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January 10, 2025

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

Council Districts 13

REGARDING:

THE LARCHMONT VILLAGE (PROPERTY BASED) BUSINESS IMPROVEMENT
DISTRICT'S 2025 FISCAL YEAR ANNUAL PLANNING REPORT

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the Larchmont Village Business Improvement District's ("District") 2025 fiscal year (CF 22-0058). 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 Larchmont Village Business Improvement District's Annual Planning Report for the 2025 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

BACKGROUND

The Larchmont Village Business Improvement District was established on May 4, 2022 by and through the City Council's adoption of Ordinance No. 187485 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, 2024, 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

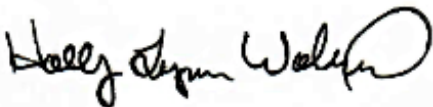
There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Larchmont Village Business Improvement District's 2025 fiscal year complies with the requirements of the State Law
2. FIND that the increase in the 2025 budget concurs with the intentions of the Larchmont Village 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 Larchmont Village Business Improvement District's 2025 fiscal year, pursuant to the State Law.

Sincerely,

A handwritten signature in black ink, appearing to read "Holly L. Wolcott", is written over a light blue rectangular background.

Holly L. Wolcott

City Clerk

Attachment:

Larchmont Village Business Improvement District's 2025 Fiscal Year Annual Planning Report

January 10, 2025

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

Subject: Larchmont Village PBID 2025 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 Larchmont Village Business Improvement District has caused this Larchmont Village Business Improvement District Annual Planning Report to be prepared at its meeting on December 13, 2024.

This report covers proposed activities of the Larchmont Village BID from January 1, 2025 through December 31, 2025.

Sincerely,

Patty Lombard

Patty Lombard
Director
Larchmont Village Property Owners Association

Larchmont Village Business Improvement District

2025 Annual Planning Report

District Name

Larchmont Village Property Business Improvement District

Fiscal Year of Report

The report applies to the 2025 Fiscal Year. The District Board of Directors approved the 2025 Annual Planning Report at the December 13, 2024 Board of Director's meeting.

Boundaries

There are no changes to the District boundaries for 2025.

Benefit Zones

There are no changes to the District's benefit zone(s) for 2025.

2025 IMPROVEMENTS, ACTIVITIES AND SERVICES

Streetscape Services: \$99,599.39 (51.50%)

Streetscape Services includes various supplemental streetscape services performed by subcontract vendors within the streetscape areas within the LVPBID. Included are regular disposal of trash in streetscape bins; streetscape porter services to pick up litter and debris and remove clutter from street furniture, trees and poles; twice monthly pressure washing of trash bin lids and streetscape areas; and, remove or cause to be removed graffiti, on an as needed basis. It is noted that any public pavement repairs needed within the District are not the responsibility of the LVPBID. Streetscape Services also includes physical improvements and enhancements such as streetlamp seasonal banners and holiday decorations and lighting storage and installation.

Marketing-Promotions: \$29,299.63 (15.15%)

Marketing-Promotions includes business marketing, media relations, community relations, event planning, public relations, economic development and retail recruitment, social media. Funds will also be used for district branding opportunities, promotional materials, including business directories, specialty brochures, social media marketing, maps, visitors' guides and press releases; upkeep and development of the LVPBID website; and similar projects. Marketing-Promotions will cultivate media exposure and the promotion/branding of the LVPBID as a great place to shop, work and visit.

Administration : \$64,497.86 (33.35%)

Administration includes the cost of personnel to oversee implementation of the various programs, services and improvement projects delineated in this Plan during the LVPBID's 10-year term. This element also includes oversight of the Owners' Association's compliance with the terms of its contract with the City, including Brown Act compliance and requests. Administration includes accounting/bookkeeping fees and Directors & Officers and General Liability insurance. Management staff expenses are allocated according to generally accepted accounting job costing procedures and are allocated to the specific areas in which staff works.

Administration also includes the costs associated with operating a successful and professional LVPBID such as legal services, printing, postage, supplies, production of the Annual Planning Report and Budget and quarterly reports. It also includes projected contingency costs such as delinquent assessments, unforeseen expenses and the costs associated with LVPBID renewal, as well as City and/or County fees associated with their oversight of the LVPBID.

Total Estimate of Cost for 2025

A breakdown of the total estimated 2025 budget is attached to this report as **Appendix A**.

Method and Basis of Levying the Assessment

The method for levying the 2025 assessment remains the same as listed in the Management District Plan. Assessments are based on a single factor: street frontage in linear feet (Larchmont Boulevard). Annual assessments are based upon an allocation of program costs and a calculation of assessable square footage. The management plan allows for a maximum annual CPI increase of 3%. The Board voted for a 3% CPI increase in 2025.

Street frontage assessment rate
\$80.3756 per linear foot

(There is a 3.0% CPI increase for 2025)

Surplus Revenues: \$12,000.00

Surplus revenues are a result from lower than budgeted Administration costs in 2024. These reserves will be used to pay January 2025 invoices in proportion to our estimated expenditures for 2025- 51.43% (\$6,171.60) for Streetscape/15.26% (\$1,831.20) for Marketing-Promotions/33.88% (\$4,065.60) for Administration

Anticipated Deficit Revenues

There are no deficit revenues that will be carried over to 2025.

Contribution from Sources other than assessments: \$6,348.43

General Benefit- 2025

APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE Larchmont Village BID- FY 2025

2025 Assessments	\$175,048.45	
Estimated Carryover from 2024	\$12,000.00	
Other Income	\$6,348.43	
Total Estimated Revenues	\$193,396.88	
2025 Estimated Expenditures		Pct.
Streetscape Services	\$99,599.39	51.50%
Marketing-Promotions	\$29,299.63	15.15%
Administration	\$64,497.86	33.35%
Total Estimated Expenditures	\$193,396.88	100%