



**CHATSWORTH BUSINESS IMPROVEMENT DISTRICT INC.**  
10038 Old Depot Plaza Road  
Chatsworth, 91311  
Telephone: 818-341-2428

September 19, 2014

Mr. Eugene Van Cise  
Office of the City Clerk  
200 N. Spring Street, Room 224  
Los Angeles, CA 90012

Re: Chatsworth Business Improvement District  
2014-2015 Annual Report

Dear Mr. Eugene Van Cise,

As required under the Chatsworth Business Improvement District Agreement with the City of Los Angeles, the Chatsworth Business Improvement District **Advisory Board** have reviewed in detail both the year to date activities and proposed 2014-2015 budget.

We are pleased to endorse and approve the Annual Report for the renewal year 2014-2015.

Cordially,

Steven Muro  
Advisory Board Chair

cc:  
Administrative Services  
Special Assessments Unit

# Chatsworth Business Improvement District

## 2014/2015 Annual Report

(The fiscal year is from  
June 1, 2014 to May 31, 2015)

*Prepared by:*  
Rana Ghadban  
BID Administrator

**2014/2015 Annual Report  
Chatsworth Business Improvement District  
(Chatsworth BID)**

Name of Business Improvement District:  
Chatsworth Business Improvement District

Fiscal year:  
June 1, 2014 to May 31, 2015

Advisory Board Members:

1. Steven Muro
2. Ronald Bernheim
3. Marian Gorman
4. Ronald Schulkin
5. Julie Lewis
6. Erik Pampalone
7. Kevin Huling
8. Nick Montano
9. Justice Coleman
10. Christine A. McClane
11. Shekhar Chikhalikar
12. Rana Ghadban

**The advisory board approved this 2014/2015 Annual Report on – 8/14/ 2014**

There are no proposed changes to the boundaries or benefit zones.

New businesses that opened within the Chatsworth BID after the notice of the required public hearing for the ordinance for levying the 2014/2015 assessments was sent by the Los Angeles City Clerk will be exempt from the 2014/2015 assessment; however, they will be subject to assessments in future years. Any businesses that relocate within the BID year and remain within the BID area must pay their assessments and the rolls will be updated.

The estimated cost for providing improvements and activities for 2014/2015 is \$135,480 as presented in the Budget Proposal in **Attachment 1**. The total amount of assessments that businesses will be billed is \$105,480. The assessment methodology and assessment listing for Chatsworth businesses are attached to this report as **Attachment 2**. The Chatsworth BID has an estimated surplus balance of \$30,000 from the 2013/2014 fiscal year that will be carried forward to the 2014/2015 fiscal year.

To our knowledge, there are no other grants or contributions to be made from other sources other than the assessments levied pursuant to this report.

2013/2014 Programs were as follows:

- A. **Administration**: The BID continued to outsource administration to the Chatsworth/Porter Ranch Chamber of Commerce to accomplish the day-to-day operations of the BID. The annual CPA review required shall be conducted in this category as well. The Administrator will also support and coordinate programs, events, advertising and promotional programs intended to increase business within the BID among Stakeholders and with the community at large.
- B. **Marketing**: For 2013-2014, the BID improved all aspects of its marketing strategy:
- We continued the installation of the American Flags along Devonshire during Memorial Day to 4th of July.
  - The new website has been launched in 2013/2014.
- C. **Security/Business Watch**: In 2013-2014, both the Security Patrol Program and Business Watch Program continued with the added benefit of a day time patrol and an ambassador program. This program continues to be very successful to make Chatsworth a safer place to work and do business. The Security Patrol has been successful in reporting graffiti and ensuring that it has been removed in a timely manner.
- D. **Streetscape/Landscape Maintenance**: The BID's American flag installation along the BID corridor continued during Memorial Day to 4th of July. In addition, ongoing services for maintenance of our "Welcome to Chatsworth" signs and distinctive Chatsworth-themed sidewalk benches and trash receptacles have continued to take place.
- **Tree Trimming** – The BID hired a company to trim all the trees along the corridor.
  - **Benches and Receptacles** - At the direction of the BID, the maintenance company continued to clean the benches and receptacles and paint them, as necessary, to remove graffiti or vandalism.
- E. **New Projects**: 2013-2014 funds for this category were not used for the Holiday Lights or the Veteran's Park. They were mainly used for the hiring of a strategic consulting firm which submitted a complete strategic plan for the BID with clear long term goals and objectives to benefit the Devonshire Corridor.

## **2014/2015 PLANNED ACTIVITIES:**

The BID worked very closely with a strategic planner to develop a long-term plan to improve the Corridor while preserving the history and heritage of our Chatsworth community. 2014/2015 will be the second year in the execution of this plan. Our focus will continue to be on:

- Communication to Stakeholders
- Security services
- Landscaping

The 2014-2015 objectives include:

- A. **Administration:** We will outsource administration to the Chatsworth/Porter Ranch Chamber of Commerce to accomplish the day-to-day operations of the BID. The administrator will also oversee part-time personnel and all volunteers' work including data entry and the preparation and distribution of all communication materials to stakeholders. The annual CPA review required shall be conducted in this category as well. The Administrator will also support and coordinate programs, events, advertising and promotional programs intended to increase business within the BID among Stakeholders and with the community at large.
- B. **Communication:** For 2014-2015, the BID will continue to improve all aspects of its communication strategy.
- We will focus on the communication with Stakeholders via the new website. Promoting the website will also be crucial through Search Engine Optimization (SEO) and Social Media. SEO is the process of improving the visibility of our website in various search engines and draw more visitors to our website. This internet marketing strategy will optimize our website which will involve editing its content and coding to increase its relevance to specific keywords. By constantly updating and posting news on the BID FaceBook Page and other social media, this campaign will increase the communication of the BID with its stakeholders.
  - The copywriter will be responsible to writing press releases and articles on BID activities and stakeholders on a monthly basis.
  - The highlight of our communication plan will be the institution of an Ambassador program. The BID will continue to utilize its hired Security service to outreach to stakeholders on a weekly basis. (see below)

- C. **Security/Business Watch**: Both the Night Security Patrol Program and Business Watch Program will continue in 2014-2015. This year the BID will increase the DAY-TIME security patrols during the week to 8 hours a day to meet the needs and concerns of its stakeholders highlighted in the results of the survey and focus groups. Patrols will also act as ambassadors to communicate the services of the BID to its stakeholders via brochures and other tools. This program will continue to be this year's focus to enhance Chatsworth as a safer place to work and do business.
- D. **Streetscape/Landscape Maintenance**: For 2014-2015, we will continue to pursue streetscape enhancements accomplished in 2013-2014 which include the maintenance of all tree-wells and the benches and trash receptacles to enhance the overall look of the Devonshire corridor.
- **Tree Maintenance** - At the direction of the BID, a maintenance company will continue to maintain the trees and the tree wells along the Devonshire Corridor that were originally planted by the BID using an approved maintenance company.
  - **Benches and Receptacles** - At the direction of the BID, the maintenance company will continue to clean the benches and receptacles and paint them, as necessary, to remove graffiti or vandalism.
  - **Mural Project** – The BID will be working with a group of volunteers to remove graffiti and refresh the artwork on the mural near the Chatsworth Train Station.
- E. **New Projects**: 2014-2015 funds for this category will be mainly utilized to enhance the overall look of the corridor. New projects will include grant writing possibilities and the search for other funding sources to help in the implementation of the long term goals of the BID and the safety issues related to the power lines.

Costs for the 2014/2015 planned activities mentioned above are outlined in the 2014/2015 Budget Proposal which is attached to this report as ***Attachment 1***.

I certify that I represent the non-profit organization of the Chatsworth Business Improvement District, Incorporated and I am authorized to submit this report on behalf of the organization.

Respectfully submitted by:

**Rana Ghadban**  
**BID Administrator**

**Steven Muro**  
**BID President**

**Attachment 1:  
Chatsworth Business Improvement District  
Budget Proposal  
2014/2015**

**ESTIMATED REVENUE FOR 2014/2015:**

Amount carried forward from 2013/2014:	\$30,000
Estimated assessments for 2014/2015:	\$105,480

<b>Total Estimated Revenue</b>	<b>\$135,480</b>
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**ESTIMATED EXPENSES FOR 2013/2014:**

**Administration (A)**

• Outsource full administrative services: Including Marketing Assistance, Newsletter Production/Publishing/Copying	\$ 24,000
• Insurance (Directors and Officers & Liability)	\$ 3,000
• General Postage/Supplies	\$ 750
• Bank service charges/print checks	\$ 200
• CPA Review	\$ 2,500

<b>Total Administration Expenses</b>	<b>\$ 30,550</b>
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**Communication (B)**

• New marketing tools (Website updates, Email marketing, social media, etc.)	\$5,000
• Promotional Materials	\$1,500

<b>Total Marketing Expenses</b>	<b>\$ 6,500</b>
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**Security/Business Watch (C)**

• Day Time & Night Time Security Patrols	\$ 55,000
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<b>Total Security/Business Watch Expenses</b>	<b>\$ 55,000</b>
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**Streetscape/Landscape Maintenance (D)**

• Mural Project	\$4,000
• Cleaning, Repairs & Maintenance (e.g., signs)	\$980
• Bench and Trash Maintenance Services	\$ 7,000
• Tree Well Maintenance	\$ 15,000
• American Flag Installation	\$ 1,450

<b>Total Streetscape/Landscape Maintenance Expenses</b>	<b>\$ 27,950</b>
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**New Projects:**

• Grant Writing & Search for Other Funding Sources	\$15,000
- Underground Power (safety issues)	

<b>Total New Projects Expenses</b>	<b>\$ 15,000</b>
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<b>Total Estimated Expenses/Budget</b>	<b>\$135,480</b>
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**Attachment 2:**  
**Chatsworth 2014/2015 Stakeholders**



### CHATSWORTH BID - - PROPOSED BOUNDRIES

The following streets and address series comprise the BID areas:

Street	Address Series
Devonshire Street	20419 – 21930
Mason Avenue	10116 – 10370 ( Even ) 10241 – 10317 ( Odd )
Old Depot Plaza Road	10030 – 10050

### CHATSWORTH BID - - ASSESSMENT METHODOLOGY

Each business within the Chatsworth BID will be assigned to a category based on the type of business conducted and assessed according to the amount assigned to that category.

The following is a list of assessment amounts that have been assigned to each category of business:

CATEGORY	AMOUNT FOR EACH BUSINESS
A. MAJOR FINANCIAL, UTILITY, & TOURISM RELATED	\$ 1,200.00
B. MAJOR RETAIL	\$ 720.00
C. RETAIL ORIENTED	\$ 360.00
D. SERVICES	\$ 240.00
E. PROFESSIONALS	\$ 180.00
F. MANUFACTURERS, WHOLESALE, NON-PROFITS, ETC.	\$ 120.00
G. AUTOMOTIVE SERVICES	\$ 240.00

### CHATSWORTH BID -- ASSESSMENT METHODOLOGY CATEGORIES

The following seven Categories of Business comprise the Chatsworth BID:

**A. Major Financial, Utility, & Tourism Related:** The following Category A businesses include but are not limited to:

Banks; Financial Institutions; Major Theaters (3 locations or more); Hotels with 100 rooms or more

**B. Major Retail Oriented:** Businesses grossing over \$1,000,000 per year according to L.A. annual business license data.

(See Category C for types of businesses included as part of Category B)

**C. Retail Oriented:** Businesses grossing less than \$999,999 per year according to L.A. annual business license data. The following Category C businesses include but are not limited to:

Amusement Centers; Antique Stores; Art Supply; Auto Retail Supply; Bakery; Bars/Lounges; Billiard Rooms; Bookstores; Bowling Alleys; Cafes/Esspresso Bars/Juice Bars; Camera Stores; Cellular Phone Retail Stores;

*Category C Businesses continued.....*

Check Cashing Businesses; Clothing and Apparel Stores; Coffee Shops; Community Newsletters; Commercial Property Owners leasing/renting in the BID; Computer Stores; Department Stores; Drug Stores; Duty Free Stores; Electronic Components and Stereo Stores; Factory Outlet Stores; Galleries; Ice Cream and Yogurt Shops; Jewelry Stores; Liquor Stores; Markets; Micro Breweries; Money Exchange Businesses; Hotels/Motels (under 100 rooms); Musical Instruments and Recorded Music Stores; Office Supply Stores; Parking Lots; Perfume Stores; Pet Supply Stores; Pool/Spa Supply Stores; Restaurants; Second Hand Stores; Shoe Stores; Sports Equipment Retail Stores; Video/Game Stores; Virtual Reality Stores

**D. Services:** The following Category D businesses include but are not limited to:

Auto Rentals; Auto Sales (New or Used); Automotive Retail Parts Replacement; Barbers/Nails/Beautification; Carpet Cleaners; Computer/Electronic Repairs; Contractors; Copy Centers; Cosmetic and Skin Related; Dry Cleaners and Laundry; Equipment Rentals; Flooring and Draperies Sales; Floral Related; Furniture Stores/Home Furnishings; Gas and Services Stations; Hardware Related; Limousine Related; Locksmith/Key Maker; Piano Repairers; Mail Centers; Martial Arts Centers; Nursery and Garden Related; Pet Groomers; Pharmacies; Photographers; Photo Developers; Religious Gifts; Shoe Repair/Shoe Shine Stands; Sport Equipment Repair; Swimming Pool Services; Tanning Salons; Ticket Sellers; TV Repairs

**E. Professionals:** The following Category E businesses include but are not limited to:

Advertising and Public Relations; Animal Hospitals and Vets; Architects; Artists; Attorneys; Auto Brokers; Beauty Schools; Broadcasters; Caterers; Certified Produce; Child Care Centers; Consultants; Convalescent Homes; CPAs; Dance Studios; Draftsmen and Blueprint and Surveyors; Engineers; Financial/Investment Brokers or Planners; Funeral and Mortuaries; Graphic Artists; Health Care/Medical Doctors; Hospitals; Insurance Brokers and Agents; Interior Designers; Landscapers; Loan Counselors; Messengers; Music Studios; Nursing and Convalescent Homes; Plumbers; Printers/Publications; Property Managers; Real Estate Brokers and Agents; Retirement Homes; Security Services; Software/Web Designers; Tailors; Temporary Services; Traffic Schools; Travel Agents and Related

**F. Manufacturers, Wholesale, Non-Profits, Etc.:** The following Category F businesses include but are not limited to:

Bottling Companies; Charter Bus Companies; Chemical and Janitorial; Common Carriers/Buses; Dairies; Distributors; Drapery/Window Treatment Subcontractors; Heating and Air Conditioning; Import/Export Industrial; Interstate sales/shipping; Labor Unions; Linen Supply; Manufacturing; Metal Working; Non-Profit businesses; Recycling; Refuse; Self Storage; Silk Screening; Towing; Trade Unions; Trucking Companies; Upholsterers; Vocational Schools; Warehousing; Wholesale Sales

**G. Automotive Services:** The following Category G businesses include but are not limited to:

Auto Body and Paint Shops; Auto Repair/Mechanics Services; Auto Parts Wholesale; Auto Wrecking