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MIRANDA PASTER
ACTING DIVISION HEAD

January 11, 2012

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

Council District 3

REGARDING: THE HISTORIC OLD TOWN CANOGA PARK (PROPERTY-BASED)
BUSINESS IMPROVEMENT DISTRICT'S 2012 FISCAL YEAR
ANNUAL PLANNING REPORT

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the Canoga Park Business Improvement District's ("District") 2012 fiscal year (CF 09-1967). The owners' association of the District has caused to be prepared the Annual Planning Report for City Council's consideration. In accordance with Section 36600 et seq. of the California Streets and Highways Code ("State Law"), an Annual Planning Report for the District must be submitted for approval by the City Council. The Historic Old Town Canoga Park Business Improvement District's Annual Planning Report for the 2012 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

BACKGROUND

The Historic Old Town Canoga Park Business Improvement District was established on November 4, 2009 by and through the City Council's adoption of Ordinance No. 180,982 which confirmed the assessments to be levied upon properties within the District, as described in the District's Management District Plan. The City 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 the 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 any 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 17, 2011, 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 Historic Old Town Canoga Park Business Improvement District's 2012 fiscal year complies with the requirements of the State Law.
2. ADOPT the attached Annual Planning Report for the Historic Old Town Canoga Park Business Improvement District's 2012 fiscal year, pursuant to the State Law.

Sincerely,



June Lagmay
City Clerk

JL:HLW:MCP:RMH:PM:ev

Attachment: Historic Old Town Canoga Park Business Improvement District's 2012 Fiscal Year Annual Planning Report

December 6, 2011

Eugene Van Cise

Office of the City Clerk

200n North Spring Street

Room 360

Los Angeles, CA 90012

RE: 2012 Annual Planning Report for the Historic Old Town Canoga Park Business Improvement District

Dear Mr. Van Cise,

On October 17, 2011, the Canoga Park Improvement Association, a California non-profit organization contracted through agreement No. 116792 with the City of Los Angeles to manage services provided to the Historic Old Town Canoga Park Business Improvement District, met with our Advisory Board to review the proposed 2012 budget and activities.

During the meeting of October 17, 2011, Canoga Park Improvement Association presented the attached 2012 Annual Planning Report to our Advisory Board. The report was unanimously approved at that meeting.

On behalf of the Advisory Board, I would like to present the Advisory Board approved 2012 Annual Planning Report for the Historic Old Town Canoga Park Business Improvement District to the Office of the City Clerk and the Los Angeles City Council for their review and approval.

Please feel free to contact me if you have any questions.

Sincerely,



Mary Paterson

Executive Director

Canoga Park Improvement Association

(818) 346-7480

mpaterson@canogaparkcal.com



**Canoga Park
Improvement
Association's**

Canoga Park



2005

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Canoga Park, CA 91303

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2012

Annual/Planning Report

**Historic Old Town Canoga Park
Business Improvement District**

Adopted October 17, 2011

BID Name: Historic Old Town Canoga Park Improvement District

Administered by: Canoga Park Improvement Association (CPIA)

The owners' association, CPIA, has prepared the following 2012 Annual Planning Report for the Historic Old Town Canoga Park Business Improvement District per section 36650 (a) of the property Law.

We will continue our collaboration and communication with Mayor Villaraigosa and his staff, our Council Office and Councilperson Dennis P. Zine, the Community Redevelopment Agency of Los Angeles, our various community organizations, our Los Angeles Police Department partners, and offices of all our local representatives.

A) In 2012 we plan to pursue our ongoing projects/improvements in the following areas per our management district plan:

- 1) Security
- 2) Marketing, Promotions & Public Relations
- 3) Landscape & Maintenance
- 4) New Business Attraction
- 5) Administration & Policy Development/Contingency/Reserve/Uncollected Funds

B) There are no proposed boundary or benefit changes.

C) The estimated cost for improvements for the year is \$226,838.97. The estimated cost for improvements for each category are:

Security:	\$55,000.00
Marketing, Promotions & Public Relations:	\$25,000.00
Landscape & General Maintenance:	\$70,000.00
New Business Attraction:	\$ 7,000.00
Administration & Policy Development/Contingency/Reserve/Uncollected Funds:	\$ 69,838.97

The total projected assessments to be collected for 2012 is expected to be \$226,838.97.

There are no proposed changes in the benefit zones

D) The method and basis of levying the assessment remains \$0.1007 per square foot per year for all parcels plus \$1.00 per linear frontage for Sherman Way parcels.

E) We hope to receive another grant from the Los Angeles Department of Water and Power for holiday decorations and other improvements of up to \$5,000 and hopefully a grant for our Historical Plaque/marker project.

The Categories

Security

Our focus in 2012 will be to continue to work closely with the Los Angeles Police Department and our private security company, currently The Centurion Group. We will meet with both teams regularly to discuss needs of the area and where we should best focus our attention.

We will continue a process of documentation of specific security situations - in detail, which we hope will better serve the police when assigning their patrols.

We will continue to be a steady part of our Neighborhood and Business Watch.

Marketing, Promotions & Public Relations

Continue a variety of marketing & promotional mediums that include:

- Ongoing development of our website, www.CanogaParkCal.com.
- Development/Airing of Commercials for cable.
- Holiday Decorations
- Ads and articles in various publications (some paid some free).
- Participation and planning in events such as the Main Street Canoga Park Certified Farmer's Market, the St. Patrick's Day Celebration, Canoga Park Memorial Day Parade, ARTrageous Art walks, Clyde Porter Arts Day and the Día de Los Muertos Street Festival. Additionally we are continuing to plan and will carry out the various Canoga Park 100th Anniversary celebrations.
- To continue to promote our All-America City status.

Landscape & Maintenance

- Within this Award-Winning category, we have one of our most successful and ongoing programs. This is our team of community service workers and supervisors who, on a daily basis, pick-up trash, change liners in our decorative receptacles, water plants, plant and trim trees, weed sidewalks and planters, sweep gutters and sidewalks, use of blower to clean sidewalks, graffiti removal and reporting, report illegal dumping, and other various projects.
- Sidewalk steam-cleaning
- We hope to continue to administer the Glass Replacement and Anti-Graffiti Film application program.
- We will further developing our Greening Canoga Park Initiative and hope to have more progress on our Green Alley Project.
- Historical Pride Plaque Project
- We will continue the development and implementation of the native and succulent plant project throughout district
- Planning of public art directional signage

New Business Attraction

In this category our primary focus has been using the tool of our website. On this site we list available properties, and outline what is available through the business and attraction and retention program offered by the Community Redevelopment Agency. We plan to utilize our new tourist – map and add it to our website and the sites of various community groups and organizations. We are working with and will continue to do so, other community groups, i.e. the Canoga Park/West Hills Chamber of Commerce and Main Street Canoga Park on a committee whose focus is keeping the vacancies down and continuing to fill vacancies with quality services and businesses. We will continue with our ARTrageous Art Walk where we create satellite art galleries to help property owners fill vacancies utilizing vacant storefronts. CPIA plans to lead the front on making our district an ARTs district!

Administration and Policy Development/ Contingency/Reserve/Uncollected Funds

This area encompasses everything from working with our council office to support new legislation for our area; working with various city agencies to keep Canoga Park on schedule for regular repairs and services; to leverage our funds by sharing costs with city or other entities for larger capital improvements as needed, continuing to meet with merchants and property owners to discuss and hopefully find solutions to any concerns about the area; applying for grants; help direct stakeholders to the proper agents of the city for their various needs.; to continue to support local control of improvement dollars for our historic downtown Canoga Park Corridor; to continually create an improved property market value; to promote our new vision for our town in partnership with our merchants, property owners, city and state representatives and community; to continue to build on the strength of our BID Consortium, finding more efficient ways to streamline our programs and to communicate our needs. We will continue to work with our group, "The Canoga Park Coalition." This is a group made up of The Canoga Park Improvement Association, Main Street Canoga Park, The Canoga Park Neighborhood Council, The Community Redevelopment Agency and The Canoga Park/West Hills Chamber of Commerce, the Canoga/Owensmouth Historical Society, and the Council Office. The purpose of this coalition is to coordinate our efforts for the greatest good of our District. This will allow us to be one voice with regard to issues with the City; to propose legislation; and to design, fund and implement various improvement projects. Also represented here is insurance, rent, utilities, supplies, office equipment, CPA fees including annual CPA reviewed financials, bookkeeper, office support staff, attorney fees, non-profit fees, taxes, etc.

This category also accounts for delays in assessment payments for any reason by property owners. When funds are received then they will be allocated per the management district plan.

There will be an estimated surplus of \$5,671 that will be carried to 2012. This amount will be allocated according to the management district plan.

Signed: 
Paul A. Lewin, CPIA Vice President

APPENDIX – A TOTAL ESTIMATED COST FOR CANOGA PARK BID – FY 2012

2012 Assessments	\$226,839
2011 Estimated Carryover	\$ 5,671
TOTAL ESTIMATED BUDGET	\$232,510

Estimated Expenditures:	Budgeted	w/Carryover
Security	\$55,000	\$57,000
Marketing, Promotions & Public Relations	\$25,000	\$26,000
Landscape & Maintenance	\$70,000	\$71,000
New Business Attraction	\$ 7,000	\$ 7,671
Administration Policy Development/	\$69,839	\$38,000
Contingency/Reserve		\$32,839
	\$226,839	\$232,510