

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

October 29, 2020

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

Council Districts 5

REGARDING:

THE WESTWOOD (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 Westwood Business Improvement District's ("District") 2021 fiscal year (CF 14-1515). 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 Westwood 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 Westwood Business Improvement District was established on April 14, 2016 by and through the City Council's adoption of Ordinance No. 184241 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 September 17, 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

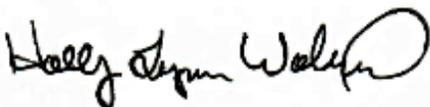
There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

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

Sincerely,



Holly L. Wolcott

City Clerk

Attachment:

Westwood Business Improvement District's 2021 Fiscal Year Annual Planning Report

October 29, 2020

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

Subject: Westwood 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 Westwood Business Improvement District has caused this Westwood Business Improvement District Annual Planning Report to be prepared at its meeting on September 17, 2020.

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

Sincerely,

A handwritten signature in black ink, appearing to read 'AS Thomas', with a long horizontal flourish extending to the right.

Andrew Thomas

Westwood Village Improvement Association

Westwood
Business Improvement District

2021 Annual Planning Report

District Name

This report is for the Westwood Business Improvement District (District). The District is operated by the Westwood Village Improvement Association (WVIA), 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 September 17, 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, Beautiful Programs: \$1,197,484.41 (71.83%)

Safe Team Program

The Safety Program will provide security services for the individual assessed parcels located within the District in the form of walking and segway patrols. The purpose of the Safe Team Program is to prevent, deter and report illegal activities.

Clean and Beautiful Program

Sidewalk Cleaning: Uniformed, radio equipped personnel sweep litter, debris and refuse from sidewalks and gutters of the District. District personnel will pressure wash the sidewalks.

Trash Collection: Collector truck personnel collect trash from sidewalk trash receptacles as needed. District trucks are often called to dispose of illegal food vendors' inventory. They are also dispatched to collect stolen shopping carts and large bulky items illegally dumped in the District.

Graffiti Removal: District personnel remove graffiti by painting, using solvent and pressure washing. The District maintains a zero tolerance graffiti policy. An effort is made to remove all tags within 24 hours on weekdays.

Landscape Maintenance/Tree Lighting: Landscape maintenance and street tree trimming are important programs that work to attract increased customers to the District. Landscape maintenance includes weed abatement and median maintenance. A tree lighting program on existing street trees in the public right-of-way also increases the uniqueness of the District and increases the overall lighting within the District.

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The Affecting Homelessness Program funds a dedicated outreach specialist to connect those in need with services and housing.

Communication & Development : \$249,486.45 (14.96%)

Some of the communication/image programs:

- Quarterly Newsletter
- Westwood BID Web Site
- Social Media
- Business Retention
- Business Recruitment
- Broker Support and Outreach
- Customer Recruitment
- Parking Use Improvement
- Pedestrian Use Improvement

Management/City Fees and Slow Pay: \$220,177.00 (13.21%)

The improvements and activities are managed by a professional staff that requires centralized administrative support. Management staff oversees the District's services which are delivered seven days a week. Management staff actively works on behalf of the District parcels to insure that City and County services and policies support the District. Included in this item are management labor, office expense and organizational expenses such as insurance and the cost to conduct a yearly financial review.

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 Method and Basis for levying the 2021 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 footage for two (2) Benefit Zones. Assessments are determined by lot square footage, building square footage and street front footage. The assessment rates for 2021 are as follows:

Zone 1

Lot: \$0.2313 per square foot

Building: \$0.0986 per square foot

Frontage: \$21.5159 per linear foot

Zone 2

Lot: \$0.1955 per square foot

Building: \$ 0.0689 per square foot

Frontage: \$19.2793 per linear foot

(There is No CPI increase for 2021)

Surplus Revenues: \$140,393.00

The COVID-19 pandemic and Emergency Declaration plus subsequent health guidelines eliminated the possibility for the WVIA to hold events and complete various marketing functions or hire a WVIA Operations Manager to fill a position which has been unfilled since February 2020. This surplus will be expended in 2021 in the following percentages for the categories of Clean, Safe, and Beautiful (72%), Communications/Development (15%), and Management (13%). The surplus will account for the hiring of a new WVIA Operations Manager, the branding and visioning effort to assist in the economic recovery of the district, and in administrative support.

Anticipated Deficit Revenues

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

Contribution from Sources other than assessments: \$17,479.00

General Benefit funding totals \$5,479. Revenue from Westwood Village Farmers Market estimated to total \$12,000.

APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE Westwood BID- FY 2021

	Zone 1	Zone 2	Total	
2021 Assessments	\$1,041,401.08	\$467,874.53	\$1,509,275.61	
Estimated Carryover from 2020	\$96,871.25	\$43,521.75	\$140,393.00	
Other Income	\$12,060.69	\$5,418.56	\$17,479.25	
Total Estimated Revenues	\$1,150,333.02	\$516,814.84	\$1,667,147.86	
2021 Estimated Expenditures				Pct.
Clean, Safe, Beautiful Programs	\$826,264.96	\$371,219.45	\$1,197,484.41	71.83%
Communication & Development	\$172,145.80	\$77,340.65	\$249,486.45	14.96%
Management/City Fees and Slow Pay	\$151,922.26	\$68,254.74	\$220,177.00	13.21%
Total Estimated Expenditures	\$1,150,333.02	\$516,814.84	\$1,667,147.86	100%