needed for any District special projects (ie: Hope Street Parklet; MyFigueroa street furniture and signage; murals and our 2019 “Urban Backyard” utility box pedestrian wayfinding project);
- COVID-19 preventative efforts; sanitizing disinfecting high touch points throughout the district;

- Proportional share of the Administrative and Contingency costs to cover the oversight of the Enhanced beautification special benefit services; and
- Vehicle maintenance and insurance; and
- Administrative services related to the execution of these services.

**Administration & Management: \$784,150.42 (24.20%)**

The Administration and Management budget item consists of personnel costs, city fees, formation costs, legal, accounting, insurance, office space, office supplies and equipment related to providing the District's services

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These services equal \$784,150.00 or 24.20% of this year's annual budget for the district. All services are special benefit services, over and above what the City of Los Angeles is currently providing to the individually assessed parcels.

The BID is estimating a delinquency rate greater than 10% in 2021 due to the financial crisis imposed on many property owners by the impacts of COVID-19. We have therefore increased this budget category to account for the above prediction. It should also be noted that the BID's internal and external operations were impacted in 2020 due to COVID-19. The impacts include but are not limited to: temporarily hosting all events virtually as opposed to in-person; canceling travel accommodations and event registration fees for the International Downtown Association's annual conference; a (temporary) decrease in demand for our maintenance and safety services and a subsequent decrease in ambassador hours to match demand; the temporary freeze of a search to hire a parttime administrator. These impacts have yielded a carryover in the amount of \$284,171 (9.93% of the 2020 total budget), which will be used to account for the anticipated delinquencies in 2021 assessments.

Examples of these special benefit services and costs include, but are not limited to:

- Staff and administrative costs
  - Vendor relations
  - Operations
  - Insurance
  - Office related expenses
  - Financial reporting
  - Legal and Accounting
- Delinquencies- A percent of the budget is held in reserve to offset delinquent and/or slow payment from both public and private properties – see above

- City Fee and County fees- Assessments are budgeted to fund the expenses charged by the City of Los Angeles and County of Los Angeles for collection and distribution of District revenue

**Marketing & District Identity: \$441,076.90 (13.61%)**

The Marketing and District Identity program consists of the District's website, newsletter, promotional efforts and outreach programs.

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This category includes the newsletter, branding, publicity, special events, marketing and promotions, web site development and maintenance, pedestrian and vehicular way-finding systems and administrative services related to oversight of these services. These services equal \$441,077.00 or 13.61% of this year's budget for the district.

All services are special benefit services, over and above what the City of Los Angeles is currently providing to the individually assessed parcels. These special benefit services are not funded by, and do not include Benefit Zone 2, Government owned buildings or residential condo individually assessed parcels.

Examples of these special benefit services and costs include, but are not limited to:

- Special events focusing on promoting education and dialogue, supporting businesses, and community building will continue. These events will be conducted virtually until further notice, and these funds cover the costs of memberships to online platforms that allow us to plan and host;
- Marketing and promotions strategies such as the monthly South Park Newsletter, frequent eblasts, social media updates, and physical collateral;
- Web site development and maintenance;
- Lighter, quicker, cheaper style streetscape interventions like the Midway Alley Beautification project and #PlaySouthPark;
- COVID-19 communications and relief, including assistance accessing state and local resources for small businesses;
- Facilitation of the programming of South Park Commons
- Membership to industry-focused organizations like International Downtown Association, and travel to participate in external events;
- Funding to support a parttime homeless outreach coordinator to engage with people



experiencing homelessness in South Park and connect them to the resources they need;

- Economic development efforts, focusing on retail attraction and key infrastructure projects will continue. District quarterly retail tours will take place to promote local businesses and provide retail opportunities;

- Administrative services related to the execution of these services.

### **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**

Annual assessments are based upon an allocation of program costs and a calculation of assessable building square footage, lot square footage, lot frontage and residential condominium building area for five (5) benefit zones as described in the Management District Plan. The management plan allows for a maximum annual CPI increase of 5%. The Board voted for a 0% CPI increase for 2021.

2021 assessment rates:

Zone 1  
Frontage 18.2326  
Lot 0.0790  
Bldg 0.0608

Zone 2  
Frontage 18.2326

Zone 3  
Frontage 14.5861  
Lot 0.0790  
Bldg 0.0608

Zone 4  
Frontage 12.1551  
Lot 0.0486  
Bldg 0.0304

Zone 5  
Frontage 11.0250  
Lot 0.0441  
Bldg 0.0276

Residential Condo  
Bldg 0.3647

**(There is No CPI increase for 2021)**

**Surplus Revenues: \$284,171.11**

Spending was under budget for 2020. At this point in time we anticipate a carryover in the amount of \$284,171 (9.93% of the 2020 total budget).

A) Surplus originated from a movement away from in-person events to virtual platforms (Marketing category), as well as a 30% reduction of clean and safe ambassadors as of May 1 (Clean & Safe category). The reduction occurred because demand for services decreased significantly (ex. Trash decreased by 38% from February to March; by 12% from March to April; by 36% from April to May).

B) Services were not impacted by the reduction in ambassadors. The only reason for the reduction in staff was to match the decrease in demand for services.

C) The surplus from 2020 will be allocated to each program at the rate mandated by our MDP – 66% to clean and safe; 19% to marketing; 15% to administrative.

**Anticipated Deficit Revenues**

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

**Contribution from Sources other than assessments: \$13,783.00**

The BID anticipates receiving \$13,783 of non-assessment revenue in 2021. This is the general benefit contribution from the City.

**APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE Greater South Park BID- FY 2021**

	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Total</b>	
<b>2021 Assessments</b>	\$591,978.74	\$105,388.73	\$533,395.69	\$1,191,908.44	\$519,213.81	<b>\$2,941,885.41</b>	
<b>Estimated Carryover from 2020</b>	\$57,182.12	\$10,180.01	\$51,523.30	\$115,132.27	\$50,153.40	<b>\$284,171.10</b>	
<b>Other Income</b>	\$2,773.42	\$493.75	\$2,498.96	\$5,584.09	\$2,432.52	<b>\$13,782.74</b>	
<b>Total Estimated Revenues</b>	<b>\$651,934.28</b>	<b>\$116,062.49</b>	<b>\$587,417.95</b>	<b>\$1,312,624.80</b>	<b>\$571,799.73</b>	<b>\$3,239,839.25</b>	
<b>2021 Estimated Expenditures</b>							<b>Pct.</b>
<b>Clean &amp; Safe Programs</b>	\$405,388.81	\$72,170.52	\$365,270.97	\$816,222.46	\$355,559.17	<b>\$2,014,611.93</b>	<b>62.18%</b>
<b>Administration &amp; Management</b>	\$157,790.09	\$28,091.04	\$142,174.96	\$317,699.50	\$138,394.83	<b>\$784,150.42</b>	<b>24.20%</b>
<b>Marketing &amp; District Identity</b>	\$88,755.38	\$15,800.93	\$79,972.02	\$178,702.84	\$77,845.73	<b>\$441,076.90</b>	<b>13.61%</b>
<b>Total Estimated Expenditures</b>	<b>\$651,934.28</b>	<b>\$116,062.49</b>	<b>\$587,417.95</b>	<b>\$1,312,624.80</b>	<b>\$571,799.73</b>	<b>\$3,239,839.25</b>	<b>100%</b>