

HOLLY L. WOLCOTT  
CITY CLERK  
-----  
PETTY F. SANTOS  
EXECUTIVE OFFICER

# City of Los Angeles

CALIFORNIA



KAREN BASS  
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](http://clerk.lacity.org)

December 22, 2023

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 2024 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") 2024 fiscal year (CF 22-0310). 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 2024 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 September 12, 2022 by and through the City Council's adoption of Ordinance No. 187570 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 December 13, 2023, 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

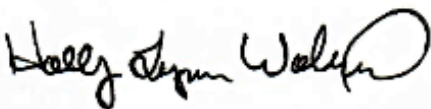
There is no impact to the General Fund associated with this action.

### RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Greater South Park Business Improvement District's 2024 fiscal year complies with the requirements of the State Law
2. FIND that the increase in the 2024 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 2024 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott

City Clerk

Attachment:

Greater South Park Business Improvement District's 2024 Fiscal Year Annual Planning Report

December 22, 2023

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 2024 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 December 13, 2023.

This report covers proposed activities of the Greater South Park BID from January 1, 2024 through December 31, 2024.

Sincerely,

A handwritten signature in black ink, appearing to read "Nolan Marshall", is written over a vertical line.

Nolan Marshall  
Executive Director  
South Park Stakeholders

Greater South Park  
Business Improvement District

2024 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 2024 Fiscal Year. The District Board of Directors approved the 2024 Annual Planning Report at the December 13, 2023 Board of Director's meeting.

## **Boundaries**

There are no changes to the District boundaries for 2024.

## **Benefit Zones**

There are no changes to the District's benefit zone(s) for 2024.

## **2024 IMPROVEMENTS, ACTIVITIES AND SERVICES**

### **CLEAN AND SAFE PROGRAMS: \$2,601,137.87 (66.38%)**

#### Safe Team Program

The Safety Program will provide safety services for the individual parcels located within the District in the form of patrolling bicycle personnel and vehicle patrols.

District will consist of the following:

- Bicycle, Vehicle Patrol and Foot Patrol
- Homeless Outreach & Intervention Programs

#### Clean Team Program

Uniformed, radio equipped personnel sweep litter, debris and refuse from sidewalks and gutters of the District. Paper signs and handbills that are taped or glued on property, utility boxes, and poles are removed. District personnel will pressure wash sidewalks when needed. Collector truck personnel collect trash from sidewalk trash receptacles. Painters 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. Street tree trimming is important to keep the District looking attractive and will be considered when the budget allows.

Services include:

- Sidewalk Sweeping
- Sidewalk Pressure Washing
- Graffiti & Handbill Removal
- Trash Removal, Illegal Dumping Removal
- Landscaping
- Public Space Management

+++++++

- Safety ambassadors patrol seven (7) days a week with various frequencies based upon the needs of individually assessed parcels and scale of activities taking place within the District.
- 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.
- Sidewalk pressure washing, as needed;
- 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;
- 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.

**MARKETING & DISTRICT IDENTITY: \$740,603.05 (18.90%)**

The following are the marketing and district identity programs:

- Media and Communication Programs
- Activation of District Spaces
- Placemaking Program

- District stakeholder communications
- Communication with public bodies
- Website

+++++++

- 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 weekly South Park Newsletter, frequent eblasts, social media updates, and physical collateral;
- Web site development and maintenance;
- Membership to industry-focused organizations like International Downtown Association, and travel to participate in external events;
- Economic development efforts, focusing on retail attraction and key infrastructure projects will continue.
- Administrative services related to the execution of these services.

**ADMINISTRATION & MANAGEMENT: \$576,596.57 (14.72%)**

Management staff expenses are allocated according to generally accepted accounting job costing procedures and are allocated to the specific areas in which staff works (see Section 3, for detail on allocation). 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. A well-managed District provides necessary BID program oversight and guidance that produces higher quality and more efficient programs.

Administration & Management are for administration items such as office expenses, professional services, organizational expenses such as insurance, the cost to conduct a yearly financial review, City fees to collect and process the assessments. Additionally, a contingency of 2% of the total assessment income for unexpected expenses and/or revenue shortfall is included in this budget item. Contingencies not used each year will be applied to programs in that current year. Renewal of the District will be funded from this line item.

+++++++

- 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

### **Total Estimate of Cost for 2024**

A breakdown of the total estimated 2024 budget is attached to this report as **Appendix A.**

### **Method and Basis of Levying the Assessment**

The Method and Basis for levying the 2024 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 building square footage. Three property assessment variables, building square footage (55%), parcel square footage (14%) and front footage (31%) will be used in the calculation or Zone 1. One property assessment variable, front footage (100%) will be used in the Zone 2 calculation. Three property assessment variables, building square footage (50%), parcel square footage (20%) and front footage (30%) will be used in the calculation for Zones 3 and 4. One property variable, building square footage will be used in the residential condominium zone calculation. The management plan allows for a maximum annual CPI increase of 5%. The Board voted for a 5% CPI increase for 2024.

2024 assessment rates:

#### Zone 1

Building Square Footage \$0.0884

Parcel Square Footage \$0.1030

Front Footage \$24.5445

#### Zone 2

Front Footage \$16.9279

#### Zone 3

Building Square Footage \$0.0980

Parcel Square Footage \$0.0834

Front Footage \$12.4339

#### Zone 4

Building Square Footage \$0.0667

Parcel Square Footage \$0.0669

Front Footage \$8.9741

Residential Condo Zone Building Square Footage \$0.4859



**(There is a 5.0% CPI increase for 2024)**

**Surplus Revenues: \$0.00**

There are no surplus revenues that will be carried over to 2024.

**Anticipated Deficit Revenues**

There are no deficit revenues that will be carried over to 2024.

**Contribution from Sources other than assessments: \$48,896.36**

General Benefit Funds

**APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE Greater South Park BID- FY 2024**

	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Condo Zone</b>	<b>Total</b>	
<b>2024 Assessments</b>	\$521,213.72	\$131,174.05	\$567,647.01	\$1,572,153.94	\$1,077,252.41	<b>\$3,869,441.13</b>	
<b>Estimated Carryover from 2023</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	<b>\$0.00</b>	
<b>Other Income</b>	\$6,586.34	\$1,657.58	\$7,173.10	\$19,866.59	\$13,612.75	<b>\$48,896.36</b>	
<b>Total Estimated Revenues</b>	<b>\$527,800.06</b>	<b>\$132,831.63</b>	<b>\$574,820.11</b>	<b>\$1,592,020.53</b>	<b>\$1,090,865.16</b>	<b>\$3,918,337.49</b>	
<b>2024 Estimated Expenditures</b>							<b>Pct.</b>
<b>CLEAN AND SAFE PROGRAMS</b>	\$350,373.27	\$88,178.58	\$381,586.92	\$1,056,842.32	\$724,156.78	<b>\$2,601,137.87</b>	<b>66.38%</b>
<b>MARKETING &amp; DISTRICT IDENTITIY</b>	\$99,759.23	\$25,106.44	\$108,646.47	\$300,907.02	\$206,183.89	<b>\$740,603.05</b>	<b>18.90%</b>
<b>ADMINISTRATION &amp; MANAGEMENT</b>	\$77,667.56	\$19,546.61	\$84,586.72	\$234,271.19	\$160,524.49	<b>\$576,596.57</b>	<b>14.72%</b>
<b>Total Estimated Expenditures</b>	<b>\$527,800.06</b>	<b>\$132,831.63</b>	<b>\$574,820.11</b>	<b>\$1,592,020.53</b>	<b>\$1,090,865.16</b>	<b>\$3,918,337.49</b>	<b>100%</b>