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August 29, 2019

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

Council Districts 5

REGARDING:

THE ENCINO COMMONS (PROPERTY BASED) BUSINESS IMPROVEMENT
DISTRICT'S 2019 FISCAL YEAR ANNUAL PLANNING REPORT

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the Encino Commons Business Improvement District's ("District") 2019 fiscal year (CF 14-0995). 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 Encino Commons Business Improvement District's Annual Planning Report for the 2019 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

BACKGROUND

The Encino Commons Business Improvement District was established on April 13, 2016 by and through the City Council's adoption of Ordinance No. 184242 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 May 9, 2019, 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 Encino Commons Business Improvement District's 2019 fiscal year complies with the requirements of the State Law
2. FIND that the increase in the 2019 budget concurs with the intentions of the Encino Commons 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 Encino Commons Business Improvement District's 2019 fiscal year, pursuant to the State Law.

Sincerely,

A handwritten signature in black ink, appearing to read "Petty F. Santos". The signature is fluid and cursive, with a large initial "P" and "S".

Petty F. Santos
Executive Officer

Attachment:

Encino Commons Business Improvement District's 2019 Fiscal Year Annual Planning Report

August 28, 2019

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

Subject: Encino Commons PBID 2019 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 Encino Commons Business Improvement District has caused this Encino Commons Business Improvement District Annual Planning Report to be prepared at its meeting on May 9, 2019.

This report covers proposed activities of the Encino Commons BID from January 1, 2019 through December 31, 2019.

Sincerely,

A handwritten signature in cursive script that reads "Susan Levi".

Susan Levi
Executive Director
Encino Commons

Encino Commons
Business Improvement District

2019 Annual Planning Report

District Name

This report is for the Encino Commons Business Improvement District (District). The District is operated by the Encino Property Business Improvement District, a California non-profit corporation.

Fiscal Year of Report

The report applies to the 2019 Fiscal Year. The District Board of Directors approved the 2019 Annual Planning Report at the May 9, 2019 Board of Director's meeting.

Boundaries

There are no changes to the District boundaries for 2019.

Benefit Zones

There are no changes to the District's benefit zone(s) for 2019.

2019 IMPROVEMENTS, ACTIVITIES AND SERVICES

Marketing: \$11,400.00 (3.74%)

The Marketing includes newsletters, website and social media management, development and distribution of promotional materials, seasonal decorations, special events, media advertising and other programs that will promote the array of goods and services available within the Encino BID.

Streetscape Services/Improvements: \$228,015.00 (74.83%)

Streetscape Services/Improvements keeps all planters clear of trash and debris and weeded weekly. Landscaping will be pruned, shaped or trimmed to maintain their size in respect to safety, pedestrian clearance, species, size of planter or relative surroundings. Sprinkler systems will be continually checked and serviced, while planters without automatic irrigation will be hand watered. Curbs, parking and paved areas will be kept clean and trash receptacles will be emptied, wiped down and kept graffiti free on a regular basis. Additionally, all bus stops within the district will be pressure washed monthly while sidewalks within the district will be pressure washed quarterly. Additional theme signage may be installed within the BID, as funds allow.

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The BID has contracted with T.W. Layman Associates to design the “Decorative Poles with

Hanging Flower Baskets” project. The BID has received several quotes and has selected a pole and bracket set from South Coast Lighting. The BID has initiated the permit process with the City of Los Angeles and hopes to begin installation in late Fall/Early Winter.

Program Management: \$28,100.00 (9.22%)

Program Management includes the cost of personnel to oversee implementation of the Management District Plan and the various programs, services and improvement projects delineated in the Plan during the District’s 5 year term. This element also includes oversight of the Owners’ Association’s compliance with the terms of its contract with the City.

Operating Expenses: \$37,194.43 (12.21%)

Operating Expenses includes costs associated with a BID management operation such as professional services (e.g. legal, accounting, insurance), printing, postage, supplies, production of the Annual Planning Report and Budget and quarterly reports and participation in professional peer/best practice forums such as the LA BID Consortium, the California Downtown Association or the International Downtown Association. It also covers the costs associated with District renewal, as well as City and/or County fees associated with their oversight of the District.

Total Estimate of Cost for 2019

A breakdown of the total estimated 2019 budget is attached to this report as **Appendix A.**

Method and Basis of Levying the Assessment

The Method for levying the 2019 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. Assessments are determined by lot square footage, building square footage and linear frontage. The Management District Plan allows for maximum annual assessment increase of 5%. The Board voted for no (0%) increase for 2019. The assessment rates for 2019 are as follows:

Lot: \$0.0135 per square foot
Building: \$0.0490 per square foot
Frontage: \$3.3360 per linear foot

(There is No CPI increase for 2019)

Surplus Revenues: \$180,000.00

The surplus funds have accumulated from the original BID and years 2016-2018 of the

renewed BID. The BID will be installing approximately 84 decorative poles with hanging, flower baskets throughout the district. It is anticipated that this project will cost approximately \$200,000. The design/construction drawings have been completed by T.W. Layman and Associates and the BID is contracting with South Coast Lighting to fabricate the poles, brackets, etc. The BID has submitted the design/structural drawings to the Bureau of Engineering to initiate the permitting process. It is anticipated that the permit will be issued in late Summer or early Fall.

Anticipated Deficit Revenues

There are no deficit revenues that will be carried over to 2019.

Contribution from Sources other than assessments: \$3,165.00

General Benefit

APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE Encino Commons BID- FY 2019

2019 Assessments	\$121,544.43	
Estimated Carryover from 2018	\$180,000.00	
Other Income	\$3,165.00	
Total Estimated Revenues	\$304,709.43	
2019 Estimated Expenditures		Pct.
Marketing	\$11,400.00	3.74%
Streetscape Services/Improvements	\$228,015.00	74.83%
Program Management	\$28,100.00	9.22%
Operating Expenses	\$37,194.43	12.21%
Total Estimated Expenditures	\$304,709.43	100%

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