

FINAL

**Hollywood Media District
Business Improvement District
Management District Plan**

**For
A Property Based
Business Improvement District Renewal
In the Hollywood Media District of Los Angeles**

**November 2023
(11/28/23)**

**Prepared By
Urban Place Consulting Group, Inc.**

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For the
Hollywood Media District Business Improvement District (District)
Los Angeles, California

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Management District Plan Summary

The name of the renewed Property-based Business Improvement District is the “Hollywood Media District Business Improvement District” (the “District”). The District is being renewed pursuant to Section 36600 et seq. of the California Streets and Highways Code, The “Property and Business Improvement District Law of 1994 as amended”, hereinafter referred to as State Law.

Developed by the Hollywood Media District Board of Directors, the Hollywood Media District Business Improvement District Management Plan conveys special benefits to assessed parcels located within the Hollywood Media District Business Improvement District area. The District will provide continued activities in three program areas including: Clean, Safe & Beautiful, Improvements and Marketing, District Management and Administration. Each of the programs is designed to meet the goals of the District which are to improve the safety and cleanliness of each individual assessed parcel within the District, to increase building occupancy and lease rates, to encourage new business development; and attract ancillary businesses and services for assessed parcels within the District.

The boundary of the Hollywood Media District was created to include the large television and motion picture studios, performing arts theaters and related media support industries in Hollywood. The Business Improvement District area is bounded roughly by La Brea Avenue and Formosa Avenue on the west, Lexington Avenue and Leland Way on the north, Vine Street on the east and Melrose Avenue on the south. The property uses within the general boundaries of the Hollywood Media District Business Improvement District are a mix of commercial, industrial, retail, office, live-work, parking, theater, residential, television and motion picture studio, education, and publicly owned parcels. Services and improvements provided by the District are designed to provide special benefits in the form of improving economic and environmental vitality by increasing building occupancy and lease rates, encouraging new business development, encouraging a creative environment, attracting residential serving businesses and services that provide a special benefit to commercial, industrial, retail, office, live-work, parking, theater, residential, television and motion picture studio, education, and publicly-owned parcels within the District.

All of which specially benefit from the improvements and activities of the District.

Boundary: See Section 2, page 6 and map, page 8.

Budget: The total District budget for the 2025 year of operation is approximately \$1,625,800.

Improvements, Activities, Services:

CLEAN, SAFE AND BEAUTIFUL	\$1,316,898	81%
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Enhanced Safe Programs will consist of some of the following:

- Bicycle Patrol
- Vehicle Patrol
- Foot Patrol

Enhanced Clean and Beautiful Programs will consist of some the following:

- Sidewalk Sweeping
- Sidewalk Pressure Washing
- Graffiti & Handbill Removal
- Trash Removal
- Landscape and Beautification programs

Improvements and Marketing	\$97,548	6%
<ul style="list-style-type: none">• Media and Communication programs• District stakeholder communications• Website• Events and Activations		

DISTRICT MANAGEMENT AND ADMINISTRATION **\$211,354** **13%**

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.

2024 CARRYOVER FUNDS

The estimate for assessment funds carried over from the current Hollywood Media District Business Improvement District to the first year 2025 budget is \$30,000. The amount of actual prior year carryover funds, if any, from the 2024 budget will be applied to the 2025 District budget. The funds will be applied to the same budget line item in 2025 as the line items in 2024 that was the source of the carryover funds. Carryover funds from 2024, if any exist, are projected to be from the clean and safe line items. Therefore, the Clean, Safe & Beautiful budget line item of \$1,316,898 could increase to as much as \$1,346,898 if the total \$30,000 carryover becomes a reality and is totally from the Clean and Safe line items.

Method of Financing: A levy of special assessments upon real property that receives special benefits from the improvements and activities.

Benefit Zones: The State Law and State Constitution Article XIID require that special assessments be levied according to the special benefit each assessed parcel receives from the improvements. In order to match assessment rates to special benefits, all property within the Hollywood Media District Business Improvement District is assessed using the same assessment methodology for parcel square footage and building square footage. Street front footage is assessed as Zone 1 premium and/or Zone 2 standard street front footage. Zone 1 premium street front footages require higher levels of clean and safe service than Zone 2 standard area frontages in order to maintain a high-quality level of cleanliness and appearance along these high activity pedestrian and vehicular corridors. Zone 1 premium street frontage streets include La Brea Avenue, Santa Monica Boulevard, Highland Avenue. Zone 2 standard street frontage streets include all other streets in the District.

Cost: Annual assessments are based upon an allocation of program costs and a calculation of

assessable footage. Three property assessment variables, parcel square footage (40%), building square footage (40%) and street front footage (7% premium & 13% standard), will be used in the calculation. The 2025 year assessments per assessment variable will not exceed amounts listed in the following chart:

Building Square Foot Assessment Rate	\$0.07855
Parcel Square Foot Assessment Rate	\$0.07663
Zone 1 Premium Street Front Footage Rate	\$6.07
Zone 2 Standard Street Front Footage Rate	\$3.16

Increases: Annual assessment increases will not exceed 7% per year. Increases will be determined by the Business Improvement District Owners’ Association Board of Directors and will vary between 0% and 7% in any given year. Any annual budget surplus, including those created through cost saving measures, labor vacancies, unexpected reductions in expenses caused by one-time events or unanticipated increases to income, will be rolled into the following year’s budget. Including surpluses from the prior District 2024 budget. The budget will be set accordingly, within the constraints of the Management District Plan to adjust for surpluses that are carried forward to ensure that the District is spending these funds in a timely manner and is complying with applicable State laws and City policies. The estimated budget surplus amount will be included in the annual report each year.

District Formation: District formation requires submission of favorable petitions from property owners representing more than 50% of total assessments to be paid and the return of mail ballots evidencing a majority of the weighted ballots cast in favor of the assessment. Ballots are weighted by each property owner’s assessment as proportionate to the total proposed District assessment amount.

Duration: The District will have a 10-year life beginning January 1, 2025 and ending December 31, 2034.

Governance: The Owners’ Association will review District budgets and policies annually within the limitations of the Management District Plan. Annual and quarterly reports, financial statements and newsletters will be filed with the City of Los Angeles (City). The Owners’ Association will oversee the day-to-day implementation of services as defined in the Management District Plan.

Section 2

Hollywood Media District Business Improvement District Boundaries

The Hollywood Media District Business Improvement District includes all property within a boundary formed by:

Beginning on the southwest corner parcel 5548-015-037 of Highland Avenue and Leland Way proceed east along the northern boundary of parcel 5547-021-006. Proceed south along the eastern boundary of parcel 5547-021-006 and continue south along the eastern boundary of parcels facing Highland Avenue to the centerline of Lexington Avenue. Proceed east along the centerline of Lexington Avenue to the eastern boundary of parcel 5533-011-013. Continue south along the eastern boundary of parcel 5533-011-013 to the northern boundary of parcel 5533-011-003. Proceed east along the northern boundary of parcel 5533-011-003 to the western boundary of parcel 5533-009-901 and head north along its western boundary. Continue east along the northern boundary of parcel 5533-009-901 to the western boundary of parcel 5533-004-012. Proceed north along the western boundary of parcel 5533-004-012 and continue east to the western boundary of parcel 5533-006-035 and continue east to the eastern boundary of parcel 5533-006-035. Continue south along the eastern boundary of parcel 5533-006-035 and then head west along the southern boundary of parcel 5533-006-035 to parcel 5533-008-001. Proceed south along the eastern boundary of parcel 5533-008-001 and then west along the southern boundary of parcel 5533-008-001 to the centerline of Cahuenga Boulevard. Continue south along the centerline of Cahuenga Boulevard to parcel 5533-008-024 and proceed east along the northern boundary of parcels facing south on Santa Monica Boulevard to the centerline of Vine Street. Proceed south along the eastern boundaries of parcels facing Vine Street to parcel 5533-031-029. Continue east to the centerline of Melrose Avenue and Lillian Way and then north along the western boundaries of parcels facing Lillian Way to Waring Avenue. Proceed west to the to the eastern boundary of parcel 5533-032-025. Continue west along the southern boundary of parcel 5533-032-025 and then south along the eastern boundary of parcels facing Cahuenga Boulevard to parcel 5533-032-013. Continue west along the southern boundary of parcel 5533-032-013 to the centerline of Melrose Avenue and Cole Avenue. Continue north along the western boundary of parcels facing Cole Avenue to the centerline of Cole Avenue and Willoughby Avenue. Proceed west along the southern boundary of parcel 5533-021-012 and then north along the eastern boundary of parcels facing Cole Avenue to parcel 5533-014-001. Continue west along the southern boundary of parcels facing Santa Monica Boulevard to parcel 5533-012-032. Proceed south along the eastern boundary of parcels facing Seward Street to parcel 5533-012-011. Proceed east along the northern boundary of parcel 5533-012-011 and continue south along the eastern boundary of parcels facing Hudson Avenue to parcel 5533-023-003. Proceed west along the southern boundary of parcel 5533-023-003 and then continue south along the eastern boundary of parcels facing Seward Street to the northern boundary of parcels 5533-025-(031-055). Continue south along the eastern boundary of parcels 5533-025-(031-055) and then west along the southern boundary of parcels 5533-025-(031-055). Proceed south along the eastern boundary of parcels facing Seward Street to parcel 5533-036-012. Continue west along the southern boundary of parcel 5533-036-012 to parcel 5533-037-903. Proceed north along the western boundary of parcel 5533-037-903 and then east along the northern boundary of parcel 5533-037-903. Continue north along the eastern boundary of parcels facing Seward Street to the southern boundary of parcel 5532-014-041. Proceed west along the southern boundary of parcels facing Romaine Street to the eastern boundary of parcel 5532-013-031. Continue south along the eastern boundary of parcels facing Highland Avenue to parcel 5524-011-014. Continue west along the southern boundary of

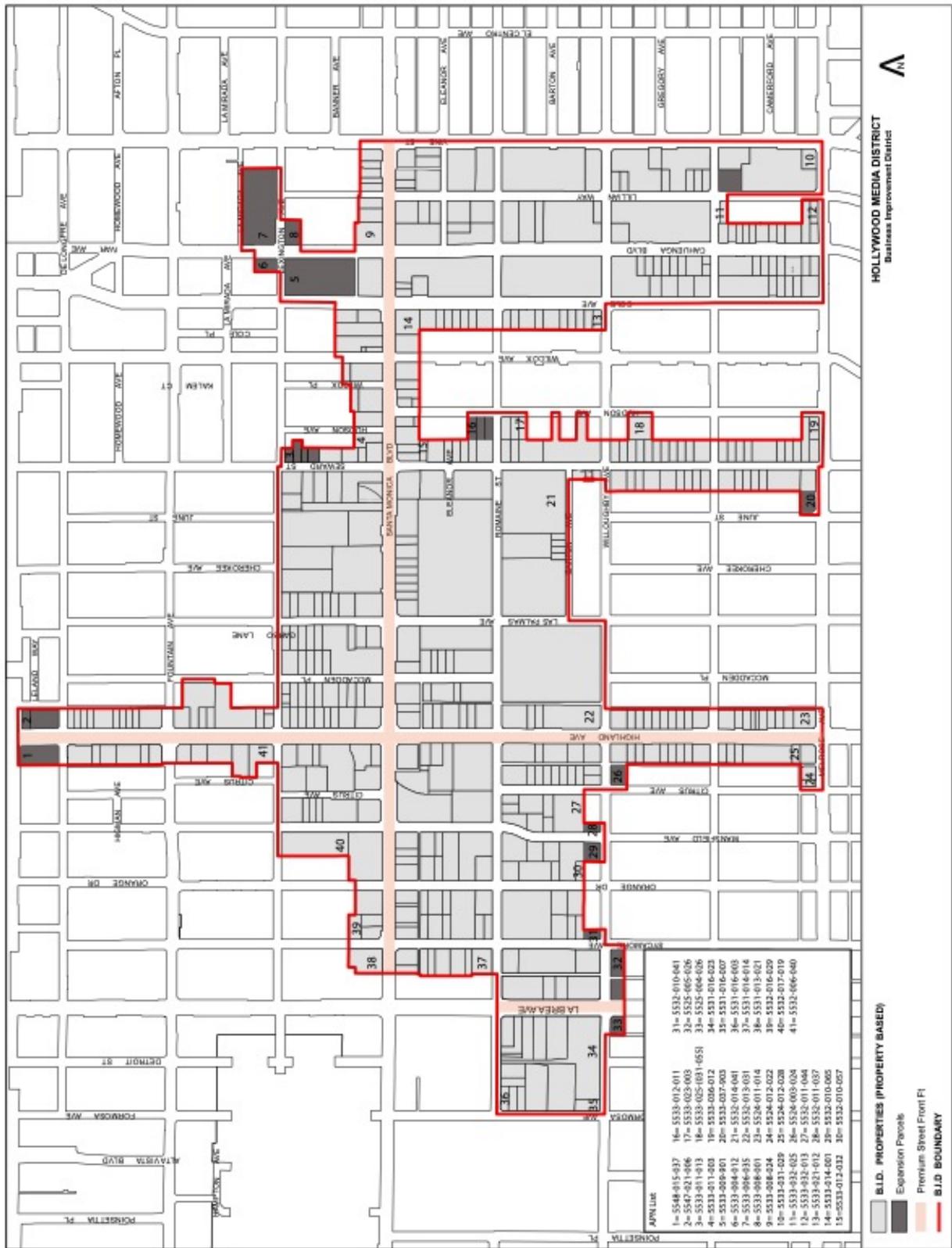
parcels facing Melrose Avenue to parcel 5524-012-022. Head north along the western boundary of parcel 5524-012-022 and then continue east along the north boundary of parcel 5524-012-022 to parcel 5524-012-028. Continue north along the western boundary of parcels facing Highland Avenue to the southern boundary of parcel 5524-003-024. Proceed west along the southern boundary of parcel 5224-003-024 and then continue north along the western boundary of parcel 5524-003-024 to the centerline of Willoughby Avenue. Proceed north on Citrus Avenue to the southeast corner of parcel 5532-011-044 and then continue west along the southern boundary of parcel 5532-011-044 to parcel 5532-011-037. Proceed west along the southern boundary of parcel 5532-011-037 to the southwest corner of parcel 5532-010-065, and then head north to parcel 5532-010-057. Proceed east to parcel 5532-010-041 and then continue south along its eastern boundary and then when along its southern boundary to the centerline of Willoughby Avenue. Head south to parcel 5525-005-026 and proceed south along the eastern boundary of parcel 5525-005-026 and then west along the southern boundary of parcels facing Willoughby Avenue to parcel 5525-004-026. Head north along the western boundary of parcel 5525-004-026 to the southern boundary of parcel 5531-016-023. Proceed west along the southern boundary of parcel 5531-016-023 to the western boundary of parcel 5531-016-007. Continue north along the western boundary of parcels facing Formosa Avenue to parcel 5531-016-003. Proceed east along the northern boundary of parcels facing Romaine Street to the western boundary of parcel 5531-014-014. Continue north along the western boundary of parcels facing Sycamore Avenue to the northern boundary of parcel 5531-013-021. Continue east along the northern boundary of 5531-013-021 to the northeast corner of parcel 5532-016-029. Continue east along the northern boundary of parcels facing Santa Monica Boulevard to the western boundary parcel 5532-017-019. Proceed north along the western boundary of parcel 5532-017-019 to the centerline of Lexington Avenue. Head east along the centerline of Lexington Avenue to parcel 5532-006-040. Continue north along the western boundary of parcels facing Highland Avenue to the starting point at parcel 5548-015-037.

District Expansion

The Hollywood Media District boundaries have expanded to include the following areas:

- Northeast corner of Melrose Avenue and June Street
- Southeast corner at Waring Avenue and Lillian Way
- South side of Willoughby Avenue from Southwest corner of La Brea to the Southwest corner of Sycamore Avenue
- Northeast corner of Willoughby Avenue and Sycamore Avenue
- Northwest and Northeast corners of Willoughby Avenue and Mansfield Avenue
- Southeast corner Willoughby Avenue and Citrus Avenue
- Northwest corner of Hudson Avenue and Romaine Street
- Southeast corner Lexington Avenue and Seward Street
- Northwest and Northeast corners of Lexington Avenue and Cahuenga Boulevard
- Southwest and Southeast corners of Lexington Avenue and Cahuenga Boulevard
- Both sides of Highland Avenue between De Longpre Avenue and Leyland Way

The expansion areas are also detailed on the map on page 8. Parcels within this area have similar uses to Hollywood Media District parcels such as commercial, residential, live work, and publicly owned.



District Boundary Rationale

The property uses within the general boundaries of the Hollywood Media District Business Improvement District are a mix of commercial, industrial, retail, office, live-work, parking, theater, residential, television and motion picture studio, education and publicly owned. Services and improvements provided by the District are designed to provide special benefits to parcels that contain commercial, industrial, retail, office, live-work, parking, theater, residential, television and motion picture studio, education and publicly owned within the District. Services and improvements provided by the District are designed to provide special benefits in the form of improving the economic and environmental vitality by increasing building occupancy and lease rates, encouraging new business development, attracting residential serving businesses and services that provide a special benefit to commercial, industrial, retail, office, live-work, parking, theater, residential, television and motion picture studio, education and publicly-owned parcels within the District. All of the services provided such as the security work provided by the Safe Team and the cleaning work provided by the Clean Team are services that are over and above the City's baseline of services and are not provided by the City. These services are not provided outside of the District because of the unique nature of these services focusing on the particular needs of each individually assessed property within the District. These services provide particular and distinct benefits to each of the individually assessed parcels within the District.

Northern Boundary: The northern boundary of the District ranges from Romaine Street, Santa Monica Boulevard, Lexington Avenue and Leland Way. These boundaries were determined by the presence of the City of West Hollywood, the Hollywood Entertainment District BID, and residential zoning (R1-R3). The Hollywood Entertainment District BID provides improvements and activities similar to those provided by the Hollywood Media District. Residentially zoned parcels are not assessable. Improvements and services will only be provided to individual assessed parcels within the boundaries of the District. Specifically, security patrols, cleaning personnel, and similar service providers employed in connection with the District will only patrol and provide services to individual assessed parcels on the streets and sidewalks within the District and will not provide services outside of District boundaries.

Eastern Boundary: The eastern boundary of the District ranges from Vine Street, Highland Avenue and Seward Street. These borders were determined by the presence of the Hollywood Entertainment BID, the proposed Route 66 BID, and residential zoning (R1-R3). The Hollywood Entertainment BID provides improvements and activities similar to those provided by the Hollywood Media District. Residentially zoned parcels are not assessable. Improvements and services will only be provided to individual assessed parcels within the boundaries of the District. Specifically, security patrols, cleaning personnel, and similar service providers employed in connection with the District will only patrol and provide services to individual assessed parcels on the streets and sidewalks within the District and will not provide services outside of District boundaries.

Southern Boundary: The southern boundary of the District is primarily Melrose Avenue. The boundary was determined by the uses of the parcels south of the District boundaries and the presence of the Melrose BID, which provides improvements and activities similar to those provided by the Hollywood Media District. The Melrose BID is present from La Brea Avenue to Citrus Avenue on the north side of Melrose Avenue and the District boundary abuts the Melrose BID. The Melrose BID also abuts District boundaries on the south side of Melrose Avenue between Citrus Avenue and Highland Avenue. The south side of Melrose Avenue from Highland Avenue to Lillian Way are residential areas of Hancock

Park that will not benefit from District services. Improvements and services will only be provided to individual assessed parcels within the boundaries of the District. Specifically, security patrols, cleaning personnel, and similar service providers employed in connection with the District will only patrol and provide services to individual assessed parcels on the streets and sidewalks within the District and will not provide services outside of District boundaries.

Western Boundary: The western boundary of the District ranges from La Brea Avenue, Sycamore Avenue, Orange Drive, and Highland Avenue. These borders were determined by the presence of residential zoning (R1-R3) and the City of West Hollywood boundaries. Improvements and services will only be provided to individual assessed parcels within the boundaries of the District. Specifically, security patrols, cleaning personnel, and similar service providers employed in connection with the District will only patrol and provide services to individual assessed parcels on the streets and sidewalks within the District and will not provide services outside of District boundaries.

Section 3

District Improvement and Activity Plan

Process to Establish the Improvement and Activity Plan

Through a series of property owner meetings, the Hollywood Media District Business Improvement District Board of Directors collectively determined the priority for improvements and activities to be delivered by the District. The primary needs as determined by the parcel owners were safety, cleaning, beautification, improvements, marketing and management/administration. All of the services provided such as the safety work provided by the Safe Team and the cleaning work provided by the Clean Team are services that are over and above the City's baseline of services and are not provided by the City. These services are not provided outside of the District and because of their unique nature focusing on the particular needs of each assessed parcel within the District provide particular and distinct benefits to each of the assessed parcels within the District. Each of the services provided by the District are designed to meet the needs of the commercial, industrial, retail, office, live-work, parking, theater, residential, television and motion picture studio, education, and publicly owned uses that make up the District and provide special benefit to each of the assessed parcels.

All of the improvements and activities detailed below are provided only to assessed parcels defined as being within the boundaries of the District and provide benefits which are particular and distinct to each of the assessed parcels within the proposed District. No improvements or activities are provided to parcels outside the District boundaries. All assessments outlined in this Management District Plan go only for services directly benefiting each of the assessed parcels paying the assessments in this District. All services will be provided to the assessed parcels, defined as being within the District boundaries and no services will be provided outside the District boundaries, and each of the services: Safe, Clean, Beautiful, Improvements, Marketing and Management/Administration are unique to the District and to each of the District's assessed parcels. All special benefits provided are particular and distinct to each assessed parcel.

Commercial parcels benefit from District programs that work to provide greater pedestrian traffic, increased sales, an enhanced business climate, new business attraction, business retention, and increased business investment within the District. Industrial parcels benefit from District programs that work to enhance a sense of safety and cleanliness and provides greater pedestrian traffic and increased sales within the District. Retail parcels benefit from District programs that work to provide greater pedestrian traffic, increased sales, an enhanced business climate, new business attraction, business retention, and increased business investment within the District. Office parcels benefit from the District programs which makes employees and visitors feel safe and attracts and retains tenants by providing an enhanced sense of safety and cleanliness. Live-work parcels benefit from District programs that provide an enhanced sense of safety, cleanliness and a creative environment within the District which in turn enhances the business climate and improves the business offering and attracts new residents, businesses and District investment. Parking parcels benefit from District programs which work to provide an enhanced business climate, new business attraction, business retention, District investment, and increased sales all of which work to draw more users and cars to the District. Theater parcels benefit from District programs that provide greater pedestrian traffic, increased sales and attendance. Residential parcels benefit from District programs that provide an enhanced sense of safety, cleanliness and a positive user experience which in turn enhances the business climate and improves the business offering and attracts new residents within the District. Television and motion picture studio

parcels benefit from District programs which provide and enhanced sense of safety and cleanliness, which makes employees and visitors feel safe and in turn enhances the business climate and improves the business offering. Education parcels benefit from District programs that work to provide an enhanced sense of safety, cleanliness and positive user experience which, in turn, enhances student enrollment and attracts students. Publicly owned parcels benefit from District programs which provide an enhanced sense of safety and cleanliness which makes employees and visitors feel safe and leads to increased use, which translates into fulfilling their public service mission.

All benefits derived from the assessments outlined in the Management District Plan are for services directly and specially benefiting the assessed parcels within this area and support increased commerce, business attraction and retention, increased property rental income, increased residential serving businesses such as restaurants and retail and enhanced overall safety and image within the Hollywood Media District. All services, Safety, Cleaning, Beautification, Improvements, Marketing, and Management/Administration services are provided solely to assessed parcels within the district to enhance the image and viability of properties and businesses within the Hollywood Media District Business Improvement District boundaries and are designed only for the direct special benefit of the assessed parcels in the District. No services will be provided to non-assessed parcels outside the District boundaries. Special benefit means, for purposes of a property-based district, a particular and distinct benefit conferred on real property located in a district over and above any general benefits to the public at large. (For a further definition of special benefits see Engineer's Report page 15 "Special Benefit")

TOTAL ASSESSMENT

The total improvement and activity plan budget for 2025 is projected at \$1,625,800. Of the total budget, special benefit to parcels within the District totals \$1,593,284 and is funded by property assessments. General benefit from the District budget is calculated to be \$32,516 and is not funded by assessment revenue from District parcels. The costs of providing each of the budget components was developed from actual experience obtained in providing these same services over the last 22 years of operation of the Hollywood Media District Business Improvement District. Actual service hours and frequency will vary in order to match District needs over the 10-year life of the District. A detailed operation deployment for 2025 is available from the property owner's association. The budget is made up of the following components.

2024 CARRYOVER FUNDS

The estimate for assessment funds carried over from the current Hollywood Media District Business Improvement District to the first year 2025 budget is \$30,000. The amount of actual prior year carryover funds, if any, from the 2024 budget will be applied to the 2025 District budget. Because there is no certainty that there will be any surplus funds, the surplus funds are not included in the 2025 budget. The funds will be applied to the same budget line item in 2025 as the line items in 2024 that was the source of the carryover funds. Carryover funds from 2024, if any exist, are projected to be from the Clean and Safe line items. Therefore, the Clean, Safe & Beautiful budget line item of \$1,316,898 could increase to as much as \$1,346,898 if the total \$30,000 carryover becomes a reality and is totally from the Clean and Safe line items.

CLEAN, SAFE AND BEAUTIFUL PROGRAMS	Budget \$1,316,898	Possible Carryover \$30,000
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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, walking patrols, and/or vehicle patrols. The purpose of the Safe Team Program is to deter and report illegal activities taking place on the streets, sidewalks, storefronts, and parking lots. The presence of the Safe Team Program is intended to deter such illegal activities as vandalism, graffiti, narcotic use or sales, public urination, trespassing, drinking in public, prostitution, illegal panhandling, and illegal dumping. The Program will supplement, not replace, other ongoing police, security and patrol efforts within the District. The Safe Team Program will only provide its services within the District boundaries. The special benefit to parcels from these services is increased commercial activity which directly relates to increases in lease rates and customer usage. A District that is perceived as unsafe deters pedestrian and commercial activity.

Commercial parcels benefit from District programs that work to provide greater pedestrian traffic, increased sales, an enhanced business climate, new business attraction, business retention, and increased business investment within the District. Industrial parcels benefit from District programs that work to enhance a sense of safety and cleanliness and provides greater pedestrian traffic and increased sales within the District. Retail parcels benefit from District programs that work to provide greater pedestrian traffic, increased sales, an enhanced business climate, new business attraction, business retention, and increased business investment within the District. Office parcels benefit from the District programs which makes employees and visitors feel safe and attracts and retains tenants by providing an enhanced sense of safety and cleanliness. Live-work parcels benefit from District programs that provide an enhanced sense of safety, cleanliness and a creative environment within the District which, in turn, enhances the business climate and improves the business offering and attracts new residents, businesses and District investment. Parking parcels benefit from District programs which work to provide an enhanced business climate, new business attraction, business retention, District investment, and increased sales, all of which work to draw more users and cars to the District. Theater parcels benefit from District programs that provide greater pedestrian traffic, increased sales and attendance. Residential parcels benefit from District programs that provide an enhanced sense of safety, cleanliness and a positive user experience which, in turn, enhances the business climate and improves the business offering and attracts new residents within the District. Television and motion picture studio parcels benefit from District programs which provide an enhanced sense of safety and cleanliness, which makes employees and visitors feel safe, and in turn, enhances the business climate and improves the business offering. Education parcels benefit from District programs that work to provide an enhanced sense of safety, cleanliness and positive user experience which, in turn, enhances student enrollment. Publicly owned parcels benefit from District programs which provide an enhanced sense of safety and cleanliness which makes employees and visitors feel safe and leads to increased use which translates into fulfilling their public service mission.

Clean and Beautiful Program

In order to consistently deal with cleaning issues, a Clean and Beautiful Program will continue to be provided as it has for the last 22 years. The Clean Team will only provide service to properties within District boundaries. A multi-dimensional approach has been developed consisting of the following elements.

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 graffiti tags within 24 hours on weekdays. Landscape and Beautification projects are important to keep the District looking attractive. Clean sidewalks support an increase in commerce and provides a special benefit to each individually assessed parcel in the district.

Commercial parcels benefit from District programs that work to provide greater pedestrian traffic, increased sales, an enhanced business climate, new business attraction, business retention, and increased business investment within the District. Industrial parcels benefit from District programs that work to enhance a sense of safety and cleanliness and provides greater pedestrian traffic and increased sales within the District. Retail parcels benefit from District programs that work to provide greater pedestrian traffic, increased sales, an enhanced business climate, new business attraction, business retention, and increased business investment within the District. Office parcels benefit from the District programs which makes employees and visitors feel safe and attracts and retains tenants by providing an enhanced sense of safety and cleanliness. Live-work parcels benefit from District programs that provide an enhanced sense of safety, cleanliness and a creative environment within the District which, in turn, enhances the business climate and improves the business offering and attracts new residents, businesses and District investment. Parking parcels benefit from District programs which work to provide an enhanced business climate, new business attraction, business retention, District investment, and increased sales all of which work to draw more users and cars to the District. Theater parcels benefit from District programs that provide greater pedestrian traffic, increased sales and attendance. Residential parcels benefit from District programs that provide an enhanced sense of safety, cleanliness and a positive user experience which, in turn, enhances the business climate and improves the business offering and attracts new residents within the District. Television and motion picture studio parcels benefit from District programs, which provides an enhanced sense of safety and cleanliness and makes employees and visitors feel safe and in turn enhances the business climate and improves the business offering. Education parcels benefit from District programs that work to provide an enhanced sense of safety, cleanliness and positive user experience which, in turn, enhances student enrollment. Publicly owned parcels benefit from District programs which provide an enhanced sense of safety and cleanliness which makes employees and visitors feel safe and leads to increased use which translates into fulfilling their public service mission.

The Clean Team will only provide service to assessed parcels within District boundaries. The special benefit to assessed parcels from these services is increased commercial activity which

directly relates to increases in lease rates and customer usage. Dirty and unclean sidewalks deter pedestrians and commercial activity.

IMPROVEMENTS & MARKETING

\$97,548

In order to communicate the changes that are taking place in the Hollywood Media District Business Improvement District and to enhance the positive perception of the Hollywood Media District Business Improvement District parcels, a professionally developed communications program has been created. This is a special benefit because it works to improve the positive perception of the District. Decisions on where to shop, eat, work and live are largely based on a perception of the place. The special benefit to District assessed parcels from these services is increased commercial activity which directly relates to increases in lease rates and enhanced commerce.

This all works to increase occupancy and enhance the business climate, new business attraction, business retention and business investment. Commercial parcels benefit from District programs that work to provide increased exposure and awareness of District programs that provide greater pedestrian traffic, increased sales, an enhanced business climate, new business attraction, business retention, and increased business investment within the District. Industrial parcels benefit from District programs that work to provide increased exposure and awareness of District programs and provides greater pedestrian traffic and increased sales within the District. Retail parcels benefit from District programs that work to provide increased exposure and awareness of District programs that provide greater pedestrian traffic, increased sales, an enhanced business climate, business attraction, business retention, and increased business investment within the District. Office parcels benefit from the District programs which work to increase exposure and awareness of District amenities such as retail and transit options which, in turn, increase pedestrian foot traffic and a positive user experience. Live-work parcels benefit from District programs that provide an increased awareness of District amenities such as retail and transit options which, in turn, enhances the business climate and improves the business offering and attracts new residents. Parking parcels benefit from District programs which work to increase exposure and awareness of District amenities such as retail and office which, in turn, provide an enhanced business climate, new business attraction, business retention, District investment, and increased sales, all of which work to draw more users and cars to the District. Theater parcels benefit from District programs that provide increased awareness and exposure to generate greater pedestrian traffic, increased sales and attendance. Residential parcels benefit from District programs that provide an increased awareness of District amenities such as retail and transit options which, in turn, enhances the business climate and improves the business offering and attracts new residents. Television and motion picture studio parcels benefit from District programs which work to increase exposure and awareness of District amenities such as retail and transit options for employees and visitors. Education parcels benefit from District programs that work to increase exposure and awareness of District amenities which, in turn, enhances student enrollment. Publicly owned parcels benefit from District programs which increase exposure and awareness of District amenities which, in turn, work to provide greater pedestrian traffic and increased use which translates into fulfilling their public service mission.

The following are the improvements and marketing programs in place or being considered:

- Media and Communication programs
- District stakeholder communications
- Website
- Events and Activations

MANAGEMENT & ADMINISTRATION

\$211,354

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. Management staff actively works and advocates on behalf of the District parcels to ensure that City and County services and policies support the District. Other 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 are included here. Renewal of the District will be funded from this line item.

A well-managed District provides necessary BID program oversight and guidance that produces higher quality and more efficient programs. Management staff implement the programs and services of the District. The special benefit to assessed parcels from these services is increased commercial activity which directly relates to increases in lease rates and enhanced commerce.

TEN-YEAR OPERATING BUDGET

A projected ten-year operating budget for the Hollywood Media District Business Improvement District is provided below. The projections are based upon the following assumptions.

Assessments will be subject to annual increases not to exceed 7% per year. Increases will be determined by the Board of Directors of the District Owner's Association and will vary between 0% and 7% in any given year. The projections below illustrate a maximum 7% annual increase for all budget items.

The cost of providing programs and services may vary depending on the market cost for those programs and services. Expenditures may require adjustment up or down to continue the intended level of programs and services. The Board of Directors of the Owner's Association shall have the right to reallocate up to 10% by line item of the budget allocation within the budgeted categories. Any change will be approved by the Owners' Association Board of Directors and submitted within its annual planning report, pursuant to Section 36650 of the California Streets and Highways Code. The overall budget shall remain consistent with this Management District Plan. Each assessed parcel pays for 100% of the special benefit received based on the level of benefit received. Any annual budget surplus, including those created through cost saving measures, labor vacancies, unexpected reductions in expenses caused by one-time events or unanticipated increases to income, will be rolled into the following year's budget. The carryover funds will be applied to the same budget line item as the line item that was the source of the carryover funds. The budget will be set accordingly, within the constraints of the Management District Plan, to adjust for surpluses that are carried forward to ensure that the District is spending these funds in a timely manner and is complying with applicable State laws and City policies. The estimated budget surplus amount will be included in the Annual Planning Report each year. District funds may be used for renewal. Funds from an expired District shall be rolled over into the new District

if one is established or returned to the property owners if one is not established, in accordance with Streets and Highways Code section 36671. The estimate for assessment funds carried over from the current Hollywood Media District Business Improvement District to the first year 2025 budget is \$30,000. The amount of actual prior year carryover funds, if any, from the 2024 budget will be applied to the 2025 District budget. The funds will be applied to the same budget line item in 2025 as the line items in 2024 that was the source of the carryover funds. Carryover funds from 2024, if any exist, are projected to be from the clean and safe line items. Therefore, the Clean, Safe and Beautiful budget line item of \$1,316,898 could increase to as much as \$1,346,898 if the total \$30,000 carryover becomes a reality and is totally from the Clean and Safe line items.

	2025	2026	2027	2028	2029
Clean, Safe & Beautiful	\$1,316,898.00	\$1,409,080.86	\$1,507,716.52	\$1,613,256.68	\$1,726,184.64
Improvements & Marketing	\$97,548.00	\$104,376.36	\$111,682.71	\$119,500.49	\$127,865.53
District Management & Administration	\$211,354.00	\$226,148.78	\$241,979.19	\$258,917.74	\$277,041.98
Total Budget	\$1,625,800.00	\$1,739,606.00	\$1,861,378.42	\$1,991,674.91	\$2,131,092.15
Assessable Budget	\$1,593,284.00	\$1,704,813.88	\$1,824,150.85	\$1,951,841.41	\$2,088,470.31
Other Revenue**	\$32,516.00	\$34,792.12	\$37,227.57	\$39,833.50	\$42,621.84
Total Revenue	\$1,625,800.00	\$1,739,606.00	\$1,861,378.42	\$1,991,674.91	\$2,131,092.15
	2030	2031	2032	2033	2034
Clean, Safe & Beautiful	\$1,847,017.57	\$1,976,308.80	\$2,114,650.41	\$2,262,675.94	\$2,421,063.26
Improvements & Marketing	\$136,816.12	\$146,393.24	\$156,640.77	\$167,605.63	\$179,338.02
District Management & Administration	\$296,434.92	\$317,185.36	\$339,388.34	\$363,145.52	\$388,565.71
Total Budget	\$2,280,268.60	\$2,439,887.41	\$2,610,679.52	\$2,793,427.09	\$2,988,966.99
Assessable Budget	\$2,234,663.23	\$2,391,089.66	\$2,558,465.93	\$2,737,558.55	\$2,929,187.65
Other Revenue**	\$45,605.37	\$48,797.75	\$52,213.59	\$55,868.54	\$59,779.34
Total Revenue	\$2,280,268.60	\$2,439,887.41	\$2,610,679.52	\$2,793,427.09	\$2,988,966.99

*Assumes 7% yearly increase on all budget items. Note: Any accrued interest or delinquent payments will be expended in the above categories.

** Other non-assessment funding to cover the cost associated with general benefit.

Section 4 Assessment Methodology

In order to ascertain the correct assessment methodology to equitably apply special benefits to each assessed parcel for property related services as proposed to be provided by the Hollywood Media District Business Improvement District, benefit will be measured by parcel size and square feet of building size, and street front footage (Zone 1 premium and/or Zone 2 standard streets). Special circumstances, such as a parcel's location within the District area and need and/or frequency for services, are carefully reviewed relative to the specific and distinct type of programs and improvements to be provided by the District in order to determine the appropriate levels of assessment. Special benefit means, for purposes of a property-based district, a particular and distinct benefit conferred on real property located in a district over and above any general benefits to the public at large. For a definition of special benefits see the Engineer's Report page 17.

The methodology to levy assessments upon real property that receives special benefits from the improvements and activities of the Hollywood Media District Business Improvement District is Parcel Square Footage, Building Square Footage and Street Front Footage as the three assessment variables. Parcel Square Footage is relevant to the highest and best use of a property and will reflect the long-term value implications of the improvement district. Building Square Footage is relevant to the interim use of a property and is utilized to measure short and mid-term special benefit. Street front footage is relevant to the street level usage of a parcel.

Services and improvements provided by the District are designed to provide special benefits to the mix of commercial, industrial, retail, office, live-work, parking, theater, residential, television and motion picture studio, education and publicly owned parcels. The use of each parcel's Parcel Square Footage, each parcel's Building Square Footage, and each parcel's Street Front Footage is the best measure of benefit for the programs because the intent of the District programs is to improve the safety of each individual parcel, to increase building occupancy and lease rates, to encourage new business development and attract ancillary businesses and services for parcels within the District. In other words, to attract more customers, residents, patrons, tenants, clients and or employees. The best way to determine each parcel's proportionate special benefit from the District programs is to relate each parcel's Parcel Square Footage, Building Square Footage and Street Front Footage to every other parcel's Parcel Square Footage, Building Square Footage and Street Front Footage.

Parcel Square Footage Defined. Parcel Square Footage is defined as the total amount of area within the borders of the parcel. The borders of a parcel are defined on the County Assessor parcel maps. Forty percent (40%) of the budget is allocated to parcel square footage.

Building Square Footage Defined. Building Square Footage is defined as gross building square footage as determined by the outside measurements of a building. Forty percent (40%) of the budget is allocated to building square footage.

Street Front Footage Defined. Street Front Footage is defined as the front footage of a parcel that fronts a public street. Properties are assessed for all street frontages. Properties with more than one street frontage, such as corner lots or whole block parcels, are assessed for the sum of all the parcels' street frontage. Linear frontage footage was obtained from the County Assessor's parcel maps. Street front

footage is assessed as Zone 1 premium and/or Zone 2 standard street front footage. Zone 1 Premium street front footages require higher levels of clean and safe service than other standard area frontages in order to maintain a high-quality level of cleanliness and appearance along these high activity pedestrian and vehicular corridors. Zone 1 premium street frontage streets include La Brea Avenue, Santa Monica Boulevard, and Highland Avenue. Seven percent (7%) of the budget is allocated to Zone 1 premium street frontage. Zone 2 standard street frontage streets include all other streets in the District. Thirteen percent (13%) of the budget is allocated to Zone 2 standard street frontage.

Calculation of Assessments

The proportionate special benefit derived by each identified parcel shall be determined in relationship to the entirety of the capital cost of an improvement or the cleaning and operation expenses of an improvement or the cost of the property service being provided. Due to the proportionate special benefits received by these individual parcels from the District services, these parcels will be assessed a rate which is proportionate to the amount of special benefits received. Only special benefits are assessable, and these benefits must be separated from any general benefits. The Engineer’s report has calculated that 2% of the programs provided by the District provide general benefit. Assessment revenue cannot be used to pay for general benefits. (See page 15 of the Engineer’s Report for discussion of general and special benefits) The preceding methodology is applied to a database that has been constructed by the District Owners’ Association and its consultant team. The process for compiling the property database includes the following steps:

- Property data was first obtained from the County of Los Angeles Assessor’s Office.
- A database was submitted to the City Clerk’s office for verification.
- A list of properties to be included within the District is provided in Section 7.

Assessable Footage

District-wide Building Square Footage	8,113,434
District-wide Parcel Square Footage	8,316,655
Zone 1 Premium Street Front Footage	18,389
Zone 2 Standard Street Front Footage	65,509

Benefit Zones

The State Law and State Constitution Article XIID require that special assessments be levied according to the special benefit each individual parcel receives from the improvements. In order to match assessment rates to benefits, the levels of appropriate service delivery were determined by analyzing historical data on the amount of clean and safe services delivered to parcels, current service delivery needs and projecting future needs over the term of the District in order to produce a common level of safety and cleanliness for each parcel throughout the District. It was determined that all parcels within the District will be assessed using the same assessment method for parcel square footage and building square footage. Street front footage is assessed as Zone 1 premium and/or Zone 2 standard street front footage. Zone 1 premium street front footages require higher levels of clean and safe service than other Zone 2 standard area frontages in order to maintain a high-quality level of cleanliness and appearance along these high activity pedestrian and vehicular corridors. Zone 1 premium street frontage streets include La Brea Avenue, Santa Monica Boulevard, and Highland Avenue. Zone 2

standard street frontage streets include all other streets in the District.

Assessments

Based on the special benefit factors and assessment methodology discussed in the Engineer’s Report on page 17, Parcel Square Footage, Building Square Footage, Street Front Footage and the proposed budget, the following illustrates the first year’s maximum annual assessment. Assessment rates are rounded off to the fifth decimal place for the Building and Parcel Square Footage rates and to the second decimal place for Street Front Footage rates. A parcel’s assessment may vary slightly when calculated using the assessment rates below.

Building Square Foot Assessment Rate	\$0.07855
Parcel Square Foot Assessment Rate	\$0.07663
Zone 1 Premium Street Front Footage	\$6.07
Zone 2 Standard Street Front Footage	\$3.16

Assessment Rate Calculation

The assessment rate is determined by the following calculation:

Total Assessment Budget = \$1,593,284.00

Assessment Budget allocated to Building Square Footage @ 40% = \$637,313.60

Assessment Budget allocated to Parcel Square Footage @ 40% = \$637,313.60

Assessment Budget allocated to Zone 1 Premium Street Front Footage @ 7% = \$111,529.88

Assessment Budget allocated to Zone 2 Standard Street Front Footage @ 13% = \$207,126.92

Building Square Footage Assessment Rate-

Assessment Budget \$637,313.60 / 8,113,434 Building Sq Ft = \$0.07855

Parcel Square Footage Assessment Rate-

Assessment Budget \$637,313.60 / 8,316,655 Parcel Sq Ft = \$0.07663

Zone 1 Premium Street Front Footage Rate-

Assessment Budget \$111,529.88 / 18,389 Street Front Ft = \$6.07

Zone 2 Standard Street Front Footage Rate-

Assessment Budget \$207,126.92 / 65,509 Street Front Ft = \$3.16

Sample Parcel Assessment- Zone 1 Premium Street Front Frontage

To calculate the assessment for a parcel with 10,000 square feet of parcel footage, 10,000 square feet of building and 50 feet of premium street front footage, multiply the parcel square footage (10,000) by the assessment rate (\$0.07663) = (\$766.30) + multiply the building square footage (10,000) by the assessment rate (\$0.07855) = (\$785.50) + multiply the premium street front footage (50) by the assessment rate (\$6.07) = (\$303.50) = initial annual parcel assessment (\$1,855.30).

Sample Parcel Assessment- Zone 2 Standard Street Front Frontage

To calculate the assessment for a parcel with 10,000 square feet of parcel footage, 10,000 square feet of building and 50 feet of standard street front footage, multiply the parcel square footage (10,000) by the assessment rate (\$0.07663) = (\$766.30) + multiply the building square footage (10,000) by the assessment rate (\$0.07855) = (\$785.50) + multiply the standard street front footage (50) by the assessment rate (\$3.16) = (\$158) = initial annual parcel assessment (\$1,709.80).

Maximum Annual Assessment Adjustments

The cost of providing programs and services may vary depending on the market cost for those programs and services. Expenditures may require adjustment up or down to continue the intended level of programs and services. Assessments may be subject to annual increases not to exceed the assessment rates in the table below for any given year. Increases will be determined by the Board of Directors of the District Owner's Association and will vary between 0% and 7% in any given year. The maximum increase for any given year cannot exceed 7% in that year. Any change will be approved by the Owner's Association Board of Directors and submitted to the City within its annual planning report, pursuant to Section 36650 of the California Streets and Highways Code.

The projections below illustrate a maximum 7% annual increase for all assessment rates.

Maximum Assessment Table

	2025	2026	2027	2028	2029
Building Square Footage Rate	\$0.07855	\$0.08405	\$0.08993	\$0.09623	\$0.10296
Parcel Square Footage Rate	\$0.07663	\$0.08200	\$0.08773	\$0.09388	\$0.10045
Zone 1 Premium Frontage Rate	\$6.07	\$6.49	\$6.94	\$7.43	\$7.95
Zone 2 Standard Frontage Rate	\$3.16	\$3.38	\$3.62	\$3.87	\$4.14
	2030	2031	2032	2033	2034
Building Square Footage Rate	\$0.11017	\$0.11788	\$0.12613	\$0.13496	\$0.14441
Parcel Square Footage Rate	\$0.10748	\$0.11500	\$0.12305	\$0.13167	\$0.14088
Zone 1 Premium Frontage Rate	\$8.51	\$9.10	\$9.74	\$10.42	\$11.15
Zone 2 Standard Frontage Rate	\$4.43	\$4.75	\$5.08	\$5.43	\$5.81

Budget Adjustments

Any annual budget surplus, including those created through cost saving measures, labor vacancies, unexpected reductions in expenses caused by one-time events or unanticipated increases to income, will be rolled into the following year's budget. The budget will be set accordingly, within the constraints of the Management District Plan, to adjust for surpluses that are carried forward to ensure that the District is spending these funds in a timely manner and is complying with applicable State laws and City policies. District funds may be used for renewal. The estimated budget surplus amount will be included in the annual report each year. Funds from an expired District shall be rolled over into the new District if one is established or returned to the property owners if one is not established, in accordance with Streets and Highways Code section 36671.

If an error is discovered on a parcel's assessed parcel square footages, building square footages or street front footages, the District may investigate and correct the assessed footages after confirming the correction with the L.A. County Assessor Data and City Clerk's office. The correction will be made in accordance with the assessment methodology and may result in an increase or decrease to the parcel's assessment.

Future Development

As a result of continued development, the District may experience the addition or subtraction of assessable footage for parcels included and assessed within the District boundaries. The modification

for parcel improvements within the District, which changes upwards or downwards the amount of total footage assessed for these parcels will, pursuant to Government Code 53750, be prorated to the date they receive the temporary and/or permanent certificate of occupancy and will be billed directly by the City for the prorated year. Any delinquent assessments owed for the modification of assessable footage that was billed directly by the City will be added to the property tax roll for the following year as delinquent. Parcels that experience a loss of building square footage need to provide notice of the change to the District by April 1st of each year.

In future years of the BID term, the assessments for the special benefits bestowed upon the included BID parcels may change in accordance with the assessment methodology formula listed in the Management District Plan and Engineer's Report, provided the assessment rate does not change. If the assessment formula changes and increases the assessments, then a ballot as defined in Article 13 Section D of the State Constitution will be required for approval of the formula changes.

Assessment Appeal Procedure

Property owners may appeal assessments that they believe are inaccurate. Appeals must be in writing, stating the grounds for appeal and filed with the Owners Association prior to April 1 of each year. Appeals shall be limited to the current assessment year. Any appeal not filed by April 1 shall not be valid. In any case, appeals will only be considered for the current year and will not be considered for prior years.

Time and Manner for Collecting Assessments

As provided by State Law, the District assessment will appear as a separate line item on annual property tax bills prepared by the County of Los Angeles. The Los Angeles City Clerk's office may direct bill the first year's assessment for all property owners and may direct bill any property owners whose special assessment does not appear on the tax rolls for each year of the BID term.

The assessments shall be collected at the same time and in the same manner as for the ad valorem property tax paid to the County of Los Angeles. These assessments shall provide for the same lien priority and penalties for delinquent payment as is provided for the ad valorem property tax.

However, assessments may be billed directly by the City for the first fiscal year of operation or for changes to assessments that occur during an assessment year and are prorated for a part of the year, and then by the County for all subsequent years. Any delinquent assessments owed for the first year will be added to the property tax roll for the following year as delinquent. These assessments shall provide for the same lien priority and penalties for delinquent payment as is provided for the ad valorem property tax. The property owner means any person shown as the owner/taxpayer on the last equalized assessment roll or otherwise known to be the owner/taxpayer by the County. The City of Los Angeles is authorized to collect any assessments not placed on the County tax rolls, or to place assessments, unpaid delinquent assessments, or penalties on the County tax rolls as appropriate to implement this Management District Plan.

Disestablishment

California State Law Section 36670 provides for the disestablishment of a District. Upon the termination of this District, any remaining revenues shall be transferred to the renewed District, if one is established, pursuant to Streets and Highways Code Section 36660 (b). Unexpended funds will be returned to

property owners based upon each parcel's percentage contribution to the total year 2024 assessments if the District is not renewed.

Bond Issuance

The District will not issue Bonds.

Public Property Assessments

There are 11 publicly owned parcels in the District, all of which are identified as assessable and for which special benefit services will be provided. Of the 11 identified assessed parcels, 7 are owned by the City of Los Angeles, 1 by the Los Angeles Department of Water & Power, 3 by the Los Angeles Unified School District (LAUSD).

All publicly owned parcels will pay their proportional share of costs based on the special benefits conferred to those individual parcels. See Engineer's Report page 22 for publicly owned parcels special benefit designation. Article XIID of the California Constitution was added in November 1996 and provides for these assessments. It specifically states in Section 4(a) that "Parcels within a district that are owned or used by any agency...shall not be exempt from assessment unless the agency can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit." Below is a list of the publicly owned parcels and their respective assessments.

APN	OWNER	SITE ADDRESS	2025 Asmt	%
5532014901	LA CITY	Romaine St	\$4,714.49	0.30%
5533009900	LA CITY	Santa Monica Blvd	\$5,002.99	0.31%
5533009901	LA CITY		\$11,730.16	0.74%
5533014900	LA CITY	1037 Cole Ave	\$1,514.07	0.10%
5533014901	LA CITY	1033 Cole Ave	\$641.86	0.04%
5533033902	LA CITY	6014 Waring Ave	\$5,318.78	0.33%
5533037903	LA CITY	710 N June St	\$2,244.22	0.14%
			\$31,166.58	1.96%
5533017900	LA DWP	Eleanor Ave	\$4,884.49	0.31%
5532013900	LAUSD	929 N Las Palmas	\$40,535.98	2.54%
5533017901	LAUSD	955 Vine St	\$6,028.85	0.38%
5533018900	LAUSD	955 Vine St	\$20,451.24	1.28%
			\$67,016.07	4.21%

Section 5 District Rules and Regulations

Pursuant to the Property and Business Improvement law of 1994, as amended, a business improvement district may establish rules and regulations that uniquely apply to the District. The District has adopted the following rules:

- **Competitive Procurement Process**

The Owner's Association shall develop a policy for competitive bidding when purchasing substantial amounts of services, products and/or equipment. The policy will aim to maximize service, quality, efficiency and cost effectiveness.

- **Treatment of Residential Housing**

In accordance with Section 36632 (c) of the California Streets and Highways Code, properties zoned solely for residential or agricultural use are conclusively presumed not to receive special benefit from the improvements and service funded through the assessments of the District and are not subject to any assessment pursuant to Section 36632 (c). Therefore, properties zoned solely for residential or agricultural use within the boundaries of the District, if any, will not be assessed.

- **Renewal**

District funds may be used for renewing the District. District rollover funds may be spent on renewal.

Section 6 Implementation Timetable

The Hollywood Media District Business Improvement District is expected to be established and begin implementation of the Management District Plan on January 1, 2025. Consistent with State law, the Hollywood Media District Business Improvement District will have a ten-year life through December 31, 2034.

Section 7 Parcel Roll

APN	OWNER	SITE ADDRESS	2025 Asmt	%
5532014901	LA CITY	Romaine St	\$4,714.49	0.30%
5533009900	LA CITY	Santa Monica Blvd	\$5,002.99	0.31%
5533009901	LA CITY		\$11,730.16	0.74%
5533014900	LA CITY	1037 Cole Ave	\$1,514.07	0.10%
5533014901	LA CITY	1033 Cole Ave	\$641.86	0.04%
5533033902	LA CITY	6014 Waring Ave	\$5,318.78	0.33%
5533037903	LA CITY	710 N June St	\$2,244.22	0.14%
			\$31,166.58	1.96%
5533017900	LA DWP	Eleanor Ave	\$4,884.49	0.31%
5532013900	LAUSD	929 N Las Palmas	\$40,535.98	2.54%
5533017901	LAUSD	955 Vine St	\$6,028.85	0.38%
5533018900	LAUSD	955 Vine St	\$20,451.24	1.28%
			\$67,016.07	4.21%

APN	2025 Asmt	%	APN	2025 Asmt	%
5524003015	\$1,225.98	0.08%	5532027016	\$4,036.09	0.25%
5524003016	\$1,510.65	0.09%	5532027017	\$2,895.95	0.18%
5524003017	\$1,141.46	0.07%	5532027018	\$1,865.07	0.12%
5524003018	\$1,526.36	0.10%	5532027019	\$2,394.42	0.15%
5524003019	\$1,860.01	0.12%	5532028006	\$143.99	0.01%
5524003020	\$1,255.36	0.08%	5532028007	\$2,011.44	0.13%
5524003021	\$966.92	0.06%	5532028009	\$9,107.21	0.57%
5524003022	\$1,927.50	0.12%	5532028011	\$5,725.86	0.36%
5524003023	\$2,269.17	0.14%	5532028012	\$3,242.01	0.20%
5524003024	\$0.00	0.00%	5532028017	\$3,193.19	0.20%
5524004016	\$1,302.29	0.08%	5532028018	\$16,100.00	1.01%
5524004017	\$746.79	0.05%	5532028019	\$17,159.35	1.08%
5524004018	\$1,154.64	0.07%	5532029003	\$1,154.08	0.07%
5524004019	\$1,102.97	0.07%	5532029004	\$1,350.73	0.08%
5524004020	\$744.95	0.05%	5532029005	\$3,128.30	0.20%
5524004021	\$744.34	0.05%	5532029006	\$2,343.27	0.15%
5524004022	\$743.73	0.05%	5532029007	\$956.98	0.06%
5524004023	\$2,649.73	0.17%	5532029008	\$6,700.59	0.42%
5524004025	\$950.06	0.06%	5532029009	\$8,256.83	0.52%
5524004028	\$2,077.51	0.13%	5532029010	\$1,907.44	0.12%

5524011014	\$4,311.72	0.27%	5532029011	\$1,297.05	0.08%
5524011018	\$776.93	0.05%	5532029012	\$2,235.71	0.14%
5524011019	\$1,180.21	0.07%	5532029013	\$2,892.65	0.18%
5524011020	\$679.81	0.04%	5532030001	\$2,413.74	0.15%
5524011021	\$525.40	0.03%	5532030002	\$528.08	0.03%
5524011022	\$877.99	0.06%	5532030004	\$2,016.22	0.13%
5524011023	\$1,085.86	0.07%	5532030005	\$459.49	0.03%
5524011024	\$2,713.55	0.17%	5532030006	\$2,452.93	0.15%
5524011025	\$883.46	0.06%	5532030007	\$1,177.55	0.07%
5524011026	\$1,077.93	0.07%	5532030008	\$1,855.47	0.12%
5524012017	\$1,064.17	0.07%	5532030009	\$1,243.94	0.08%
5524012018	\$1,109.96	0.07%	5532030010	\$6,462.11	0.41%
5524012020	\$1,468.95	0.09%	5532030014	\$1,276.93	0.08%
5524012022	\$1,025.52	0.06%	5532030015	\$2,321.27	0.15%
5524012027	\$1,655.59	0.10%	5532030016	\$912.84	0.06%
5524012028	\$729.55	0.05%	5532030017	\$11,190.02	0.70%
5524012031	\$265.39	0.02%	5533004012	\$0.00	0.00%
5524012032	\$265.39	0.02%	5533006035	\$0.00	0.00%
5524012033	\$265.39	0.02%	5533007032	\$1,790.54	0.11%
5524012034	\$265.39	0.02%	5533007034	\$697.53	0.04%
5524012035	\$265.39	0.02%	5533007035	\$905.18	0.06%
5524012036	\$262.25	0.02%	5533007036	\$2,422.94	0.15%
5524012037	\$262.25	0.02%	5533008001	\$0.00	0.00%
5524012038	\$262.88	0.02%	5533008011	\$2,854.56	0.18%
5524012039	\$262.25	0.02%	5533008012	\$1,941.18	0.12%
5524012040	\$262.25	0.02%	5533008024	\$3,570.26	0.22%
5524012041	\$262.88	0.02%	5533009017	\$928.19	0.06%
5524012042	\$262.25	0.02%	5533009018	\$187.19	0.01%
5524012043	\$262.25	0.02%	5533009028	\$2,167.74	0.14%
5524012044	\$262.25	0.02%	5533009030	\$1,604.08	0.10%
5524012045	\$265.08	0.02%	5533009031	\$2,649.53	0.17%
5524012046	\$265.08	0.02%	5533009032	\$3,388.19	0.21%
5524012047	\$260.37	0.02%	5533010005	\$741.33	0.05%
5524012048	\$260.37	0.02%	5533010017	\$1,253.40	0.08%
5524012049	\$260.37	0.02%	5533010041	\$4,055.66	0.25%
5524012050	\$265.08	0.02%	5533010042	\$4,663.94	0.29%
5524012051	\$265.08	0.02%	5533010044	\$3,767.03	0.24%
5524012052	\$265.08	0.02%	5533011001	\$2,481.56	0.16%
5524012053	\$260.37	0.02%	5533011002	\$836.68	0.05%
5524012054	\$260.37	0.02%	5533011003	\$2,055.67	0.13%
5524012055	\$260.37	0.02%	5533011013	\$1,200.99	0.08%
5524012056	\$265.08	0.02%	5533011014	\$800.67	0.05%
5524012057	\$265.08	0.02%	5533011015	\$684.46	0.04%

5524012058	\$354.40	0.02%	5533011016	\$685.93	0.04%
5524012059	\$354.40	0.02%	5533011020	\$1,664.76	0.10%
5524012060	\$354.40	0.02%	5533011021	\$2,257.40	0.14%
5524012061	\$354.40	0.02%	5533012002	\$3,351.12	0.21%
5525004026	\$2,128.47	0.13%	5533012011	\$0.00	0.00%
5525005001	\$2,905.21	0.18%	5533012012	\$0.00	0.00%
5525005026	\$0.00	0.00%	5533012013	\$0.00	0.00%
5531013021	\$5,718.20	0.36%	5533012025	\$2,668.01	0.17%
5531014001	\$2,830.23	0.18%	5533012027	\$1,183.62	0.07%
5531014002	\$842.79	0.05%	5533012028	\$408.78	0.03%
5531014008	\$734.12	0.05%	5533012030	\$954.36	0.06%
5531014009	\$1,098.39	0.07%	5533012031	\$1,204.50	0.08%
5531014012	\$2,892.73	0.18%	5533012032	\$619.31	0.04%
5531014013	\$713.49	0.04%	5533012033	\$2,871.92	0.18%
5531014014	\$2,542.93	0.16%	5533012034	\$14,906.92	0.94%
5531014023	\$3,378.17	0.21%	5533013001	\$3,517.87	0.22%
5531015004	\$9,366.07	0.59%	5533013002	\$1,619.36	0.10%
5531015009	\$29,962.92	1.88%	5533013005	\$351.39	0.02%
5531015014	\$19,425.09	1.22%	5533013028	\$909.46	0.06%
5531016001	\$1,307.80	0.08%	5533013029	\$945.83	0.06%
5531016002	\$924.49	0.06%	5533014001	\$3,826.71	0.24%
5531016003	\$1,185.06	0.07%	5533014002	\$4,087.69	0.26%
5531016004	\$733.59	0.05%	5533014005	\$791.42	0.05%
5531016005	\$733.59	0.05%	5533014008	\$812.39	0.05%
5531016006	\$6,487.26	0.41%	5533014020	\$1,682.04	0.11%
5531016007	\$2,105.06	0.13%	5533014023	\$875.44	0.05%
5531016008	\$263.24	0.02%	5533014024	\$970.49	0.06%
5531016015	\$2,627.22	0.16%	5533015002	\$549.13	0.03%
5531016016	\$2,144.56	0.13%	5533015003	\$1,374.43	0.09%
5531016017	\$4,600.54	0.29%	5533015018	\$22,354.20	1.40%
5531016018	\$2,702.59	0.17%	5533015019	\$1,561.27	0.10%
5531016022	\$3,501.26	0.22%	5533016001	\$11,804.32	0.74%
5531016023	\$27,806.34	1.75%	5533016002	\$4,924.66	0.31%
5531016024	\$8,615.24	0.54%	5533016005	\$996.53	0.06%
5532005004	\$782.20	0.05%	5533016006	\$1,340.19	0.08%
5532005011	\$782.20	0.05%	5533016008	\$3,852.60	0.24%
5532005012	\$1,038.11	0.07%	5533016012	\$3,597.33	0.23%
5532005013	\$412.54	0.03%	5533016013	\$850.57	0.05%
5532005028	\$3,016.11	0.19%	5533016014	\$3,879.71	0.24%
5532005032	\$1,270.39	0.08%	5533017001	\$873.15	0.05%
5532005040	\$2,799.94	0.18%	5533017002	\$1,234.34	0.08%
5532005041	\$7,506.02	0.47%	5533017010	\$2,956.32	0.19%
5532006024	\$1,645.80	0.10%	5533017016	\$1,760.64	0.11%

5532006038	\$2,815.49	0.18%	5533017017	\$3,717.76	0.23%
5532006039	\$1,850.24	0.12%	5533017018	\$1,797.91	0.11%
5532006040	\$4,338.17	0.27%	5533017019	\$2,158.30	0.14%
5532006041	\$4,437.77	0.28%	5533018001	\$8,899.52	0.56%
5532010041	\$1,179.36	0.07%	5533019001	\$4,413.94	0.28%
5532010050	\$14,390.77	0.90%	5533019002	\$4,511.98	0.28%
5532010057	\$1,067.82	0.07%	5533019003	\$2,103.45	0.13%
5532010058	\$702.56	0.04%	5533019005	\$1,416.24	0.09%
5532010059	\$4,661.82	0.29%	5533019012	\$12,153.24	0.76%
5532010060	\$1,582.41	0.10%	5533020023	\$16,856.55	1.06%
5532010061	\$2,883.40	0.18%	5533021002	\$849.24	0.05%
5532010062	\$2,101.48	0.13%	5533021005	\$1,001.94	0.06%
5532010063	\$2,096.44	0.13%	5533021008	\$1,132.80	0.07%
5532010064	\$5,491.47	0.34%	5533021009	\$641.86	0.04%
5532010065	\$2,491.39	0.16%	5533021010	\$641.86	0.04%
5532010066	\$16,834.22	1.06%	5533021011	\$1,023.12	0.06%
5532011029	\$2,254.88	0.14%	5533021012	\$1,239.21	0.08%
5532011030	\$2,009.75	0.13%	5533021028	\$1,933.10	0.12%
5532011033	\$1,258.92	0.08%	5533021030	\$1,198.80	0.08%
5532011034	\$3,071.34	0.19%	5533021037	\$1,936.52	0.12%
5532011035	\$652.71	0.04%	5533023001	\$1,177.11	0.07%
5532011036	\$880.13	0.06%	5533023002	\$679.18	0.04%
5532011037	\$1,253.38	0.08%	5533023003	\$679.18	0.04%
5532011041	\$668.35	0.04%	5533023017	\$684.47	0.04%
5532011044	\$7,032.64	0.44%	5533023018	\$1,189.64	0.07%
5532012026	\$3,059.62	0.19%	5533023026	\$5,279.68	0.33%
5532012027	\$598.72	0.04%	5533023027	\$9,989.73	0.63%
5532012028	\$598.72	0.04%	5533024001	\$3,010.91	0.19%
5532012029	\$598.72	0.04%	5533024003	\$661.94	0.04%
5532012030	\$598.80	0.04%	5533024004	\$661.94	0.04%
5532012031	\$952.20	0.06%	5533024020	\$1,046.52	0.07%
5532012032	\$892.58	0.06%	5533024021	\$1,007.40	0.06%
5532012033	\$979.76	0.06%	5533024023	\$661.94	0.04%
5532012034	\$1,430.35	0.09%	5533024026	\$1,448.28	0.09%
5532012035	\$1,290.20	0.08%	5533024028	\$1,876.17	0.12%
5532012036	\$2,297.17	0.14%	5533024029	\$2,429.79	0.15%
5532012037	\$2,208.77	0.14%	5533025008	\$2,549.70	0.16%
5532012040	\$792.70	0.05%	5533025009	\$1,070.41	0.07%
5532012041	\$7,259.78	0.46%	5533025010	\$1,062.47	0.07%
5532012042	\$3,328.55	0.21%	5533025011	\$833.33	0.05%
5532013030	\$4,249.02	0.27%	5533025012	\$1,071.01	0.07%
5532013031	\$11,723.01	0.74%	5533025013	\$1,155.84	0.07%
5532013032	\$1,760.37	0.11%	5533025017	\$754.02	0.05%

5532013033	\$839.67	0.05%	5533025018	\$1,178.25	0.07%
5532014039	\$15,585.41	0.98%	5533025025	\$1,543.83	0.10%
5532014041	\$54,860.50	3.44%	5533025026	\$1,188.23	0.07%
5532015046	\$0.00	0.00%	5533025028	\$680.56	0.04%
5532015047	\$0.00	0.00%	5533028002	\$1,274.46	0.08%
5532015048	\$0.00	0.00%	5533028004	\$1,754.95	0.11%
5532016015	\$1,859.43	0.12%	5533028005	\$1,896.34	0.12%
5532016027	\$3,736.81	0.23%	5533028006	\$2,179.73	0.14%
5532016029	\$1,172.52	0.07%	5533028007	\$718.65	0.05%
5532016031	\$1,801.86	0.11%	5533028008	\$655.82	0.04%
5532017019	\$11,824.38	0.74%	5533028011	\$929.68	0.06%
5532017046	\$26,071.55	1.64%	5533028012	\$622.70	0.04%
5532018004	\$703.53	0.04%	5533028013	\$827.54	0.05%
5532018005	\$703.53	0.04%	5533028014	\$622.70	0.04%
5532018007	\$6,221.61	0.39%	5533028016	\$622.70	0.04%
5532018008	\$703.53	0.04%	5533028017	\$2,073.72	0.13%
5532018009	\$3,649.79	0.23%	5533028018	\$8,929.42	0.56%
5532018010	\$4,229.51	0.27%	5533028019	\$1,377.23	0.09%
5532019001	\$3,320.10	0.21%	5533029001	\$3,277.54	0.21%
5532019002	\$2,017.96	0.13%	5533029002	\$17,291.01	1.09%
5532019003	\$754.87	0.05%	5533030001	\$1,057.24	0.07%
5532019013	\$5,400.35	0.34%	5533030002	\$1,022.25	0.06%
5532019015	\$2,154.28	0.14%	5533030011	\$665.77	0.04%
5532019016	\$1,802.94	0.11%	5533030025	\$1,064.16	0.07%
5532019017	\$14,197.89	0.89%	5533030027	\$7,684.26	0.48%
5532019018	\$2,946.78	0.18%	5533030029	\$5,257.75	0.33%
5532019019	\$9,350.61	0.59%	5533030031	\$16,190.72	1.02%
5532020001	\$1,954.98	0.12%	5533031004	\$2,357.91	0.15%
5532020002	\$1,327.18	0.08%	5533031024	\$4,086.82	0.26%
5532020003	\$1,527.32	0.10%	5533031029	\$1,594.84	0.10%
5532020004	\$782.20	0.05%	5533031030	\$13,782.16	0.87%
5532020005	\$1,593.51	0.10%	5533032001	\$1,206.28	0.08%
5532020006	\$625.76	0.04%	5533032002	\$999.13	0.06%
5532020007	\$1,233.86	0.08%	5533032003	\$602.07	0.04%
5532020008	\$1,800.04	0.11%	5533032004	\$797.11	0.05%
5532020011	\$3,259.35	0.20%	5533032005	\$796.25	0.05%
5532020012	\$1,468.95	0.09%	5533032009	\$617.88	0.04%
5532020014	\$1,321.95	0.08%	5533032011	\$2,378.82	0.15%
5532020016	\$2,054.77	0.13%	5533032012	\$1,452.29	0.09%
5532020017	\$1,911.08	0.12%	5533032013	\$1,331.71	0.08%
5532020018	\$1,183.39	0.07%	5533032014	\$2,233.47	0.14%
5532020019	\$1,052.60	0.07%	5533032025	\$1,337.98	0.08%
5532020020	\$1,450.38	0.09%	5533032029	\$1,720.92	0.11%

5532020021	\$859.24	0.05%	5533032030	\$864.63	0.05%
5532020022	\$398.62	0.03%	5533033009	\$1,044.67	0.07%
5532020023	\$236.10	0.01%	5533033010	\$641.86	0.04%
5532020028	\$4,018.26	0.25%	5533033011	\$1,832.79	0.12%
5532020029	\$732.82	0.05%	5533033012	\$1,539.12	0.10%
5532021003	\$732.82	0.05%	5533033019	\$819.24	0.05%
5532021004	\$732.82	0.05%	5533033026	\$2,924.00	0.18%
5532021005	\$732.82	0.05%	5533033027	\$724.35	0.05%
5532021010	\$968.40	0.06%	5533033034	\$240.92	0.02%
5532021014	\$732.82	0.05%	5533033035	\$240.92	0.02%
5532021015	\$732.82	0.05%	5533033036	\$240.92	0.02%
5532021016	\$732.82	0.05%	5533033037	\$240.92	0.02%
5532021017	\$1,164.69	0.07%	5533033038	\$251.92	0.02%
5532021018	\$1,771.09	0.11%	5533033039	\$240.92	0.02%
5532021024	\$1,248.60	0.08%	5533033040	\$240.92	0.02%
5532021027	\$2,529.05	0.16%	5533033041	\$240.92	0.02%
5532021028	\$2,384.97	0.15%	5533033042	\$240.92	0.02%
5532021031	\$12,364.34	0.78%	5533033043	\$251.92	0.02%
5532021032	\$8,396.29	0.53%	5533033044	\$2,175.92	0.14%
5532022001	\$1,578.62	0.10%	5533033045	\$2,143.04	0.13%
5532022002	\$1,118.22	0.07%	5533036012	\$1,644.55	0.10%
5532022003	\$2,691.19	0.17%	5533036013	\$1,420.56	0.09%
5532022004	\$1,377.69	0.09%	5533036015	\$1,579.84	0.10%
5532022005	\$1,356.65	0.09%	5533036016	\$673.20	0.04%
5532022006	\$1,277.87	0.08%	5533036017	\$1,071.13	0.07%
5532022023	\$6,250.52	0.39%	5533036021	\$1,711.68	0.11%
5532022026	\$5,698.95	0.36%	5533036022	\$981.54	0.06%
5532022027	\$92,847.27	5.83%	5533036023	\$1,018.77	0.06%
5532023001	\$3,665.80	0.23%	5533036024	\$1,233.18	0.08%
5532023002	\$1,863.35	0.12%	5533036025	\$2,174.20	0.14%
5532023003	\$2,277.13	0.14%	5533036026	\$2,836.71	0.18%
5532023004	\$2,639.62	0.17%	5533037001	\$2,209.30	0.14%
5532023008	\$1,425.13	0.09%	5533037002	\$849.36	0.05%
5532023011	\$2,171.29	0.14%	5533037003	\$1,550.11	0.10%
5532023012	\$191.57	0.01%	5533037004	\$917.31	0.06%
5532023013	\$1,355.87	0.09%	5533037005	\$999.23	0.06%
5532023015	\$1,516.00	0.10%	5533037023	\$3,656.19	0.23%
5532023016	\$5,259.39	0.33%	5533037024	\$2,310.00	0.14%
5532025001	\$1,896.68	0.12%	5547021006	\$1,176.19	0.07%
5532025024	\$85,047.97	5.34%	5547021020	\$7,763.24	0.49%
5532026005	\$1,791.25	0.11%	5547033001	\$963.29	0.06%
5532026023	\$5,493.83	0.34%	5547033002	\$710.12	0.04%
5532026031	\$946.25	0.06%	5547033003	\$1,068.70	0.07%

5532026032	\$570.93	0.04%	5547033004	\$931.63	0.06%
5532026033	\$713.67	0.04%	5547033008	\$789.29	0.05%
5532026034	\$642.30	0.04%	5547033009	\$845.07	0.05%
5532026035	\$6,283.49	0.39%	5547033010	\$759.45	0.05%
5532026036	\$12,924.72	0.81%	5547033011	\$742.16	0.05%
5532027001	\$1,018.45	0.06%	5547033032	\$3,299.10	0.21%
5532027002	\$2,546.76	0.16%	5547033400	\$3,292.28	0.21%
5532027003	\$922.79	0.06%	5548015037	\$11,239.71	0.71%
5532027004	\$2,584.88	0.16%	5548024036	\$970.79	0.06%
5532027008	\$1,440.77	0.09%	5548024042	\$915.57	0.06%
5532027009	\$1,613.82	0.10%	5548024045	\$2,660.23	0.17%
5532027012	\$1,467.11	0.09%	5548024046	\$1,603.82	0.10%
5532027013	\$1,467.11	0.09%	5548024050	\$1,847.09	0.12%
5532027014	\$4,523.13	0.28%	5548024051	\$2,906.23	0.18%
			Private Parcels	\$1,490,216.86	93.53%
			Publicly Owned Parcels	\$103,067.14	6.47%
			All Parcels	\$1,593,284.00	100.00%