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November 5, 2024

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

Council Districts 5

REGARDING:

THE CENTURY CITY (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 Century City Business Improvement District's ("District") 2025 fiscal year (CF 22-0271). 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 Century City 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 Century City Business Improvement District was established on May 13, 2022 by and through the City Council's adoption of Ordinance No. 187523 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 October 30, 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 Century City 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 Century City 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 Century City Business Improvement District's 2025 fiscal year, pursuant to the State Law.

Sincerely,

A handwritten signature in black ink, appearing to read "Petty F. Santos", written in a cursive style.

Petty F. Santos
Executive Officer
Attachment:

Century City Business Improvement District's 2025 Fiscal Year Annual Planning Report

November 5, 2024

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

Subject: Century City 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 Century City Business Improvement District has caused this Century City Business Improvement District Annual Planning Report to be prepared at its meeting on October 30, 2024.

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

Sincerely,

A handwritten signature in black ink that reads "Vicki Nussbaum". The script is elegant and cursive, with the first letters of each name being capitalized and prominent.

Vicki Nussbaum

Century City Business Improvement District

Century City Business Improvement District

2025 Annual Planning Report

District Name

Century City Property-Based 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 October 30, 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

Clean, Safe and Beautiful: \$1,815,338.98 (86.78%)

Safe Team

The Safe Team will provide safe services for the individual parcels located within the CCBID in the form of bike patrols.

The Clean Team includes:

- Power washing
- Sweeping sidewalks and gutters
- Cleaning up litter
- Removing illegal signs/posters/stickers
- Removing graffiti
- Emptying trash cans
- Removing illegal dumping and/or untidy conditions

Landscaping and Fountain Maintenance

- Tree pruning on medians and Olympic Boulevard cloverleafs
- Median and corridor landscaping on Avenue of the Stars, the cloverleafs on the north and south side of the interchange at Olympic Boulevard, the Santa Monica Boulevard medians, and the landscaped corridors along Century Park West.
- Seasonal flowers
- Replacing irrigation equipment
- Replacing pumps, motors, expansion joints, horizontal manifold lines, equipment and drains

- Replacing lighting (various parts and/or main receptacle)
- New electrical
- Add wind speed controls

Beautification:

- Street furniture, such as benches, trash receptacles and kiosks
- Signage to help visitors navigate through the CCBID
- Gateway signage
- Public art
- Tree lighting
- Seasonal holiday decorations and banners

Management: \$276,579.23 (13.22%)

Management services may include compensation for an Executive Director, an administrative assistant or any other staff member, or subcontractor the Owner's Association deems necessary to manage the CCBID programs. The management team is responsible for providing the day-to-day operations. CCBID funds may be used to leverage additional monies from sponsorships, contracts, grants and earned income. Additional administrative costs may include accounting and annual financial reviews, insurance, legal, program support costs including supplies, equipment and rent, assessment collection fee, and other administration costs associated with the overhead and administrative support of programs.

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 District's proposed assessments are based the building square footage for developed parcels and lot square footage for undeveloped vacant parcels. The BID approved a 10.85% CPI increase for the 2025 assessments.

Premium Zone: 0.1666

Standard Zone: 0.0478

Fox Studios Zone: 0.1171

(There is No CPI increase for 2025)

Surplus Revenues: \$180,862.00

We will have surplus revenue of \$180,862 - \$110,213 will be from the Premium Zone, \$53,658 from the Standard Zone and \$16,991 from the Fox Zone. This money is due to the delay in installing the electricity at our sign on AOS and Pico. We are still working with BOE to get a revised permit due to some changes in the electrical installation plans. We hope to have this complete by 1Q 2025. When the electricity is finalized we will install permanent landscaping. No services were reduced or not delivered. The funds being rolled over will be spent in Clean Safe and Beautiful in the zones in which they were generated. We will be spending \$110,213 in the Premium Zone on electricity at the fountain and landscaping, \$53,658 from the Standard Zone on landscaping and \$16,991 in the Fox Zone for electricity and landscaping at the fountain.

Anticipated Deficit Revenues

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

Contribution from Sources other than assessments: \$181,299.00

We are three streams for contributions from other sources: interest income, General Benefit funding and a late direct bill assessment. We are budgeting \$10,577 in interest income from our bank account and \$2,500 in interest income from the City of LA. We also have budgeted \$47,413 in General Benefit funding. We have one 2024 assessment that is pending for \$120,809. Total contributions from other sources is \$181,299.

APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE Century City BID- FY 2025

	Premium Zone	Standard Zone	Fox Zone	Total	
2025 Assessments	\$1,084,829.00	\$467,079.21	\$177,849.00	\$1,729,757.21	
Estimated Carryover from 2024	\$110,213.00	\$53,658.00	\$16,991.00	\$180,862.00	
Other Income	\$134,584.00	\$16,334.00	\$30,381.00	\$181,299.00	
Total Estimated Revenues	\$1,329,626.00	\$537,071.21	\$225,221.00	\$2,091,918.21	
2025 Estimated Expenditures					Pct.
Clean, Safe and Beautiful	\$1,181,099.62	\$445,284.44	\$188,954.92	\$1,815,338.98	86.78%
Management	\$148,526.38	\$91,786.77	\$36,266.08	\$276,579.23	13.22%
Total Estimated Expenditures	\$1,329,626.00	\$537,071.21	\$225,221.00	\$2,091,918.21	100%