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CITY CLERK

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# City of Los Angeles

CALIFORNIA



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January 10, 2023

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

Council Districts 4, 5, 13

REGARDING:

**THE HOLLYWOOD MEDIA DISTRICT (PROPERTY BASED) BUSINESS  
IMPROVEMENT DISTRICT'S 2023 FISCAL YEAR ANNUAL PLANNING REPORT**

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the Hollywood Media District Business Improvement District's ("District") 2023 fiscal year (CF 12-0963). 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 Hollywood Media District Business Improvement District's Annual Planning Report for the 2023 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

## BACKGROUND

The Hollywood Media District Business Improvement District was established on August 1, 2014 by and through the City Council's adoption of Ordinance No. 183155 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 8, 2022, 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

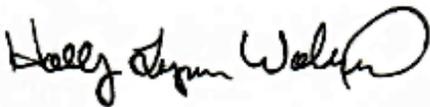
There is no impact to the General Fund associated with this action.

### RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Hollywood Media District Business Improvement District's 2023 fiscal year complies with the requirements of the State Law
2. FIND that the increase in the 2023 budget concurs with the intentions of the Hollywood Media District 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 Hollywood Media District Business Improvement District's 2023 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott  
City Clerk

Attachment:

Hollywood Media District Business Improvement District's 2023 Fiscal Year Annual Planning Report

January 9, 2023

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

Subject: Hollywood Media District PBID 2023 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 Hollywood Media District Business Improvement District has caused this Hollywood Media District Business Improvement District Annual Planning Report to be prepared at its meeting on December 8, 2022.

This report covers proposed activities of the Hollywood Media District BID from January 1, 2023 through December 31, 2023.

Sincerely,

*David Bass*

David Bass  
President  
Hollywood Media District Property Owners

# Hollywood Media District Business Improvement District

## 2023 Annual Planning Report

**District Name**

This report is for the Hollywood Media District Business Improvement District (District). It is operated by Hollywood Media District Property Owners Association, Inc., a private non-profit organization.

**Fiscal Year of Report**

The report applies to the 2023 Fiscal Year. The District Board of Directors approved the 2023 Annual Planning Report at the December 8, 2022 Board of Director's meeting.

**Boundaries**

There are no changes to the District boundaries for 2023.

**Benefit Zones**

There are no changes to the District's benefit zone(s) for 2023.

**2023 IMPROVEMENTS, ACTIVITIES AND SERVICES**

**Streetscape Services: \$401,671.42 (30.00%)**

Uniformed clean teams will provide enhanced maintenance services, including sidewalk sweeping and litter removal, bus stop cleaning, sidewalk washing, graffiti removal and “Rapid Response Team” for clean-up of unusual maintenance problems, such as illegal dumping. A higher frequency of maintenance service is proposed for the “Premium Service Areas” since these areas have higher traffic counts, public bus service and significantly more usage by pedestrians.

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The Hollywood Media District focuses efforts on making a lasting impact within the community by ensuring a rapid response approach to preventing and eliminating waste of all types in the district.

The Media District continues to contract with Sweeping Corp. of America (f/k/a CleanStreet) (“SCA”), a national third-party sanitation service with a crew of streetscape sanitation workers who operate street sweeping machines, trash pick-up and sanitation services seven days a week. The sanitation and maintenance services provide street and sidewalk sweeping, pressure washing, large/bulky item removal, graffiti abatement, bus stop and alleyway sanitation on a regular schedule every day with designated routes. The large item and garbage removal is completed both as our maintenance workers identify needs, and through an

on-demand system where businesses contact the Media District and request service. In addition, approximately 90 trash receptacles placed throughout the district are monitored and maintained daily for trash pick-up and liner replacement.

Cleaning services are prioritized by the Executive Director and members of the Board's Clean and Green Committee. Services are monitored and supervised by the Executive Director daily for quality assurance. Additional maintenance services include weekly collaborations with the BID Public Safety team who patrol the District and identify cleaning and sanitizing needs. The BID Public Safety team also provides security support for the team of SCA sanitation workers. Stakeholders and businesses are encouraged to make online service requests for any type of sanitation service on the BID website. Additional core maintenance services provided by SCA include landscape maintenance of the tree wells within the District.

The District continues to work with Garden of Eva, a third-party landscape company, to maintain the seven medians located on N Highland Avenue. Landscaping maintenance services include monitoring the irrigation and solar panel systems located within each median, weeding, removing spent flowers, and removal of trash and debris.

The District also completed additional professional tree trimming and maintenance services pruning the interior district trees and N Highland median trees in compliance with ISA and ANSI specifications.

In sum, core maintenance services include the following:

- Daily street, sidewalk and gutter sweeping around businesses and public areas to clear trash and debris
- Sidewalk pressure washing and bus shelter pressure washing, to address stains and environmental issues such as animal/human waste through sanitation
- Daily trash removal from approximately 90 receptacles in the District
- Removal on demand of specific garbage or filth accumulation by requests from Stakeholders or identified by District clean teams
- Graffiti removal as requested or identified by stakeholders or District staff
- Landscape maintenance, including tree wells, medians and new trees planted by the District
- Porter Service walking designated areas of the District in need removing trash, pressure washing and maintaining a clean and safe environment within the District

**Security: \$682,841.59 (51.00%)**

Uniformed security patrols will provide a variety of public safety services by assisting visitors and employees, support police crime prevention efforts to reduce the incidence of crime and reduce nuisance activities, and productively address the challenges associated with street populations. Deployment of safety patrols will include both bicycle and auto patrols. The proposed service frequencies for public safety deployment will be 24 hours/day - 7 days/week. Patrols will be deployed throughout the district. Deployment will include regular patrols plus redeployment as needed to respond to calls for service and trouble spots.

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The District has developed a safe and secure program (“Security Services”) in collaboration with AGS, a Los Angeles based security services company. The Security Program includes proactive daily patrol services on bike and foot within the District. In the third quarter, the hours of operation were increased to Monday – Friday from 7:00 a.m. to 9:00 p.m. This increase of officer deployment allowed for the BID Safety Patrol team to increase its visibility and street presence, help to connect people experiencing chronic homelessness with local City services and organizations, provide safety services for the community needing a trained and effective response patrol team after business hours with an emphasis on cleanliness, hospitality, and engagement.

The third quarter program focused on proactive outreach, community engagement and integrating with LAPD, CD-13 outreach teams and street sanitation/CAREPLUS teams. AGS security patrol teams monitor the amount of unhoused community in the district by conducting a weekly census, documenting, tracking and mapping out areas of critical concern within the boundaries of the District. Data from the weekly census and outreach obtained from consenting individuals requesting assistance is collected and submitted to the LA-Homeless Outreach Portal by AGS Cpt. Sepulveda and Cpt. Stankiewicz. A reduction of people experiencing homelessness in the District can be attributed to daily outreach through rapport with the unhoused, passing out water bottles and trash bags, and assistance with safety-first sanitation services. Cpt. Sepulveda and Cpt. Stankiewicz participated in an annual de-escalation training through AGS and attended District safety meetings that included LAPD, council district staff and community members to have a broad overview of crime statistics in and around the District.

While on patrol, the security officers reach out to businesses and the community listening to concerns, ideas and specific needs helping to promote safety in the District. The safety patrol team duties include assisting stakeholders, businesses and schools with trespassing, vandalism, theft, traffic issues and supplemental safety services to the District during local events, as well as arrivals and departures for students and staff from school. Stakeholders, businesses residents and patrons may request an after-hour escort now through the District website.

In collaboration with the LA LGBT Center, the LA LGBT Center training of future security officer’s internship program is led by AGS Cpt. Sepulveda and Cpt. Stankiewicz. The internship training program leads interns towards the earning of state mandated certifications in Safety and Bike Patrol.

In sum, the services by AGS include the following:

- Two (2) senior well trained Captains managing the Public Safety Patrol Team as well as communicating directly with stakeholders and businesses by foot, bicycle or BID vehicle

- Approximately three (3) Officers 1-ea AM/PM/MID-Flex and (2) Sargents 1-ea AM/PM, (each working on foot, bicycle or vehicle)
- Regular review of the schedule and needs by District Executive Director, the Safe Committee and Board of Directors

**Improvements and Marketing: \$80,334.40 (6.00%)**

Improvements and marketing activities will aim to improve the overall business image of the district with the goal of attracting and retaining businesses, jobs and investment. Initiatives must be designed to provide collective benefits to businesses and property owners. While annual work programs and budgets will be developed in collaboration with targeted stakeholders and approved by the owner’s association, programs will be selected from a variety of options that may include the following:

- **Parking Availability:** The BID may support initiatives to better manage and increase the parking supply for area businesses.
- **Street Beautification:** The BID may pursue options to improve the visual appearance of the district including decorative banners, landscaping and trees, attractive directional signage and gateways.
- **Marketing and Community Relations:** The BID may carry out initiatives that strengthen the Hollywood Media District image. Examples include the district website targeting the informational needs of HMD BID property owners and business tenants and publication of the district newsletter for HMD BID property and business owners.

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The Executive Director maintains and manages the organization and content on the website as well as prepares the aesthetics and contents of the quarterly newsletters that are published on the website, email distribution, and all social media accounts. The BID also presents regular eblasts of information about business and property developments, District events, promotions, new businesses, hospitality, cleaning and safety services in the District. During the third quarter, general aesthetics of the current website was updated and the hierarchy and design for the new website was completed. The new website is in production and will be completed by Eisenberg in the fourth quarter.

Eisenberg redesigned the 2023 new Board member candidate applications which were mailed out along with the printed version of the second quarter newsletter to all District stakeholders.

PBID database management software continues to update stakeholder and business contacts in the district improving communications and distribution of BID information.

**Marketing and Community Relations**

The District creates initiatives that strengthen the District’s image. Examples include:

- District beautification efforts and public safety support
- The District's website, which targets the informational needs of the District's property owners and business tenants
- The District's newsletter for the District's property and business owners
- Enhanced social media presence within the District promoting businesses and events

This budget category allows for the funding of general consulting, marketing, communications and special projects to promote the image and improvements with the District.

Examples include:

- Marketing Material  
Development and distribution of informational materials that inform stakeholders and businesses of the services of the District
- Conferences  
Planning conferences to identify trends, needs and the future direction of the District
- Community Grants  
Grants and event sponsorships, social networking initiatives

**BID Management & Administration: \$174,057.66 (13.00%)**

A non-profit corporation, with an elected Board of Directors shall be responsible for the District's program oversight and authorization for disbursement of funds. Support staff such as a manager, bookkeeper and others will be employed and/or contracted with to provide necessary services in program implementation and oversight and regular contact with the Board of Directors. This program element also includes City/County collection fees, assessment delinquencies and other variable expenses related to each program element.

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The District is administered by an Executive Director who is the only employee of the District. The Executive Director administers and/or manages all activities of the District including, stakeholder communications; public marketing campaigns, including newsletters and website and social media communications; bookkeeping; scheduling and memorializing meetings; managing the third-party security teams; managing and evaluating cleaning needs in the District; and representing the District in public meetings and hearings. Current improvement projects include new litter receptacles, median landscaping, holiday lighting, city sidewalk repair, District tree well landscaping and beautification.

An annual financial review and tax preparation will be prepared by GTL, LLC (Fabio Vasco, CPA).

## **Total Estimate of Cost for 2023**

A breakdown of the total estimated 2023 budget is attached to this report as **Appendix A**.

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

The assessment rates are based on the anticipated benefit to be derived by each individual parcel within the boundary of the District. The rates are as follows:

### Premium Area

Street frontage = \$5.6650 per linear ft.

Land area = \$0.0692 per sq. ft.

Building area = \$0.0692 per sq. ft.

### Standard Area

Street frontage = \$2.8325 per linear ft.

Land area = \$0.0692 per sq. ft.

Building area = \$0.0692 per sq. ft.

**(There is No CPI increase for 2023)**

## **Surplus Revenues: \$100,000.00**

Enclosed is our board approved 2023 Annual Planning Report.

Over the past two years, the board of the District has identified critical security and cleaning needs for the District. The board has also found efficient solutions for those needs by developing and sourcing various district improvements. All of these improvements have been presented to and approved by the board and presented to the stakeholders at our annual stakeholder meeting. These special improvements include the following: planting medians; trimming trees on main streets; expanding our trash collection by increasing district trash cans in areas of need, and replacing other trash cans; repaving dangerous sidewalks; and increasing lighting.

Some of these special projects have already been started and/or completed. The District included these improvements in its budget for 2022. The total budget for all these projects is \$342,000. We have paid through assessments from prior years all expenses except for \$124,000. That amount is all that remains to be paid. The rollover funds will be used to complete these projects and pay the balance for the projects in the amount of \$124,000. This amount would have been spent in 2022 but scheduling the special improvements extended into 2023 calendar year. The balance not covered by the rollover (\$24,000) will be paid from 2023 assessments in the ordinary course of business. We expect to complete the special projects by end of the second quarter 2023.

**Anticipated Deficit Revenues**

There are no deficit revenues that will be carried over to 2023.

**Contribution from Sources other than assessments: \$33,647.21**

General Benefit

**APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE Hollywood Media District BID- FY 2023**

<b>2023 Assessments</b>	\$1,205,257.86	
<b>Estimated Carryover from 2022</b>	\$100,000.00	
<b>Other Income</b>	\$33,647.21	
<b>Total Estimated Revenues</b>	<b>\$1,338,905.07</b>	
<b>2023 Estimated Expenditures</b>		<b>Pct.</b>
<b>Streetscape Services</b>	\$401,671.42	<b>30.00%</b>
<b>Security</b>	\$682,841.59	<b>51.00%</b>
<b>Improvements and Marketing</b>	\$80,334.40	<b>6.00%</b>
<b>BID Management &amp; Administration</b>	\$174,057.66	<b>13.00%</b>
<b>Total Estimated Expenditures</b>	<b>\$1,338,905.07</b>	<b>100%</b>