



December 2nd, 2022

Patrice Lattimore, Division Manager
Administrative Services Division
Office of the City Clerk
200 North Spring Street, Room 395
Los Angeles, CA 90012

2023 Annual Report for the Los Feliz Village Business Improvement District

Dear Ms. Lattimore,

As required under our agreement C-133096 with the City of Los Angeles, the Los Feliz Village Advisory Board has reviewed in detail the proposed 2023 budget.

On behalf of the Advisory Board, I would like to present the 2023 Annual Report for the Los Feliz Village Business Improvement District, approved by the Advisory Board November 7, 2022 to the Office of the City Clerk and to the Los Angeles City Council for their review and approval.

Sincerely,

A handwritten signature in black ink, appearing to be "Celine Vacher".

Céline Vacher, President
Los Feliz Village BID Advisory Board





2023 Annual Report

Los Feliz Village Business Improvement District

District Name: This report is for the Los Feliz Village Business Improvement District

Fiscal Year of Report: January 01, 2023 to December 31, 2023.

Advisory Board Members:

1. Céline Vacher, President
2. Dora Herrera, Vice President
3. Jason Chi, Treasurer
4. Céline Vacher, Secretary

Boundaries: The Los Feliz Village BID's boundaries for its 2023 operating year remain unchanged from the BID's 2022 operating year and are described as follows:

Hillhurst Avenue, from Los Feliz Boulevard on the north to Hollywood Boulevard on the south (1500 - 2100 blocks); Hollywood Boulevard, from Hillhurst Avenue on the east to Vermont Avenue on the west (4400 - 4700 blocks); Vermont Avenue, from Hollywood Boulevard on the south to Franklin Avenue on the north (1600 - 1800 blocks); 4400 - 4700 Ambrose Avenue; 4647, 4651, 4655 Kingswell Avenue; 4456, 4500 Los Feliz Boulevard; 4452, 4647, 4651, 4657 Melbourne Avenue; 4647, 4649, 4655 Russell Avenue; 4473 Sunset Drive; Franklin Avenue, Russell Avenue, Melbourne Avenue, Kingswell Avenue and Prospect Avenue on the east and west sides of Vermont Avenue for a distance of 25 yards; Avocado Street, Ambrose Avenue, Price Street, Finley Avenue, Clarissa Avenue, Franklin Avenue, Russell Avenue, Melbourne Avenue, Kingswell Avenue, Prospect Avenue, Camero Avenue, Clayton Avenue and Sunset on the east and west sides of Hillhurst Avenue for a distance of 25 yards. A map illustrating the Los Feliz Village BID's boundaries for its 2023 operating year is attached*.

Benefit Zones: The benefit zones for the Los Feliz Village Business Improvement District will for its 2023 operating year remain unchanged from the BID's 2022 operating year. There is only one benefit zone.

Improvements and Activities for 2023:

The following are the improvements and activities planned for the Los Feliz Village Business Improvement District:

- 1) **Beautification:** Clean Street is the vendor for trash collection. Trash collection is on a 2 day per week schedule and may be increased as needed. Since 2010, the Board has approved trimming the trees every three years. Sidewalk and gutter cleaning services as needed.
- 2) **Communication:** The LFVBID website (www.losfeliz.biz) contains community and LFVBID related information. The communication committee has approved a budget to revamp our current website. This new format will allow for communication between the BID and the community as we will be able to easily post agenda dates and minutes. We will also be creating Newsletters on a quarterly basis, and mailers, postcards and advertising as needed. They will be distributed to all BID members via e-blast, printed for distribution and available on our website. The Business Directory/map will be updated this year.
- 3) **Marketing and Public Relations:** Two mixers/stakeholder meetings will be held in 2023. One mixer functions as our annual public meeting with the members. It is our experience that attendance with this mixer format is greater than for typical stakeholder meetings. Three other themed events will also be produced throughout the year, including a holiday event.
- 4) **Administration:** Covers General Liability and Directors and Officers Insurance, Certificate of Revivor from the Franchise Tax Board, CPA and bookkeeper expenses, legal advice and office supplies

Total Estimate of Costs for 2023: A breakdown of the total estimated 2023 budget is attached to this report as Appendix A.

Business Type Definitions:

- **Retail:** Businesses that exclusively or partially derive income from the sale of goods and services to the public.
- **Restaurant:** Businesses that sell prepared foods and drinks.
- **Theaters:** Includes motion picture and performing arts theaters.
- **Banks:** Includes banks, savings and loans and credit unions.
- **Non-profits:** Organizations incorporated as non-profit corporations.
- **Office/Professional Services:** Personal/professional services businesses (e.g., attorneys, CPAs) with a total of no more than two people employed by the business, including the provider of the professional services.
- **All Others:** Includes medical, dental, chiropractors and acupuncturists.

Amount of Surplus/Deficit from previous Fiscal Year: Based on projected expenditures for the 2022 fiscal year, the District is expected to have 15k carried over to the 2023 fiscal year from unfulfilled projects and cancelled events, notably from tree trimming that was scheduled for 2022 but will instead take place in 2023.

Amount of Contributions from other sources: The District anticipates receiving contributions from other sources in order to complete capital improvement projects not fully funded by assessment dollars; such as our district-wide decorative light project estimated to cost over \$75k once complete. To date, \$42k worth of lights have been installed over the span of two years with funding contributions from CD4, CD13, the LFNC and the LFIA in addition to BID assessment funds. The District will continue fundraising efforts in 2023 to complete the project.

New Businesses: New businesses that open within the LFVBID boundaries after the ordinance for levying assessments for 2023 has been adopted by the Los Angeles City Council will be exempt from the 2023 assessment; they will be subject to assessments in future years.

Los Feliz Village BID Assessment Method and Basis

Business Type*	Number of Employees (including business owner)	Annual Assessment
Retail, Restaurants, Theaters, Banks	0 to 5	\$250
	6 to 10	\$350
	11 to 25	\$450
	26 or more	\$550
Non-profits		\$100
Office/Professional	No more than 2, total	\$100
All Others	0 to 5	\$200
	6 to 10	\$300
	11 to 25	\$400

*See page 2 for Business Type Definitions

1. BID assessment will be based on business size as determined by the number of full time or full time equivalent employees (e.g., two half time employees = one full time employee), agents, or subcontractors working or based at the business premises within the BID.
2. Assessment for business owners with multiple business licenses at the same address will be based on the single highest category (e.g., assessment for retail and profession/ occupation licenses for the same business owner at the same address will be set at the retail assessment level).
3. Business owners with multiple business locations within the BID will be assessed separately at each location.
4. Multiple independent business owners at the same address will be assessed separately at their respective rates, except those businesses set up under a master broker or business manager such as realtors, insurance offices, beauty/barber and nail shops/parlors where each agent or subletting individual will be considered an “employee” of the master broker or business manager whose BID assessment will be based on the total number of such agents or subletting individuals.
5. The So Cal Gas station on Hollywood/Vermont will have a reduced assessment of \$250 due to unique services that the LFVBID provides and their dual membership with the East Hollywood BID.
6. Non-profits will be assessed at \$100 and Office/Professional services with no more than 2 employees will be assessed at \$100.



■ B.I.D. PROPERTIES (MERCHANT BASED)

— B.I.D. BOUNDARY



Council File 07-0652
Ordinance 179914

Mapped By: DEPARTMENT OF CITY PLANNING - GIS DIVISION

LOS FELIZ VILLAGE



BUSINESS IMPROVEMENT DISTRICT
Not to Scale

APPENDIX A – LOS FELIZ VILLAGE BID 2023 BUDGET PROPOSAL

Total Estimated Revenue 2023 - \$78,550

Total 2023 LFVBID Expenditures	
2022 Assessments (rollover)	\$15,000.00
2023 Assessments	\$78,550.00
Reserve/Uncollected Assessments	-\$11,782.50
Total Income	\$81,767.50
<u>Beautification</u>	
Trash Collection/Street Sweeping	\$40,000.00
Sidewalk/Gutter Cleaning (porter service)	\$4,000.00
Tree Trimming	\$3,000.00
Various Beautification Projects	\$2,500.00
Village Lighting (Power & Maintenance)	\$3,000.00
Subtotal	\$52,500.00
<u>Communications</u>	
Website	\$800.00
Mailers/Postcards	\$2,750.00
Advertising	\$500.00
Subtotal	\$4,050.00
<u>Marketing & Public Relations</u>	
Banner (Storage, Hanging & Permits)	\$3,000.00
Member Meetings & Mixers	\$867.50
Holiday Event	\$1,000.00
Marketing & Communications Manager	\$10,000.00
Subtotal	\$14,867.50
<u>Administration</u>	
Insurance	\$2,800.00
CPA	\$3,000.00
Bookkeeper	\$1,800.00
Legal	\$1,000.00
Donations & Contributions	\$250.00
Taxes, Licenses & Filings	\$500.00
Postage, Mailing Service	\$500.00
Printing & Copying	\$500.00
Total Administration	\$10,350.00
Total	\$81,767.50

