

EAST HOLLYWOOD BID – MANAGEMENT DISTRICT PLAN

**EAST HOLLYWOOD
BUSINESS IMPROVEMENT DISTRICT
RENEWAL**

MANAGEMENT DISTRICT PLAN

*Being Renewed for a 10 Year Term Pursuant to
California Streets and Highways Code Section 36600 et seq.
Property & Business Improvement District Act of 1994, as amended*

November 10, 2020

Final

MANAGEMENT DISTRICT PLAN

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MANAGEMENT DISTRICT PLAN SUMMARY

The East Hollywood Business Improvement District (EHBID) is being renewed for a 10-year period by a consortium of business and property owners within the East Hollywood business district. The EHBID is a thriving retail, service and office district centered along Vermont Avenue, Hollywood Boulevard and Sunset Boulevard in East Hollywood. The purpose of the EHBID is to continue to provide and manage unique activities for this important business center, including: Improvement Projects, Streetscape Services, Marketing and Administration. The EHBID will enable the EHBID property owners, working as a unit, to continue to fund needed property and business related programs above what is provided by tax supported City of Los Angeles base level services.

Name: The name of the District is the East Hollywood Business Improvement District

Location: The EHBID is centered (one parcel deep) along Vermont Avenue roughly between Hollywood Boulevard on the north and the Hollywood (101) Freeway on the south. The EHBID also extends west along Hollywood Boulevard from Vermont Avenue to Kenmore Avenue and east along Sunset Boulevard and Fountain Avenue from Vermont Avenue to Lyman Place/Rodney Drive on the east and west along Sunset Boulevard to just west of Edgemont Street.

Zones: There are three benefit zones comprised of non-contiguous parcels within the proposed renewed EHBID based on broad land uses, development characteristics and levels of EHBID services provided. Zone 1 will receive the highest levels of EHBID services with Zones 2 and 3 receiving lower levels of services, respectively.

Services: Improvement Projects, Streetscape Services, Marketing and Administration.

Finance: Benefit assessment of 131 parcels of real property. No bonds will be used to fund any portion of the EHBID work plan.

Budget: EHBID assessment revenue for Year 1-2022 is projected to be \$269,974. It is noted that the Assessment Engineer has determined that general benefits equate to 4.0734% of the total adjusted EHBID program costs of \$281,438 or \$11,464. General benefits shall be derived from non-assessment revenue sources. It is noted that an estimated 10% (or \$25,880) of EHBID's prior year assessment revenue may be carried over into Year 1-2022 of the renewal term in accordance with City policy to pay for EHBID Streetscape Services. Thereafter, funding carryovers, if any, may be reapportioned the following year for related programs, services and improvements in accordance with City policy. Detailed annual budgets will be prepared by the Owners' Association Board and included in the Annual Planning Report for the City Council's review and approval.

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Year 1 – 2022 PROPOSED BUDGET (ASSESSMENT REVENUES/SPECIAL BENEFIT COSTS)

BENEFIT ZONE	IMPROVEMENT PROJECTS	STREETSCAPE SERVICES	MARKETING	ADMINISTRATION	TOTAL
%	37%	31%	11%	21%	100%
1	\$52,115	\$43,664	\$15,494	\$29,579	\$140,852
2	\$37,250	\$31,210	\$11,074	\$21,142	\$100,676
3	<u>\$10,525</u>	<u>\$8,818</u>	<u>\$3,129</u>	<u>\$5,974</u>	<u>\$28,446</u>
TOTAL	\$99,890	\$83,692	\$29,697	\$56,695	\$269,974

Benefits: “General Benefit” is defined as: “A benefit to properties in the area and in the surrounding community or benefit to the public in general resulting from the improvement, activity, or service to be provided by the assessment levied”. “Special Benefit” as defined by the California State Constitution means a distinct benefit over and above general benefits conferred on real property located in the EHBID or to the public at large.

Formula: The proposed EHBID assessments are based on one factor: parcel land area. There are three benefit zones in the EHBID. (A map showing the EHBID boundaries and benefit zones is shown on Appendix 2 attached to this Plan). The Year 1 property assessment rates per parcel are as follows:

YEAR 1 –2022 Assessment Rates

BENEFIT ZONE	LAND AREA ASSMT RATE (\$/SQ FT)	VERMONT STREET FRONTAGE ASSMT RATE (\$/LF)
1	\$0.079694	\$0.074587
2	\$0.039847	\$0.037295
3	\$0.021517	\$0.020136

Cap: Assessment increases are capped at a maximum of 6% per year, subject to approval by the EHBID Property Owner Association Board of Directors.

Renewal: EHBID renewal is a two-step process. First, petitions signed by EHBID property owners representing at least 50% of the total assessment to be levied must be secured. Second, property owners will be sent a ballot to vote on the EHBID renewal. Returned ballots in support of the EHBID renewal must outweigh those in opposition based on the amount of assessment to be levied as stated on the ballots.

Duration: The renewed EHBID will have a term of ten (10) years. After ten years, the petition and balloting process must be repeated in order to renew the EHBID and continue to levy assessments. Future renewals may extend up to 10 years at a time.

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II. EHBID BOUNDARIES

Setting

The EHBID is located northwest of Downtown Los Angeles in the community of East Hollywood along Vermont Avenue, Hollywood Boulevard and Sunset Boulevard. This dynamic business center is home to an abundance of renowned Los Angeles landmarks including Historic Barnsdall Art Park, Los Angeles City College, Children’s Hospital of Los Angeles, Hollywood Presbyterian Medical Center, Kaiser-Sunset Medical Center and the Braille Institute of Los Angeles. These notable landmarks are surrounded by an array of supporting retail, restaurant, service and medical offices. The EHBID is connected to many other key areas of Los Angeles via the Metro Redline Subway that traverses north/south through the EHBID Vermont Avenue corridor.

The boundaries of the EHBID have been determined based on the concentrated commercially zoned, service related properties in the heart of East Hollywood. The EHBID is centered (one parcel deep) along Vermont Avenue roughly between Hollywood Boulevard on the north and the Hollywood (101) Freeway on the south. The EHBID also extends west along Hollywood Boulevard from Vermont Avenue to Kenmore Avenue and east along Sunset Boulevard and Fountain Avenue from Vermont Avenue to Lyman Place/Rodney Drive on the east and west along Sunset Boulevard to just west of Edgemont Street.

The EHBID is generally bounded on all sides by either small neighborhood oriented commercial zoned parcels or residentially zoned parcels and uses which, according to State of California Streets and Highways Code Section 36632(c), are conclusively presumed to not benefit from EHBID funded activities and therefore cannot be assessed. The EHBID boundaries are set to exclude any parcels zoned solely for residential purposes. The EHBID boundaries are more specifically described as follows:

Boundary Description

Beginning at the southeast corner of the intersection of Hollywood Boulevard and Vermont Avenue, southeast along the south side of Hollywood Boulevard to the northeast corner of Assessor Parcel Number (APN) 5542-014-001. South along the eastern boundary of parcels fronting the east side of Vermont Avenue to the northwest corner of APN 5542-015-031. East along the northern boundary of parcels fronting the north side of Sunset Boulevard to Rodney Drive. South along the west side of Rodney Drive, across Sunset Boulevard. East along the south side of Sunset Boulevard to Lyman Place. South along the west side of Lyman Place to Fountain Avenue. West along the north side of Fountain Avenue to a point opposite the northeast corner of APN 5542-018-035. South across Fountain Avenue and continuing south along the eastern boundary of parcels fronting the east side of Vermont Avenue across La Mirada Avenue, Lexington Avenue, Vermont Place, Santa Monica Boulevard, Willow Brook Avenue, Lockwood Avenue, Burns Avenue, Normal Avenue, Monroe Street, Marathon Street, Melrose Avenue, and Clinton Street to the north side of US Highway 101.

Northwest along the north side of US Highway 101 across Vermont Avenue to the southwest corner of APN 5538-028-010. North along the western boundary of parcels fronting the west side of Vermont Avenue, across Clinton Street, Melrose Avenue, Monroe Street, Willow Brook Avenue, Santa Monica Boulevard, Lexington Avenue, and Fountain Avenue, to the southeast line of APN 5543-013-002. West along the southern boundary of parcels fronting the south side of Sunset Boulevard across New

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Hampshire Avenue, L Ron Hubbard Way, Catalina Street, and Edgemont Street to the southwest corner of APN 5543-020-023. North along the western boundary of APN 5543-020-023 across Sunset Boulevard and continuing north along the western boundary and east along the northern boundary of APN 5543-007-025 to Edgemont Street. Northeast across Edgemont Street to the northwest corner of APN 5543-010-017 and continuing east along the northern boundary of said parcel. North along the western boundary of APN 5543-010-900, APN 5543-011-901, and APN 5543-009-902, then west along the southern boundary of APN 5543-009-021 and across Edgemont Street. South along the west side of Edgemont Street to the southern boundary of APN 5543-008-034. West along the southern boundary and north along the western boundary (eastern side of Kenmore Avenue) of said APN 5543-008-034 across Hollywood Boulevard to the northwest corner of APN 5589-038-052. East along the northern boundary of parcels fronting the north side of Hollywood Boulevard, across Edgemont Street and Berendo Street to New Hampshire Avenue. South along the west side of New Hampshire Avenue, across Hollywood Boulevard. Southeast along the south side of Hollywood Boulevard to the point of beginning.

It is noted that Assessor's Parcel Number 5589-028-901, at the northeast corner of the intersection of Hollywood Boulevard and New Hampshire Avenue (Los Feliz Elementary School) is not included in the EHBID and will not receive EHBID funded programs, services nor improvements.

EHBID Boundary Rationale

Northern Boundary: The northern boundary of the EHBID was determined by zoning, land uses and the proximity of another Business Improvement District, the Los Feliz tenant-based Business Improvement District that extends along the north side of Hollywood Boulevard between the west side of Vermont Avenue and the east side of Hillhurst Avenue. While permitted by State Law, there is no need to overlap the EHBID with the Los Feliz BID and duplicate BID funded programs and services. The parcels north of the northern EHBID boundary west of New Hampshire Ave are zoned solely residential with residential uses while those south of the northern boundary are not zoned residential and are primarily commercial and institutional land uses. State of California Streets and Highways Code Section 36632(c) conclusively presumes that properties zoned solely residential do not benefit from the improvements and service funded through assessments, cannot be assessed and, thus, are not included in the EHBID. In order to ensure that parcels north of the northern boundary will not specially benefit from EHBID funded services and improvements, no EHBID services and improvements will be provided north of the northern boundary, only south of the northern boundary within the EHBID boundaries.

Eastern Boundary: The properties located to the east of the EHBID boundaries are a mix of residential zoning and uses as well as a limited number of commercial zoned parcels and uses that are outside of the Vermont Avenue/Sunset Boulevard/Hollywood Boulevard business corridors and marketing aim of the EHBID. As stated above, the State of California Streets and Highways Code Section 36632(c) conclusively presumes that properties zoned solely residential do not benefit from the improvements and service funded through assessments, cannot be assessed and, thus, are not included in the EHBID. In order to ensure that parcels east of the eastern boundary will not specially benefit from EHBID funded services and improvements, no EHBID services and improvements will be provided east of the eastern boundary, only west of the eastern boundary within the EHBID boundaries.

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Southern Boundary: The southern boundary of the EHBID was determined by the presence of the Hollywood (101) Freeway, a logical southern terminus of the EHBID. In order to ensure that parcels south of the southern boundary will not specially benefit from EHBID funded services and improvements, no EHBID services and improvements will be provided south of the southern boundary, only north of the southern boundary within the EHBID boundaries.

Western Boundary: The properties located to the west of the EHBID boundaries are a mix of residential zoning and uses as well as a limited number of commercial zoned parcels and uses that are outside of the Vermont Avenue/Sunset Boulevard/Hollywood Boulevard business corridors and marketing aim of the EHBID. As stated above, the State of California Streets and Highways Code Section 36632(c) conclusively presumes that properties zoned solely residential do not benefit from the improvements and service funded through assessments, cannot be assessed and, thus, are not included in the EHBID. In order to ensure that parcels west of the western boundary will not specially benefit from EHBID funded services and improvements, no EHBID services and improvements will be provided west of the western boundary, only east of the western boundary within the EHBID boundaries.

Benefit Zones: There are three benefit zones in the EHBID. The services provided in each Zone are commensurate with the proportionate special benefit conferred and assessment levied on each parcel within each Zone. Service levels in each Zone are set by a combination of factors such as budgetary constraints, pre-programmed frequencies, variable demands, seasonal needs, pedestrian levels, number of parcels, land uses and development types (i.e. sidewalk storefronts, setback with front parking, large medical facilities, schools, park facilities etc.). The benefit zones are based more on broad land uses and their need for supplemental EHBID provided services, programs and improvements than location within the EHBID.

Zone 1 includes 96 parcels (73% of the EHBID parcels) and represents the concentration of smaller parcels and businesses along the Vermont Avenue and Sunset Boulevard corridors. Business activity and pedestrian traffic is highest along these frontages in the EHBID, and thus these parcels require the highest level of programmed and response EHBID services. As a result, Zone 1 parcels will receive 100% of their proportionate special benefit from Zone 1 EHBID funded levels of services and will be assessed at the highest rates for parcel land area and Vermont Avenue Street frontage as delineated in this Plan. These assessment rates and the resulting Zone 1 assessment revenue are reflected in the budget allocation of funds for Zone 1 and the corresponding proportionate special benefits conferred on Zone 1 parcels.

Zone 2 includes 31 parcels (24% of the EHBID parcels) and includes all parcels northwest of the intersection of Sunset Boulevard and Vermont Avenue as well as the block bounded by Vermont Avenue and Lyman Place between Sunset Boulevard and Fountain Avenue. Zone 2 also includes the block bounded by Vermont Avenue and New Hampshire Avenue between Monroe Street and Melrose Avenue. Zone 2 parcels include the larger landmarks and medical facilities in the EHBID including historic Barnsdall Art Park, Hollywood Presbyterian Medical Center, Kaiser-Sunset Medical Center, Children's Hospital of Los Angeles and the Braille Institute of Los Angeles. Zone 2 parcels are accessed primarily by automobile or transit with internal parking facilities. Zone 2 parcels and facilities provide certain levels of base perimeter services and do not require the same level of programmed and response services as Zone 1 parcels. As a result, Zone 2 parcels will receive 100% of their proportionate special benefit from Zone 2 EHBID funded levels of services and will be assessed at 50% of the Zone 1 rates for parcel land area and Vermont Avenue street frontage as delineated in this Plan. These rates and the resulting Zone 2 assessment revenue are

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reflected in the budget allocation of funds for Zone 2 and the corresponding proportionate special benefits conferred on Zone 2 parcels.

Zone 3 includes 4 parcels (3% of the EHBID parcels) - and includes 2 large parcels along Vermont Avenue owned and occupied by Los Angeles City College (LACC) and 2 small parcels adjacent to LACC along the west side of Vermont Avenue owned by LA County Metropolitan Transit Authority (LACMTA). One of the LACMTA parcels is used as the ingress/egress for the underground Redline Subway and the second for placement of subway ventilation equipment. Both LACC and LACMTA provide much of their own perimeter streetscape, cleaning, sweeping and other services on their parcels within the EHBID. As a result, Zone 3 parcels will receive 100% of their proportionate special benefit from Zone 3 EHBID funded levels of services and will be assessed at 27% of the Zone 1 rates for parcel land area and Vermont Avenue street frontage as delineated in this Plan. These rates and the resulting Zone 3 assessment revenue are reflected in the budget allocation of funds for Zone 3 and the corresponding proportionate special benefits conferred on Zone 3 parcels.

A list of all parcels included in the proposed renewed EHBID is shown as Appendix 1, attached to this Report identified by their respective Los Angeles County assessor parcel number. The boundary of the proposed renewed EHBID and benefit zones are shown on the map of the proposed renewed EHBID attached as Appendix 2 to this Plan.

All identified assessed parcels within the above-described boundaries shall be assessed to fund supplemental special benefit programs, services and improvements as outlined in this Plan. All EHBID funded services, programs and improvements provided within the above described boundaries shall confer special benefit to identified assessed parcels inside the EHBID boundaries and none will be provided outside of the EHBID. Each assessed parcel within the EHBID will proportionately specially benefit from the EHBID funded programs and services (i.e. Improvement Projects, Streetscape Services, Marketing and Administration). These services, programs and improvements are intended to improve commerce, employment, rents and occupancy rates of individually assessed parcels and businesses on them within the EHBID. The EHBID confers special benefits on each and every individually assessed parcel by reducing litter, improving aesthetics and marketing goods and services available from assessed parcels and the businesses on them within the EHBID, all necessary in a competitive properly managed business district. All EHBID funded services programs and improvements are supplemental, above normal base level services provided by the City of Los Angeles and are only provided for the special benefit of assessed parcels within the boundaries of the proposed renewed EHBID.

The EHBID includes 131 parcels of which all are identified as assessable within three Benefit Zones and which are listed in the Assessment Roll included as Appendix 1. A Boundary Map showing the EHBID boundaries and Benefit Zones is included as Appendix 2.

III. Proposed 10 -Year EHBID Work Plan and Budget

Overview

The Programs and activities to be funded by the EHBID include Improvement Projects, Streetscape Services, Marketing and Administration. The property uses within the boundaries of the EHBID that will

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receive special benefits from EHBID funded programs, services and improvements are currently a unique mix of retail, restaurant, office, service, general commercial, medical facilities, schools and an historic municipal park. Services, programs and improvements provided and funded by the EHBID are primarily designed to provide special benefits as described below to identified assessed parcels within the boundaries of the EHBID. The varying programmed service levels in each benefit zone are delineated within each work plan element description.

These special benefits are particular and distinct to each and every identified assessed parcel within the EHBID and are not provided to non-assessed parcels outside of the EHBID. These programs, services and improvements will only be provided to each individual assessed parcel within the EHBID boundaries and, in turn, confer proportionate "special benefits" to each assessed parcel.

The very nature of the purpose of the EHBID is to fund supplemental programs, services and improvements to assessed parcels within the EHBID boundaries above and beyond the base line services provided by the City of Los Angeles. The City of Los Angeles does not provide these supplemental programs and services. All benefits derived from the assessments to be levied on assessed parcels within the EHBID are for services, programs and improvements directly benefiting each individual assessed parcel within the EHBID. No EHBID funded services, activities or programs will be provided outside of the EHBID boundaries.

The program special benefit cost allocations of the EHBID assessment revenues for Year 1 (2022) are shown in the Table on page 12 of this Plan. The projected program special benefit cost allocations of the EHBID assessment revenues for the 10-year EHBID term, assuming a 6% maximum annual assessment rate increase, are shown in the Table on page 12 of this Plan.

WORK PLAN DETAILS

The services to be provided by the EHBID are all designed to contribute to the cohesive commercial and institutional fabric and to ensure economic success and vitality of the EHBID. The assessed parcels in the EHBID will specially benefit from the EHBID programs through meeting the EHBID Goals: to improve sanitation, beautification, landscaping, and to attract and retain businesses and services, generate more pedestrian and visitor traffic and ultimately to increase commerce and economic success of each individual assessed parcel.

The following programs, services and improvements are proposed by the EHBID to specially benefit each and every individually assessed parcel within the EHBID boundaries. EHBID services, programs and improvements will not be provided to parcels outside the EHBID boundary. Assessment funds generated in each benefit zone shall only be used to provide services which specially benefit individual assessed parcels within that benefit zone.

Improvement Projects

\$104,132 (Special + General Benefits)	37%
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EHBID funded Improvement Projects will include in the proposed renewal term: additional tree planting

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and decorative tree wells; painting of streetlight poles; and other amenity improvements such as benches, trash receptacles, landscaping and other street furniture and streetscape improvements as approved by the Owners' Association.

Detailed annual budgets will be prepared by the Owners' Association Board and included in an Annual Plan for the City Council's review and approval.

The Improvement Projects component is designed to specially benefit each identified and assessed parcel within the EHBID by improving the aesthetic appeal of, each and every assessed parcel in the EHBID as an attractive and inviting place to work, visit, attend class, recreate, transact business, shop and dine. The Improvement Projects component is designed to attract more commercial customers and clients, visitors, employees, tenants and investors which are intended to increase business volumes, sales transactions, commercial occupancies and commercial rental income. The Improvement Projects component will be provided only within the EHBID boundaries and for the special benefit of identified and assessed parcels within the EHBID.

Streetscape Services

\$87,245 (Special + General Benefits) 31%

The Streetscape Services component activities includes day porters to pick up litter, benches will be wiped down and kept graffiti free. Landscaped medians will be kept clear of debris and weeds on a regular basis. Irrigation systems will be continually checked and serviced. Landscaping will be kept trimmed and shaped to maintain pedestrian clearance. Newly planted trees will be watered on a regular basis until mature enough to be self-sustaining. Sidewalk and gutter areas will be pressure washed on a regular basis.

Streetscape related service levels will be the highest in Zone 1 and about 50% less in Zone 2. Zone 3 will have nominal service levels at about 23% of Zone 1 levels since similar services are already provided by the individual large parcels in Zone 3.

Each Streetscape Services element and level of service by Zone is more fully described as follows:

- Clean-Up Personnel: Full-time personnel will collect and remove litter from sidewalks on a regular basis. This will include gutter and storm drain cleaning, and removal of illegally dumped bulky items. The programmed and response level of service is highest in Zone 1, less in Zone 2 and minimal in Zone 3.
- Median Landscape Maintenance: Median service will include weed removal and trimming to provide a welcoming, attractive business environment.
- Trash Receptacle Cleaning: Trash liners will be replaced on a regular basis from receptacles located within the boundaries of the District.
- Tree Watering and Trimming: Trees will be watered and trimmed within the boundaries of the District to ensure that businesses are visible and the business environment is free

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from trash and debris caused by falling limbs and leaves. Tree trimming in Zone 1 is projected more than once a year, only once a year in Zone 2 and less than once a year in Zone 3.

- Sidewalk Cleaning: Sidewalks will be pressure washed on a schedule set by the Owners' Association. The projected schedule is 3 times per year in Zone 1, 2 times per year in Zone 2 and once a year in Zone 3. There will also be ongoing spot removal, including graffiti and sticker removal, within the boundaries of the District as needed.

The Streetscape Services component is designed to specially benefit each identified and assessed parcel within the EHBID by professionally managing the appearance, and improve the aesthetic appeal of, each and every assessed parcel in the EHBID as an attractive and inviting place to work, visit, attend class, recreate, transact business, shop and dine. Streetscape Services is designed to attract more commercial customers and clients, employees, tenants and investors which are intended to increase business volumes, sales transactions, commercial occupancies and commercial rental income. Streetscape Services will be provided only within the EHBID boundaries and for the special benefit of identified and assessed parcels within the EHBID.

Marketing

\$30,958 (Special + General Benefits) 11%

Marketing will include website and social media management, development and distribution of promotional materials (such as event flyers, business coupon books, business directories/maps), special events, media advertising and other programs that will promote the array of goods and services available within the EHBID. The Marketing program helps meet the goals of business attraction and retention and increased commerce.

The marketing program is designed with the intent to increase the public's awareness of the EHBID as a single destination in order to attract consumers to the array of attractions, events, and services which are intended to increase commerce for each assessed parcel in the EHBID. For example, the EHBID will publish a newsletter to keep property owners informed of upcoming events and services. Marketing efforts will be designed to improve the EHBID by implementing programs to attract customers and clients, increase lease rates, commercial rentals, parking revenues, retail customers and restaurant patrons for the assessed parcels in the EHBID. The Owners' Association will continue to use its website to promote the assessed EHBID parcels in an effort to increase awareness of the EHBID as a destination for consumers and tenants and increase occupancy and commerce on the assessed parcels. The website is designed to provide visitors information about the EHBID in order to attract these visitors and attract more business from out of the area, to increase commerce and economic success of assessed parcels.

For the array of land uses within the EHBID (i.e. retail, restaurant, service, government and medical centers, facilities and offices) this work plan component is specifically designed to attract more customers, employees, tenants and investors. Special benefit will be conferred on each and every parcel assessed for these programs in the EHBID as a result of marketing these assessed parcels and the goods and services and spaces available on these assessed parcels. This in turn, is intended to increase business volumes, sales transactions, commercial occupancies and commercial rental income. The Marketing work plan component

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will only be provided to, and for the direct and special benefit of, each identified parcel assessed for these programs and services within the EHBID.

Administration

\$59,103 (Special + General Benefits) 21%

Administration includes the cost of personnel to oversee implementation of the various programs, services and improvement projects delineated in this Plan during the EHBID's 10-year term. This element also includes oversight of the Owners' Association's compliance with the terms of its contract with the City. Program Management also includes accounting/bookkeeping fees and Directors & Officers and General Liability insurance.

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

This component is key to the proper expenditure of EHBID assessment funds and the administration of EHBID programs and activities that are intended to provide consistent and effective services for the appeal of assessed properties within the EHBID which may in turn, increase business volumes, commercial occupancies and rental income for each parcel and business within the EHBID.

In summary, all EHBID funded services, programs and improvements described above confer special benefits to identified assessed parcels inside the EHBID boundaries and none will be provided outside of the EHBID. Each assessed parcel within the EHBID will proportionately specially benefit from the Improvement Projects, Streetscape Services, Marketing and Administration. These services, programs and improvements are intended to improve commerce, employment, rents and occupancy rates of assessed parcels within the EHBID by reducing litter, maintaining landscaping and physical improvements and professionally marketing goods, services and spaces available within the EHBID, all necessary in a competitive properly managed contemporary business district. All EHBID funded services programs and improvements are considered supplemental, above normal base level services provided by the City of Los Angeles and are only provided for the special benefit of each and every assessed parcel within the boundaries of the EHBID.

PROGRAM & ACTIVITY BUDGET

Each identified assessed parcel within the EHBID will be assessed the full amount of the proportionate special benefit conferred upon it based on the level of EHBID funded services provided within each benefit zone. The projected EHBID program special benefit (assessments) allocation budget for Year 1 (2022) is shown in the following Table:

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EHBID Year 1 (2022) Special Benefit Assessment Budget By Zone

BENEFIT ZONE	IMPROVEMENT PROJECTS	STREETSCAPE SERVICES	MARKETING	ADMINISTRATION	TOTAL
%	37%	31%	11%	21%	100%
1	\$52,115	\$43,664	\$15,494	\$29,579	\$140,852
2	\$37,250	\$31,210	\$11,074	\$21,142	\$100,676
3	<u>\$10,525</u>	<u>\$8,818</u>	<u>\$3,129</u>	<u>\$5,974</u>	<u>\$28,446</u>
TOTAL	\$99,890	\$83,692	\$29,697	\$56,695	\$269,974

In order to carry out the EHBID programs outlined in the previous section, a Year 1-2022 assessment budget of \$269,974 is projected. Since the EHBID is planned for a 10-year term, projected program costs for future years (Years 2-10) are set at the inception of the EHBID. While future inflationary and other program cost increases are unknown at this point, a built in maximum increase of 6% per annum, commensurate to special benefits received by each assessed parcel, is incorporated into the projected program costs and assessment rates for the 10-year EHBID term.

It is noted that an estimated 10% (or \$25,880) of EHBID’s prior year assessment revenue may be carried over into Year 1-2022 of the renewal term in accordance with City policy to pay for EHBID Streetscape Services. Thereafter, funding carryovers, if any, may be reapportioned the following year for related programs, services and improvements in accordance with City policy. Detailed annual budgets will be prepared by the Owners’ Association Board and included in the Annual Planning Report for the City Council’s review and approval.

It is recognized that market conditions may cause the cost of providing goods and services to fluctuate from year to year during the 10-year term of the proposed renewed EHBID. Accordingly, the Owners’ Association shall have the ability to reallocate up to 10% of any budget line item, within the budget categories, based on such cost fluctuations subject to the review and approval by the Owners’ Association Board. Such reallocation will be included in the Annual Planning Report for the approval by the Los Angeles City Council pursuant to the Streets and Highways Code Section 36650. Any accrued interest or delinquent payments may be expended in any budget category in accordance with City policy.

A 10-year projected EHBID special benefit budget is shown in the following Table:

YEAR 1-10 PROJECTED EHBID ASSESSMENT BUDGET SUMMARY (Special Benefits)
 (Assumes 6% max rate increase per year)

YEAR	BENEFIT ZONE	IMPROVEMENT PROJECTS	STREETSCAPE SERVICES	MARKETING	ADMINISTRATION	TOTAL
	%	37%	31%	11%	21%	100%
1	1	\$52,115	\$43,664	\$15,494	\$29,579	\$140,852
2022	2	\$37,250	\$31,210	\$11,074	\$21,142	\$100,676
	3	<u>\$10,525</u>	<u>\$8,818</u>	<u>\$3,129</u>	<u>\$5,974</u>	<u>\$28,446</u>
	TOTAL	\$99,890	\$83,692	\$29,697	\$56,695	\$269,974
2	1	\$55,242	\$46,284	\$16,424	\$31,354	\$149,304

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2023	2	\$39,485	\$33,083	\$11,738	\$22,411	\$106,717
	3	<u>\$11,157</u>	<u>\$9,347</u>	<u>\$3,317</u>	<u>\$6,332</u>	<u>\$30,153</u>
	TOTAL	\$105,884	\$88,714	\$31,479	\$60,097	\$286,174
3	1	\$58,557	\$49,061	\$17,409	\$33,235	\$158,262
2024	2	\$41,854	\$35,068	\$12,442	\$23,756	\$113,120
	3	<u>\$11,826</u>	<u>\$9,908</u>	<u>\$3,516</u>	<u>\$6,712</u>	<u>\$31,962</u>
	TOTAL	\$112,237	\$94,037	\$33,367	\$63,703	\$303,344
4	1	\$62,070	\$52,005	\$18,454	\$35,229	\$167,758
2025	2	\$44,365	\$37,172	\$13,189	\$25,181	\$119,907
	3	<u>\$12,536</u>	<u>\$10,502</u>	<u>\$3,727</u>	<u>\$7,115</u>	<u>\$33,880</u>
	TOTAL	\$118,971	\$99,679	\$35,370	\$67,525	\$321,545
5	1	\$65,794	\$55,125	\$19,561	\$37,343	\$177,823
2026	2	\$47,027	\$39,402	\$13,980	\$26,692	\$127,101
	3	<u>\$13,288</u>	<u>\$11,132</u>	<u>\$3,951</u>	<u>\$7,542</u>	<u>\$35,913</u>
	TOTAL	\$126,109	\$105,659	\$37,492	\$71,577	\$340,837
6	1	\$69,742	\$58,433	\$20,735	\$39,584	\$188,494
2027	2	\$49,849	\$41,766	\$14,819	\$28,294	\$134,728
	3	<u>\$14,085</u>	<u>\$11,800</u>	<u>\$4,188</u>	<u>\$7,995</u>	<u>\$38,068</u>
	TOTAL	\$133,676	\$111,999	\$39,742	\$75,873	\$361,290
7	1	\$73,927	\$61,939	\$21,979	\$41,959	\$199,804
2028	2	\$52,840	\$44,272	\$15,708	\$29,992	\$142,812
	3	<u>\$14,930</u>	<u>\$12,508</u>	<u>\$4,439</u>	<u>\$8,475</u>	<u>\$40,352</u>
	TOTAL	\$141,697	\$118,719	\$42,126	\$80,426	\$382,968
8	1	\$78,363	\$65,655	\$23,298	\$44,477	\$211,793
2029	2	\$56,010	\$46,928	\$16,650	\$31,792	\$151,380
	3	<u>\$15,826</u>	<u>\$13,258</u>	<u>\$4,705</u>	<u>\$8,984</u>	<u>\$42,773</u>
	TOTAL	\$150,199	\$125,841	\$44,653	\$85,253	\$405,946
9	1	\$83,065	\$69,594	\$24,696	\$47,146	\$224,501
2030	2	\$59,371	\$49,744	\$17,649	\$33,700	\$160,464
	3	<u>\$16,776</u>	<u>\$14,053</u>	<u>\$4,987</u>	<u>\$9,523</u>	<u>\$45,339</u>
	TOTAL	\$159,212	\$133,391	\$47,332	\$90,369	\$430,304
10	1	\$88,049	\$73,770	\$26,178	\$49,975	\$237,972
2031	2	\$62,933	\$52,729	\$18,708	\$35,722	\$170,092
	3	<u>\$17,783</u>	<u>\$14,896</u>	<u>\$5,286</u>	<u>\$10,094</u>	<u>\$48,059</u>
	TOTAL	\$168,765	\$141,395	\$50,172	\$95,791	\$456,123

The EHBID assessments may increase for each individual parcel each year during the 10-year effective operating period, but not to exceed 6% per year, commensurate to special benefits received by each assessed

EAST HOLLYWOOD BID – MANAGEMENT DISTRICT PLAN

parcel, and must be approved by the Owners’ Association Board of Directors, included in the Annual Planning Report and adopted by the City of Los Angeles City Council. Any accrued interest and delinquent payments will be expended within the budgeted categories. The Owners’ Association Board of the Directors (“Property Owners’ Association of the EHBID) shall determine the percentage increase, if any, to the annual assessment, not to exceed 6% per year. The Owners’ Association Executive Director shall communicate the annual increase to the City each year in which the EHBID operates at a time determined in the Administration Contract held between the Owners’ Association and the City of Los Angeles. No bonds are to be issued in conjunction with the proposed renewed EHBID.

Pursuant to Section 36671 of the Streets and Highways Code, any funds remaining after the 10th year of operation will be rolled over into the renewal budget or returned to stakeholders in accordance with City policy. EHBID assessment funds will be used to pay for costs related to the following EHBID renewal term. If the EHBID is not renewed or terminated for any reason, unencumbered/unexpended funds will be returned to the property owners in accordance with City policy.

Special/General Benefits

The Assessment Engineer (see attached Engineer’s Report) has found that the general benefits (i.e. general benefits to assessed parcels within the EHBID, the public at large and surrounding parcels outside the EHBID) of the proposed programs, services and improvements (i.e. Improvement Projects, Streetscape Services, Marketing and Administration) represent 4.0734% of the total benefits generated and, in turn, 4.0734% (\$11,464) of the total adjusted costs of the EHBID funded improvements, activities and services provided in Year 1.

Total Year 1 special and general benefit related costs are estimated at \$281,438. General benefits are factored at 4.0734% of the total benefit value (see Finding 2 in the attached Engineer’s Report) with special benefits set at 95.9266%. Article XIIID Section 4(b) of the California Constitution limits the levy of property assessments to costs attributed to special benefits only. The 4.0734% general benefit value is computed to be \$11,464 with a resultant 95.9266% special benefit limit computed at \$269,974. Based on current property data and land uses, this is the maximum amount of Year 1 (2022) revenue that can be derived from property assessments from the subject District.

All program costs associated with general benefits will be derived from sources other than EHBID assessments. A breakdown of projected special and general benefits for each year of the 10-year renewal term is shown in the following Table:

10 Year Special + General Benefits (Assumes 6% max rate increase per year)

YR	ZONE	PROGRAM CATEGORY	SPECIAL BENEFITS	GENERAL BENEFITS	TOTAL BENEFITS	% OF TOTAL
YR 1 - 2022	1	IMPROVEMENT PROJECTS	\$52,115	\$2,213	\$54,328	37%
		STREETSCAPE SERVICES	\$43,664	\$1,854	\$45,518	31%
		MARKETING	\$15,494	\$658	\$16,152	11%
		ADMINISTRATION	\$29,579	\$1,256	\$30,835	21%
		SUBTOTAL	\$140,852	\$5,981	\$146,833	100%

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	2	IMPROVEMENT PROJECTS	\$37,250	\$1,582	\$38,832	37%
		STREETSCAPE SERVICES	\$31,210	\$1,325	\$32,535	31%
		MARKETING	\$11,074	\$470	\$11,544	11%
		ADMINISTRATION	<u>\$21,142</u>	<u>\$898</u>	<u>\$22,040</u>	<u>21%</u>
		SUBTOTAL	\$100,676	\$4,275	\$104,951	100%
	3	IMPROVEMENT PROJECTS	\$10,525	\$447	\$10,972	37%
		STREETSCAPE SERVICES	\$8,818	\$374	\$9,192	31%
		MARKETING	\$3,129	\$133	\$3,262	11%
		ADMINISTRATION	<u>\$5,974</u>	<u>\$254</u>	<u>\$6,228</u>	<u>21%</u>
		SUBTOTAL	\$28,446	\$1,208	\$29,654	100%
	1,2,3	IMPROVEMENT PROJECTS	\$99,890	\$4,242	\$104,132	37%
	1,2,3	STREETSCAPE SERVICES	\$83,692	\$3,553	\$87,245	31%
	1,2,3	MARKETING	\$29,697	\$1,261	\$30,958	11%
	1,2,3	ADMINISTRATION	<u>\$56,695</u>	<u>\$2,408</u>	<u>\$59,103</u>	<u>21%</u>
	1,2,3	TOTAL YEAR 1 - 2022	\$269,974	\$11,464	\$281,438	100%
YR	ZONE	PROGRAM CATEGORY	SPECIAL BENEFITS	GENERAL BENEFITS	TOTAL BENEFITS	% OF TOTAL
YR 2 - 2023	1	IMPROVEMENT PROJECTS	\$55,242	\$2,346	\$57,588	37%
		STREETSCAPE SERVICES	\$46,284	\$1,965	\$48,249	31%
		MARKETING	\$16,424	\$697	\$17,121	11%
		ADMINISTRATION	<u>\$31,354</u>	<u>\$1,331</u>	<u>\$32,685</u>	<u>21%</u>
		SUBTOTAL	\$149,304	\$6,339	\$155,643	100%
		IMPROVEMENT PROJECTS	\$39,485	\$1,677	\$41,162	37%
	2	STREETSCAPE SERVICES	\$33,083	\$1,405	\$34,488	31%
		MARKETING	\$11,738	\$498	\$12,236	11%
		ADMINISTRATION	<u>\$22,411</u>	<u>\$952</u>	<u>\$23,363</u>	<u>21%</u>
		SUBTOTAL	\$106,717	\$4,532	\$111,249	100%
	3	IMPROVEMENT PROJECTS	\$11,157	\$474	\$11,631	37%
		STREETSCAPE SERVICES	\$9,347	\$396	\$9,743	31%
		MARKETING	\$3,317	\$141	\$3,458	11%
		ADMINISTRATION	<u>\$6,332</u>	<u>\$269</u>	<u>\$6,601</u>	<u>21%</u>
		SUBTOTAL	\$30,153	\$1,280	\$31,433	100%
	1,2,3	IMPROVEMENT PROJECTS	\$105,884	\$4,497	\$110,381	37%
	1,2,3	STREETSCAPE SERVICES	\$88,714	\$3,766	\$92,480	31%
	1,2,3	MARKETING	\$31,479	\$1,336	\$32,815	11%
	1,2,3	ADMINISTRATION	<u>\$60,097</u>	<u>\$2,552</u>	<u>\$62,649</u>	<u>21%</u>
	1,2,3	TOTAL YEAR 2 - 2023	\$286,174	\$12,151	\$298,325	100%
YR	ZONE	PROGRAM CATEGORY	SPECIAL BENEFITS	GENERAL BENEFITS	TOTAL BENEFITS	% OF TOTAL
YR 3 - 2024	1	IMPROVEMENT PROJECTS	\$58,557	\$2,487	\$61,044	37%
		STREETSCAPE SERVICES	\$49,061	\$2,083	\$51,144	31%
		MARKETING	\$17,409	\$739	\$18,148	11%

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		ADMINISTRATION	\$33,235	\$1,411	\$34,646	21%
		SUBTOTAL	\$158,262	\$6,720	\$164,982	100%
	2	IMPROVEMENT PROJECTS	\$41,854	\$1,778	\$43,632	37%
		STREETSCAPE SERVICES	\$35,068	\$1,489	\$36,557	31%
		MARKETING	\$12,442	\$528	\$12,970	11%
		ADMINISTRATION	\$23,756	\$1,009	\$24,765	21%
		SUBTOTAL	\$113,120	\$4,804	\$117,924	100%
	3	IMPROVEMENT PROJECTS	\$11,826	\$502	\$12,328	37%
		STREETSCAPE SERVICES	\$9,908	\$420	\$10,328	31%
		MARKETING	\$3,516	\$149	\$3,665	11%
		ADMINISTRATION	\$6,712	\$285	\$6,997	21%
		SUBTOTAL	\$31,962	\$1,356	\$33,318	100%
	1,2,3	IMPROVEMENT PROJECTS	\$112,237	\$4,767	\$117,004	37%
	1,2,3	STREETSCAPE SERVICES	\$94,037	\$3,992	\$98,029	31%
	1,2,3	MARKETING	\$33,367	\$1,416	\$34,783	11%
	1,2,3	ADMINISTRATION	\$63,703	\$2,705	\$66,408	21%
	1,2,3	TOTAL YEAR 3 - 2024	\$303,344	\$12,880	\$316,224	100%
YR	ZONE	PROGRAM CATEGORY	SPECIAL BENEFITS	GENERAL BENEFITS	TOTAL BENEFITS	% OF TOTAL
YR 4 - 2025	1	IMPROVEMENT PROJECTS	\$62,070	\$2,636	\$64,706	37%
		STREETSCAPE SERVICES	\$52,005	\$2,208	\$54,213	31%
		MARKETING	\$18,454	\$783	\$19,237	11%
		ADMINISTRATION	\$35,229	\$1,496	\$36,725	21%
		SUBTOTAL	\$167,758	\$7,123	\$174,881	100%
	2	IMPROVEMENT PROJECTS	\$44,365	\$1,885	\$46,250	37%
		STREETSCAPE SERVICES	\$37,172	\$1,578	\$38,750	31%
		MARKETING	\$13,189	\$560	\$13,749	11%
		ADMINISTRATION	\$25,181	\$1,070	\$26,251	21%
		SUBTOTAL	\$119,907	\$5,093	\$125,000	100%
	3	IMPROVEMENT PROJECTS	\$12,536	\$532	\$13,068	37%
		STREETSCAPE SERVICES	\$10,502	\$445	\$10,947	31%
		MARKETING	\$3,727	\$158	\$3,885	11%
		ADMINISTRATION	\$7,115	\$302	\$7,417	21%
		SUBTOTAL	\$33,880	\$1,437	\$35,317	100%
	1,2,3	IMPROVEMENT PROJECTS	\$118,971	\$5,053	\$124,024	37%
	1,2,3	STREETSCAPE SERVICES	\$99,679	\$4,231	\$103,910	31%
	1,2,3	MARKETING	\$35,370	\$1,501	\$36,871	11%
	1,2,3	ADMINISTRATION	\$67,525	\$2,868	\$70,393	21%
	1,2,3	TOTAL YEAR 4 - 2025	\$321,545	\$13,653	\$335,198	100%
YR	ZONE	PROGRAM CATEGORY	SPECIAL BENEFITS	GENERAL BENEFITS	TOTAL BENEFITS	% OF TOTAL
YR 5 - 2026	1	IMPROVEMENT PROJECTS	\$65,794	\$2,794	\$68,588	37%

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		STREETSCAPE SERVICES	\$55,125	\$2,340	\$57,465	31%
		MARKETING	\$19,561	\$830	\$20,391	11%
		ADMINISTRATION	<u>\$37,343</u>	<u>\$1,586</u>	<u>\$38,929</u>	21%
		SUBTOTAL	\$177,823	\$7,550	\$185,373	100%
	2	IMPROVEMENT PROJECTS	\$47,027	\$1,998	\$49,025	37%
		STREETSCAPE SERVICES	\$39,402	\$1,673	\$41,075	31%
		MARKETING	\$13,980	\$594	\$14,574	11%
		ADMINISTRATION	<u>\$26,692</u>	<u>\$1,134</u>	<u>\$27,826</u>	21%
		SUBTOTAL	\$127,101	\$5,399	\$132,500	100%
	3	IMPROVEMENT PROJECTS	\$13,288	\$564	\$13,852	37%
		STREETSCAPE SERVICES	\$11,132	\$472	\$11,604	31%
		MARKETING	\$3,951	\$167	\$4,118	11%
		ADMINISTRATION	<u>\$7,542</u>	<u>\$320</u>	<u>\$7,862</u>	21%
		SUBTOTAL	\$35,913	\$1,523	\$37,436	100%
	1,2,3	IMPROVEMENT PROJECTS	\$126,109	\$5,356	\$131,465	37%
	1,2,3	STREETSCAPE SERVICES	\$105,659	\$4,485	\$110,144	31%
	1,2,3	MARKETING	\$37,492	\$1,591	\$39,083	11%
	1,2,3	ADMINISTRATION	<u>\$71,577</u>	<u>\$3,040</u>	<u>\$74,617</u>	21%
	1,2,3	TOTAL YEAR 5 - 2026	\$340,837	\$14,472	\$355,309	100%
YR	ZONE	PROGRAM CATEGORY	SPECIAL BENEFITS	GENERAL BENEFITS	TOTAL BENEFITS	% OF TOTAL
YR 6 - 2027	1	IMPROVEMENT PROJECTS	\$69,742	\$2,962	\$72,704	37%
		STREETSCAPE SERVICES	\$58,433	\$2,480	\$60,913	31%
		MARKETING	\$20,735	\$880	\$21,615	11%
		ADMINISTRATION	<u>\$39,584</u>	<u>\$1,681</u>	<u>\$41,265</u>	21%
		SUBTOTAL	\$188,494	\$8,003	\$196,497	100%
	2	IMPROVEMENT PROJECTS	\$49,849	\$2,118	\$51,967	37%
		STREETSCAPE SERVICES	\$41,766	\$1,773	\$43,539	31%
		MARKETING	\$14,819	\$630	\$15,449	11%
		ADMINISTRATION	<u>\$28,294</u>	<u>\$1,202</u>	<u>\$29,496</u>	21%
		SUBTOTAL	\$134,728	\$5,723	\$140,451	100%
	3	IMPROVEMENT PROJECTS	\$14,085	\$598	\$14,683	37%
		STREETSCAPE SERVICES	\$11,800	\$500	\$12,300	31%
		MARKETING	\$4,188	\$177	\$4,365	11%
		ADMINISTRATION	<u>\$7,995</u>	<u>\$339</u>	<u>\$8,334</u>	21%
		SUBTOTAL	\$38,068	\$1,614	\$39,682	100%
	1,2,3	IMPROVEMENT PROJECTS	\$133,676	\$5,678	\$139,354	37%
	1,2,3	STREETSCAPE SERVICES	\$111,999	\$4,753	\$116,752	31%
	1,2,3	MARKETING	\$39,742	\$1,687	\$41,429	11%
	1,2,3	ADMINISTRATION	<u>\$75,873</u>	<u>\$3,222</u>	<u>\$79,095</u>	21%
	1,2,3	TOTAL YEAR 6 - 2027	\$361,290	\$15,340	\$376,630	100%

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YR	ZONE	PROGRAM CATEGORY	SPECIAL BENEFITS	GENERAL BENEFITS	TOTAL BENEFITS	% OF TOTAL
YR 7 - 2028	1	IMPROVEMENT PROJECTS	\$73,927	\$3,140	\$77,067	37%
		STREETSCAPE SERVICES	\$61,939	\$2,629	\$64,568	31%
		MARKETING	\$21,979	\$933	\$22,912	11%
		ADMINISTRATION	<u>\$41,959</u>	<u>\$1,782</u>	<u>\$43,741</u>	21%
		SUBTOTAL	\$199,804	\$8,484	\$208,288	100%
	2	IMPROVEMENT PROJECTS	\$52,840	\$2,245	\$55,085	37%
		STREETSCAPE SERVICES	\$44,272	\$1,879	\$46,151	31%
		MARKETING	\$15,708	\$668	\$16,376	11%
		ADMINISTRATION	<u>\$29,992</u>	<u>\$1,274</u>	<u>\$31,266</u>	21%
		SUBTOTAL	\$142,812	\$6,066	\$148,878	100%
	3	IMPROVEMENT PROJECTS	\$14,930	\$634	\$15,564	37%
		STREETSCAPE SERVICES	\$12,508	\$530	\$13,038	31%
		MARKETING	\$4,439	\$188	\$4,627	11%
		ADMINISTRATION	<u>\$8,475</u>	<u>\$359</u>	<u>\$8,834</u>	21%
		SUBTOTAL	\$40,352	\$1,711	\$42,063	100%
	1,2,3	IMPROVEMENT PROJECTS	\$141,697	\$6,019	\$147,716	37%
		STREETSCAPE SERVICES	\$118,719	\$5,038	\$123,757	31%
		MARKETING	\$42,126	\$1,789	\$43,915	11%
		ADMINISTRATION	<u>\$80,426</u>	<u>\$3,415</u>	<u>\$83,841</u>	21%
		TOTAL YEAR 7 - 2028	\$382,968	\$16,261	\$399,229	100%
YR 8 - 2029	1	IMPROVEMENT PROJECTS	\$78,363	\$3,328	\$81,691	37%
		STREETSCAPE SERVICES	\$65,655	\$2,787	\$68,442	31%
		MARKETING	\$23,298	\$989	\$24,287	11%
		ADMINISTRATION	<u>\$44,477</u>	<u>\$1,889</u>	<u>\$46,366</u>	21%
		SUBTOTAL	\$211,793	\$8,993	\$220,786	100%
	2	IMPROVEMENT PROJECTS	\$56,010	\$2,380	\$58,390	37%
		STREETSCAPE SERVICES	\$46,928	\$1,992	\$48,920	31%
		MARKETING	\$16,650	\$708	\$17,358	11%
		ADMINISTRATION	<u>\$31,792</u>	<u>\$1,350</u>	<u>\$33,142</u>	21%
		SUBTOTAL	\$151,380	\$6,430	\$157,810	100%
	3	IMPROVEMENT PROJECTS	\$15,826	\$672	\$16,498	37%
		STREETSCAPE SERVICES	\$13,258	\$562	\$13,820	31%
		MARKETING	\$4,705	\$199	\$4,904	11%
		ADMINISTRATION	<u>\$8,984</u>	<u>\$381</u>	<u>\$9,365</u>	21%
		SUBTOTAL	\$42,773	\$1,814	\$44,587	100%
	1,2,3	IMPROVEMENT PROJECTS	\$150,199	\$6,380	\$156,579	37%
		STREETSCAPE SERVICES	\$125,841	\$5,341	\$131,182	31%
		MARKETING	\$44,653	\$1,896	\$46,549	11%
		ADMINISTRATION	<u>\$85,253</u>	<u>\$3,620</u>	<u>\$88,873</u>	21%

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	1,2,3	TOTAL YEAR 8 - 2029	\$405,946	\$17,237	\$423,183	100%
YR	ZONE	PROGRAM CATEGORY	SPECIAL BENEFITS	GENERAL BENEFITS	TOTAL BENEFITS	% OF TOTAL
YR 9 - 2030	1	IMPROVEMENT PROJECTS	\$83,065	\$3,528	\$86,593	37%
		STREETScape SERVICES	\$69,594	\$2,954	\$72,548	31%
		MARKETING	\$24,696	\$1,048	\$25,744	11%
		ADMINISTRATION	<u>\$47,146</u>	<u>\$2,002</u>	<u>\$49,148</u>	21%
		SUBTOTAL	\$224,501	\$9,532	\$234,033	100%
	2	IMPROVEMENT PROJECTS	\$59,371	\$2,523	\$61,894	37%
		STREETScape SERVICES	\$49,744	\$2,112	\$51,856	31%
		MARKETING	\$17,649	\$750	\$18,399	11%
		ADMINISTRATION	<u>\$33,700</u>	<u>\$1,431</u>	<u>\$35,131</u>	21%
		SUBTOTAL	\$160,464	\$6,816	\$167,280	100%
	3	IMPROVEMENT PROJECTS	\$16,776	\$712	\$17,488	37%
		STREETScape SERVICES	\$14,053	\$596	\$14,649	31%
		MARKETING	\$4,987	\$211	\$5,198	11%
		ADMINISTRATION	<u>\$9,523</u>	<u>\$404</u>	<u>\$9,927</u>	21%
		SUBTOTAL	\$45,339	\$1,923	\$47,262	100%
	1,2,3	IMPROVEMENT PROJECTS	\$159,212	\$6,763	\$165,975	37%
	1,2,3	STREETScape SERVICES	\$133,391	\$5,662	\$139,053	31%
	1,2,3	MARKETING	\$47,332	\$2,009	\$49,341	11%
	1,2,3	ADMINISTRATION	<u>\$90,369</u>	<u>\$3,837</u>	<u>\$94,206</u>	21%
	1,2,3	TOTAL YEAR 9 - 2030	\$430,304	\$18,271	\$448,575	100%
YR	ZONE	PROGRAM CATEGORY	SPECIAL BENEFITS	GENERAL BENEFITS	TOTAL BENEFITS	% OF TOTAL
YR 10 - 2031	1	IMPROVEMENT PROJECTS	\$88,049	\$3,740	\$91,789	37%
		STREETScape SERVICES	\$73,770	\$3,131	\$76,901	31%
		MARKETING	\$26,178	\$1,111	\$27,289	11%
		ADMINISTRATION	<u>\$49,975</u>	<u>\$2,122</u>	<u>\$52,097</u>	21%
		SUBTOTAL	\$237,972	\$10,104	\$248,076	100%
	2	IMPROVEMENT PROJECTS	\$62,933	\$2,674	\$65,607	37%
		STREETScape SERVICES	\$52,729	\$2,239	\$54,968	31%
		MARKETING	\$18,708	\$795	\$19,503	11%
		ADMINISTRATION	<u>\$35,722</u>	<u>\$1,517</u>	<u>\$37,239</u>	21%
		SUBTOTAL	\$170,092	\$7,225	\$177,317	100%
	3	IMPROVEMENT PROJECTS	\$17,783	\$755	\$18,538	37%
		STREETScape SERVICES	\$14,896	\$632	\$15,528	31%
		MARKETING	\$5,286	\$224	\$5,510	11%
		ADMINISTRATION	<u>\$10,094</u>	<u>\$428</u>	<u>\$10,522</u>	21%
		SUBTOTAL	\$48,059	\$2,039	\$50,098	100%
	1,2,3	IMPROVEMENT PROJECTS	\$168,765	\$7,169	\$175,934	37%
	1,2,3	STREETScape SERVICES	\$141,395	\$6,002	\$147,397	31%

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	1,2,3	MARKETING	\$50,172	\$2,130	\$52,302	11%
	1,2,3	ADMINISTRATION	<u>\$95,791</u>	<u>\$4,067</u>	<u>\$99,858</u>	<u>21%</u>
	1,2,3	TOTAL YEAR 10 - 2031	\$456,123	\$19,368	\$475,491	100%

If the EHBID is not renewed again at the end of the proposed 10-Year renewal term, any unexpended/unencumbered funds remaining at the end of a renewal term will be returned to EHBID property owners in accordance with City policy and State PBID Law.

Duration

As allowed by State PBID Law, the EHBID will have a ten (10) year operational term from January 1, 2022 to December 31, 2031. The proposed renewed EHBID operation is expected to begin services on January 1, 2022. If the EHBID is not renewed again at the end of the proposed 10-year renewal term, services will end on December 31, 2031.

Manner of Collection

Assessments shall be collected at the same time and in the same manner as ad valorem taxes paid to the County of Los Angeles (Operation Years 2022-2031). The EHBID assessments shall appear as a separate line item on the property tax bills issued by the Los Angeles County Assessor. 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.

IV PROPOSED ASSESSMENT FORMULA

The EHBID programs and services described in this Management District Plan will be funded through benefit assessments against real property in the EHBID and non-assessment revenues to fund the costs associated with general benefits conferred on assessed parcels within the EHBID, the public at large and surrounding parcels outside of the EHBID boundaries. The assessment formula has been developed by the Assessment Engineer to ensure that no parcel will be assessed an amount that exceeds the cost of the proportional special benefit that parcel derives from the programs, services and improvements to be funded by the proposed benefit assessments. The assessment rates are based on the projected special benefit to be conveyed on each individual parcel within the boundary of the EHBID.

Based on the specific needs and corresponding nature of the program activities to be funded by the proposed renewed EHBID (i.e. Improvement Projects, Streetscape Services, Marketing and Administration) it is the opinion of the Assessment Engineer that the assessment factors on which to base assessment rates relate directly to the proportionate amount of land area and Vermont Avenue street frontage of each parcel within three benefit zones.

The “Basic Benefit Units” will be expressed as a function of parcel land square footage (Benefit Unit “A”) and Vermont Avenue street frontage (Benefit Unit “B”) within three benefit zones. Based on the shape of

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the proposed renewed EHBID, as well as the nature of the EHBID program elements, it is determined that all identified assessed properties will gain a direct and proportionate degree of special benefit based on the respective amount of parcel land area and Vermont Avenue street frontage of each parcel within three benefit zones.

For the array of land uses within the EHBID, parcel land area and primary street frontage (i.e. Vermont Avenue) quantities are a proven method of fairly and equitably spreading special benefit costs to these beneficiaries of EHBID funded services, programs and improvements. These factors directly relate to the degree of special benefit each assessed parcel will receive from EHBID funded activities within each benefit zone.

In the opinion of the Assessment Engineer, the targeted weight of Zone 1 revenue to match the projected costs of Zone 1 services, should generate approximately 50% of the total EHBID revenue (52.1723% when adjusted for precise parcel measurements and program costs and service levels).

In the opinion of the Assessment Engineer, the targeted weight of Zone 2 revenue to match the projected costs of Zone 2 services, should generate approximately 40% of the total EHBID revenue (37.291% when adjusted for precise parcel measurements and program costs and service levels).

In the opinion of the Assessment Engineer, the targeted weight of Zone 3 revenue to match the projected costs of Zone 3 services, should generate approximately 10% of the total EHBID revenue (10.5367% when adjusted for precise parcel measurements and program costs and service levels).

Land area is a direct measure of the current and future development capacity of each parcel and its corresponding impact or draw on EHBID funded activities. In the opinion of the Assessment Engineer, the targeted weight of this factor, land area, should generate about 99.7% of the total EHBID.

Prime street frontage (i.e. Vermont Avenue) is a direct measure of each parcel’s corresponding impact or draw on EHBID funded activities. Due to the higher demand for services along Vermont Avenue frontages, only these frontages will be directly assessed, other frontage assessments are incorporated in the parcel land area assessment rates. In the opinion of the Assessment Engineer, the targeted weight of this factor, prime street frontage (Vermont Avenue), should generate about 0.3% of the total EHBID.

Taking into account all identified specially benefiting parcels within the EHBID and their respective assessable benefit units, the rates, cumulative quantities and assessment revenues by factor and zone are shown in the following Tables:

Year 1 – 2022 - Assessable Benefit Units

BENEFIT ZONE	LAND AREA (SF)	VERMONT STREET FRONTAGE (LF)	# OF PARCELS	# OF ASSESSABLE PARCELS
1	1,759,256	8,706	96	96
2	2,524,113	2,617	31	31

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3	<u>1,320,582</u>	<u>1,551</u>	<u>4</u>	<u>4</u>
TOTAL	5,603,951	12,874	131	131

Year 1 – 2022 Projected Assessment Revenue

BENEFIT ZONE	LAND AREA ASSMT REVENUE	VERMONT STREET FRONTAGE REVENUE	TOTAL REVENUE	%
1	\$140,202.16	\$649.35	\$140,851.51	52.1723%
2	\$100,578.33	\$97.60	\$100,675.93	37.2910%
3	<u>\$28,414.96</u>	<u>\$31.23</u>	<u>\$28,446.19</u>	10.5367%
TOTAL	\$269,195.45	\$778.18	\$269,973.63	100.00%
	99.7118%	0.2882%		
1	51.931796%	0.240524%	52.1723%	
2	37.254873%	0.036152%	37.2910%	
3	10.525088%	0.011568%	10.5367%	
	99.711757%	0.288244%	100.0000%	

The number of Benefit Units for each identified benefiting parcel within the proposed renewed EHBID was computed from data extracted from County Assessor records and maps. These data sources delineate current land uses, property areas and dimensions of record for each tax parcel. While it is understood that this data does not represent legal field survey measurements or detailed title search of recorded land subdivision maps or building records, it does provide an acceptable basis for the purpose of calculating property-based assessments. All respective property data being used for assessment computations will be provided to each property owner in the EHBID for their review. If a property owner believes there is an error on a parcel’s assessed footages, the EHBID may confirm the data with the LA County Assessor’s office. If EHBID data matches Assessor’s data, the property owner may opt to work with the Assessor’s office to correct the data so that the EHBID assessment may be corrected.

Assessment Formula

In the opinion of the Assessment Engineer the assessment formula for the proposed renewed EHBID is as follows:

Assessment = Land Area (Unit A) Sq Ft x Unit A Zone Rate, plus
 Vermont Ave Street Frontage (Unit B) Linear Ft x Unit B Zone Rate

YEAR 1 –2022 Assessment Rates

BENEFIT ZONE	LAND AREA ASSMT RATE (\$/SQ FT)	VERMONT STREET FRONTAGE ASSMT RATE (\$/LF)
1	\$0.079694	\$0.074587

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2	\$0.039847	\$0.037295
3	\$0.021517	\$0.020136

Changes to Parcel Size

Any changes in parcel size as a result of land adjustments including but not limited to lot splits, consolidations, subdivisions, street dedications, right of way setbacks shall have their assessment adjusted upon final City approval of such parcel adjustments.

Other Future Development

Other than future maximum rates and the assessment methodology delineated in this Report, per State Law (Government Code Section 53750), future assessments may increase for any given parcel if such an increase is attributable to events other than an increased rate or revised methodology, such as a change in the density, intensity, or nature of the use of land. Any change in assessment formula methodology or rates other than as stipulated in this Plan would require a new Proposition 218 ballot procedure in order to approve any such changes.

The complete Year 1 – 2022 assessment roll of all parcels to be assessed by the EHBID is included in this Plan as Appendix I.

Assessment Formula Unit Rates

Using figures from the Assessable Benefit Units Table and the Projected Assessment Revenue Table on pages 22-23 of this Plan, the assessment rates and weighted multipliers for each factor and zone are calculated as follows:

ZONE 1

Land Area Rate (Unit 1-A)

$$(\$269,973.63 \times 51.931796\%) / 1,759,256 \text{ units} = \$0.079694 / \text{sq ft land area}$$

Vermont Street Frontage Rate (Unit 1-B)

$$(\$269,973.63 \times 0.240524\%) / 8,706 \text{ units} = \$0.074587 / \text{sq ft land area}$$

ZONE 2

Land Area Rate (Unit 2-A)

$$(\$269,973.63 \times 37.254873\%) / 2,524,113 \text{ units} = \$0.039847 / \text{sq ft land area}$$

Vermont Street Frontage Rate (Unit 1-B)

$$(\$269,973.63 \times 0.036152\%) / 2,617 \text{ units} = \$0.037295 / \text{sq ft land area}$$

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ZONE 3

Land Area Rate (Unit 3-A)

$(\$269,973.63 \times 10.525088\%)/1,320,582 \text{ units} = \$0.021517/\text{sq ft land area}$

Vermont Street Frontage Rate (Unit 1-B)

$(\$269,973.63 \times 0.011568\%)/1,551 \text{ units} = \$0.020136/\text{sq ft land area}$

Since the EHBID is planned for a ten-year term, maximum assessment rates for future years (Years 2-10) must be set at the inception of the EHBID. While future inflationary and other program cost increases are unknown at this point, a built in maximum increase of 6% per annum is incorporated into the projected program costs and, in turn, the resultant assessment rates for the ten year term of the EHBID. These figures are shown in the table below. Assessment rates may not exceed those indicated below.

In addition, any annual budget surplus or deficit will be incorporated into the subsequent year’s EHBID budget in accordance with City policy. Within the constraints of the annual adjustment, annual assessments will be set to account for surpluses or deficits carried forward.

**EHBID – 10 Year Maximum Assessment Rates
(Includes a 6%/Yr. Max Increase)**

BENEFIT ZONE	LAND AREA ASSMT RATE (\$/SQ FT)	VERMONT STREET FRONTAGE ASSMT RATE (\$/LF)
<u>YEAR 1-2022</u>		
1	\$0.079694	\$0.074587
2	\$0.039847	\$0.037295
3	\$0.021517	\$0.020136
<u>YEAR 2-2023</u>		
1	\$0.084476	\$0.079062
2	\$0.042238	\$0.039533
3	\$0.022808	\$0.021344
<u>YEAR 3-2024</u>		
1	\$0.089545	\$0.083806
2	\$0.044772	\$0.041905
3	\$0.024176	\$0.022625
<u>YEAR 4-2025</u>		
1	\$0.094918	\$0.088834

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2	\$0.047458	\$0.044419
3	\$0.025627	\$0.023983
<u>YEAR 5-2026</u>		
1	\$0.100613	\$0.094164
2	\$0.050305	\$0.047084
3	\$0.027165	\$0.025422
<u>YEAR 6-2027</u>		
1	\$0.106650	\$0.099814
2	\$0.053323	\$0.049909
3	\$0.028795	\$0.026947
<u>YEAR 7-2028</u>		
1	\$0.113049	\$0.105803
2	\$0.056522	\$0.052904
3	\$0.030523	\$0.028564
<u>YEAR 8-2029</u>		
1	\$0.119832	\$0.112151
2	\$0.059913	\$0.056078
3	\$0.032354	\$0.030278
<u>YEAR 9-2030</u>		
1	\$0.127022	\$0.118880
2	\$0.063508	\$0.059443
3	\$0.034295	\$0.032095
<u>YEAR 10-2031</u>		
1	\$0.134643	\$0.126013
2	\$0.067318	\$0.063010
3	\$0.036353	\$0.034021

SAMPLE ASSESSMENT CALCULATIONS:

Sample - Zone 1:

A 15,000 sq ft lot with 100 feet of Vermont street frontage

Land	= 15,000 SF x 7.9694¢/SF	= \$1,195.41
Frontage	= 100 LF x 7.4587¢/LF	= \$ 7.46
TOTAL YEAR 1 ASSESSMENT		= <u>\$1,202.87</u>

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Sample - Zone 2:

A 15,000 sq ft lot with 100 feet of Vermont street frontage

Land	= 15,000 SF x 3.9847¢/SF	= \$ 597.70
Frontage	= 100 LF x 3.7295¢/LF	= \$ <u>3.73</u>
TOTAL YEAR 1 ASSESSMENT		= <u>\$ 601.43</u>

Sample - Zone 3:

A 15,000 sq ft lot with 100 feet of Vermont street frontage

Land	= 15,000 SF x 2.1517¢/SF	= \$ 322.76
Frontage	= 100 LF x 2.0136¢/LF	= \$ <u>2.01</u>
TOTAL YEAR 1 ASSESSMENT		= <u>\$ 324.77</u>

The complete Year 1 – 2022 assessment roll of all parcels to be assessed by the EHBID is included in this Report as Appendix I.

V. PUBLICLY OWNED PARCELS

The State Constitution - Article 13D (Proposition 218) states that “parcels within a District that are owned or used by any agency, the State of California or the United States 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.”

There are 18 publicly owned parcels within the EHBID boundaries. Ten are owned by the Los Angeles County Metropolitan Transit Authority (MTA), 6 by the City of Los Angeles (Barnsdall Art Park), and 2 by the Los Angeles City Community College District (Los Angeles City College). Each of the 18 publicly owned parcels are identified as assessable by the Assessment Engineer and for which special benefit services will be provided. Of these 18 publicly owned parcels, 7 are located in Benefit Zone 1, 7 in Benefit Zone 2 and 4 in Benefit Zone 3.

In the opinion of the Assessment Engineer, all 18 publicly owned parcels are identified as assessable in that they will each, at minimum, directly receive proportionate special benefit from EHBID funded services, programs and improvements, including Improvement Projects, Streetscape Services, Marketing and Administration. All 18 publicly owned parcels/facilities will specially benefit from EHBID funded projects and services from enhanced and cleaner facility entrances and street frontages as well as marketing of public facilities. EHBID funded projects and services are designed to improve the appearance, cleanliness and usability of each publicly owned assessed parcel and facility within the EHBID. All 18 publicly owned parcels, regardless of the Benefit Zone in which they are located, will be assessed for their respective amount of parcel land area and Vermont Avenue street frontage, each that proportionately relates to the level of special benefit conferred on each publicly owned parcel from EHBID funded services.

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In the opinion of the Assessment Engineer, there is no clear and convincing evidence that these 18 publicly owned parcels will not proportionately specially benefit from EHBID services, programs and improvements as delineated above; therefore, each publicly owned parcel will be assessed at the full Benefit Zone rates with assessments to be based on the land area and Vermont Avenue street frontage of each parcel as applicable in each Benefit Zone.

The Table below lists all publicly owned parcels within the proposed EHBID and their Year 1 (2022) assessment amounts:

APN	SITE_ADDRESS	USE	OWNER	ZONE	2022 ASMT	%
5538022900	1015 N VERMONT AVE	TRANSIT	L.A. COUNTY MTA	1	\$844.25	0.31%
5538022903	1041 N VERMONT AVE	TRANSIT	L.A. COUNTY MTA	1	\$1,375.50	0.51%
5538022904	1026 N NEW HAMPSHIRE	TRANSIT	L.A. COUNTY MTA	1	\$1,058.28	0.39%
5538022905	1025 N VERMONT AVE	TRANSIT	L.A. COUNTY MTA	1	\$422.12	0.16%
5538023903	N VERMONT AVE	TRANSIT	L.A. COUNTY MTA	3	\$16.12	0.01%
5538023904	N VERMONT AVE	TRANSIT	L.A. COUNTY MTA	3	\$96.71	0.04%
5542015900	1514 N VERMONT AVE	TRANSIT	L.A. COUNTY MTA	1	\$521.74	0.19%
5542015901	4661 W SUNSET BLVD	TRANSIT	L.A. COUNTY MTA	1	\$626.09	0.23%
5542015902	1508 N VERMONT AVE	TRANSIT	L.A. COUNTY MTA	1	\$521.74	0.19%
5542017900	N VERMONT AVE	TRANSIT	L.A. COUNTY MTA	2	\$27.56	0.01%
			SUBTOTAL		\$5,510.11	2.04%
5538023905	855 N VERMONT AVE	LACC	L A CITY COMM COLLEGE DIST	3	\$23,922.16	8.86%
5539016901	750 N VERMONT AVE	LACC	L A CITY COMM COLLEGE DIST	3	\$4,411.20	1.63%
			SUBTOTAL		\$28,333.36	10.49%
5543009900	BARNSDALL PARK	PARK	L A CITY	2	\$3,228.48	1.20%
5543009901	BARNSDALL PARK	PARK	L A CITY	2	\$850.18	0.31%
5543009902	BARNSDALL PARK	PARK	L A CITY	2	\$711.67	0.26%
5543010900	BARNSDALL PARK	PARK	L A CITY	2	\$48.93	0.02%
5543011901	BARNSDALL PARK	PARK	L A CITY	2	\$20,065.12	7.43%
5543012900	BARNSDALL PARK	PARK	L A CITY	2	\$364.52	0.14%
			SUBTOTAL		\$25,268.90	9.36%
			GRAND TOTAL		\$59,112.37	21.89%

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VI. EHBID GOVERNANCE

The governance or management of the EHBID requires an “Owners’ Association” to carry out the EHBID services and activities. State PBID Law (36600 Streets & Highways Code) also requires that the Owners’ Association carry out specific additional functions. This includes preparation of an Annual Report to the City Council on the EHBID activities for the past fiscal year and those proposed for the next fiscal year. The Owners’ Association may also recommend to the City Council from time to time, changes to the EHBID boundaries, benefit zones, assessment formula or EHBID programs and activities, all subject to public notification and, in some cases petition/balloting requirements.

Meetings of the Owners’ Association and its standing Committees shall be subject to the State of California “Brown Act” open meeting law.

VII. PROPOSED RULES AND REGULATION APPLIED TO THE EHBID

There are no specific rules or regulations applied to this EHBID

VIII. OTHER ITEMS

No bonds will be issued for any EHBID projects in conjunction with this renewal.

IX. PLAN AUTHOR

The author and preparer of this Plan is Ed Henning of Edward Henning & Associates

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X. IMPLEMENTATION TIMETABLE

The renewed EHBID is expected to begin operation by January 1, 2022. In order to meet this goal, the following procedural timeline is proposed:

<u>Date</u>	<u>Action/Task</u>
Mid -'20-Fall '20	• Develop/finalize Management District Plan
Fall '20	• Initiate petition drive
Late '20 - Early '21	• Collect petitions signed by property owners
Early '21	• Submit majority support petitions to City
Spring '21	• City Council adopts Ordinance of Intention to renew the EHBID
Spring '21	• City sends notice of EHBID public hearing and a ballot to property owners within EHBID
Mid '20	• City Council conducts hearing (ballots due by this date)
Mid '20	• Providing no majority ballot protest is filed at the hearing, Council approves Ordinance of Renewal for the EHBID
Mid '20	• Assessment roll submitted to LA County Assessor
Dec 10/Apr 10 (due)	• Assessments billed and collected by LA County with property taxes
1st Qtr. '22	• Revenues remitted to Owners' Association per contract with City
(10 years)	• Owners' Association carries out renewed EHBID programs and services

APPENDIX 1

YR 1 – 2022 ASSESSMENT ROLL

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APN	BENEFIT ZONE	2022 ASSESSMENT	% OF TOTAL
5538022021	1	\$833.35	0.31%
5538022900	1	\$844.25	0.31%
5538022903	1	\$1,375.50	0.51%
5538022904	1	\$1,058.28	0.39%
5538022905	1	\$422.12	0.16%
5538023903	3	\$16.12	0.01%
5538023904	3	\$96.71	0.04%
5538023905	3	\$23,922.16	8.86%
5538026023	2	\$7,358.92	2.73%
5538027008	1	\$1,091.30	0.40%
5538027011	1	\$545.65	0.20%
5538027012	1	\$1,091.30	0.40%
5538027013	1	\$545.65	0.20%
5538027014	1	\$596.95	0.22%
5538027028	1	\$1,091.30	0.40%
5538027035	1	\$1,467.37	0.54%
5538028010	1	\$1,712.88	0.63%
5539003023	1	\$2,504.40	0.93%
5539003024	1	\$2,296.30	0.85%
5539004009	1	\$1,532.04	0.57%
5539004020	1	\$1,153.42	0.43%
5539009011	1	\$818.16	0.30%
5539009022	1	\$1,629.27	0.60%
5539010018	1	\$514.01	0.19%
5539010019	1	\$514.01	0.19%
5539010020	1	\$517.52	0.19%
5539010021	1	\$1,024.44	0.38%
5539010022	1	\$657.24	0.24%
5539015022	1	\$1,629.27	0.60%
5539015024	1	\$1,614.07	0.60%
5539016901	3	\$4,411.20	1.63%
5539021008	1	\$938.48	0.35%
5539021023	1	\$1,585.22	0.59%
5539022012	1	\$1,043.48	0.39%
5539022023	1	\$1,565.22	0.58%

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5539022024	1	\$521.74	0.19%
5539022031	1	\$1,043.48	0.39%
5539022033	1	\$941.97	0.35%
5539022034	1	\$1,043.48	0.39%
5539033010	1	\$9,538.72	3.53%
5540017002	1	\$641.28	0.24%
5540017004	1	\$1,009.37	0.37%
5540017006	1	\$1,009.37	0.37%
5540017007	1	\$674.65	0.25%
5540017009	1	\$722.84	0.27%
5540017010	1	\$1,080.93	0.40%
5540017013	1	\$1,009.37	0.37%
5540017804	1	\$2,660.01	0.99%
5540019005	1	\$630.87	0.23%
5540019012	1	\$1,230.89	0.46%
5540019013	1	\$722.84	0.27%
5540019016	1	\$633.18	0.23%
5540019017	1	\$685.07	0.25%
5540019019	1	\$1,148.28	0.43%
5540020008	1	\$560.22	0.21%
5540020010	1	\$442.05	0.16%
5540020011	1	\$306.64	0.11%
5540020012	1	\$1,230.89	0.46%
5540020013	1	\$637.48	0.24%
5540020014	1	\$937.58	0.35%
5542014001	1	\$1,160.74	0.43%
5542014019	1	\$521.74	0.19%
5542014020	1	\$1,043.48	0.39%
5542014021	1	\$521.74	0.19%
5542014032	1	\$2,660.80	0.99%
5542015001	1	\$1,147.83	0.43%
5542015030	1	\$3,471.47	1.29%
5542015031	1	\$1,075.87	0.40%
5542015900	1	\$521.74	0.19%
5542015901	1	\$626.09	0.23%
5542015902	1	\$521.74	0.19%
5542016030	2	\$12,822.86	4.75%
5542016033	2	\$2,430.03	0.90%
5542017032	2	\$13,956.39	5.17%
5542017033	2	\$1,147.99	0.43%

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5542017900	2	\$27.56	0.01%
5542018026	1	\$1,946.26	0.72%
5542018035	1	\$1,315.93	0.49%
5542019001	1	\$656.81	0.24%
5542019031	1	\$641.93	0.24%
5542019032	1	\$659.61	0.24%
5542028005	1	\$640.21	0.24%
5542028025	1	\$5,607.45	2.08%
5542029001	1	\$650.01	0.24%
5542029002	1	\$561.59	0.21%
5542029003	1	\$561.59	0.21%
5542029038	1	\$793.39	0.29%
5542029039	1	\$8,003.03	2.96%
5543007025	2	\$973.74	0.36%
5543008034	2	\$2,673.02	0.99%
5543009021	2	\$1,492.75	0.55%
5543009025	2	\$4,975.26	1.84%
5543009900	2	\$3,228.48	1.20%
5543009901	2	\$850.18	0.31%
5543009902	2	\$711.67	0.26%
5543010017	2	\$4,964.22	1.84%
5543010900	2	\$48.93	0.02%
5543011010	2	\$3,124.32	1.16%
5543011901	2	\$20,065.12	7.43%
5543012018	2	\$4,374.05	1.62%
5543012022	2	\$2,095.93	0.78%
5543012023	2	\$2,332.39	0.86%
5543012024	2	\$1,288.04	0.48%
5543012025	2	\$2,402.26	0.89%
5543012900	2	\$364.52	0.14%
5543013001	1	\$1,414.55	0.52%
5543013002	1	\$1,976.41	0.73%
5543013009	1	\$573.91	0.21%
5543013012	1	\$521.74	0.19%
5543013013	1	\$521.74	0.19%
5543013014	1	\$521.74	0.19%
5543013015	1	\$3,143.04	1.16%
5543014011	1	\$375.11	0.14%
5543014012	1	\$521.74	0.19%
5543014013	1	\$521.74	0.19%

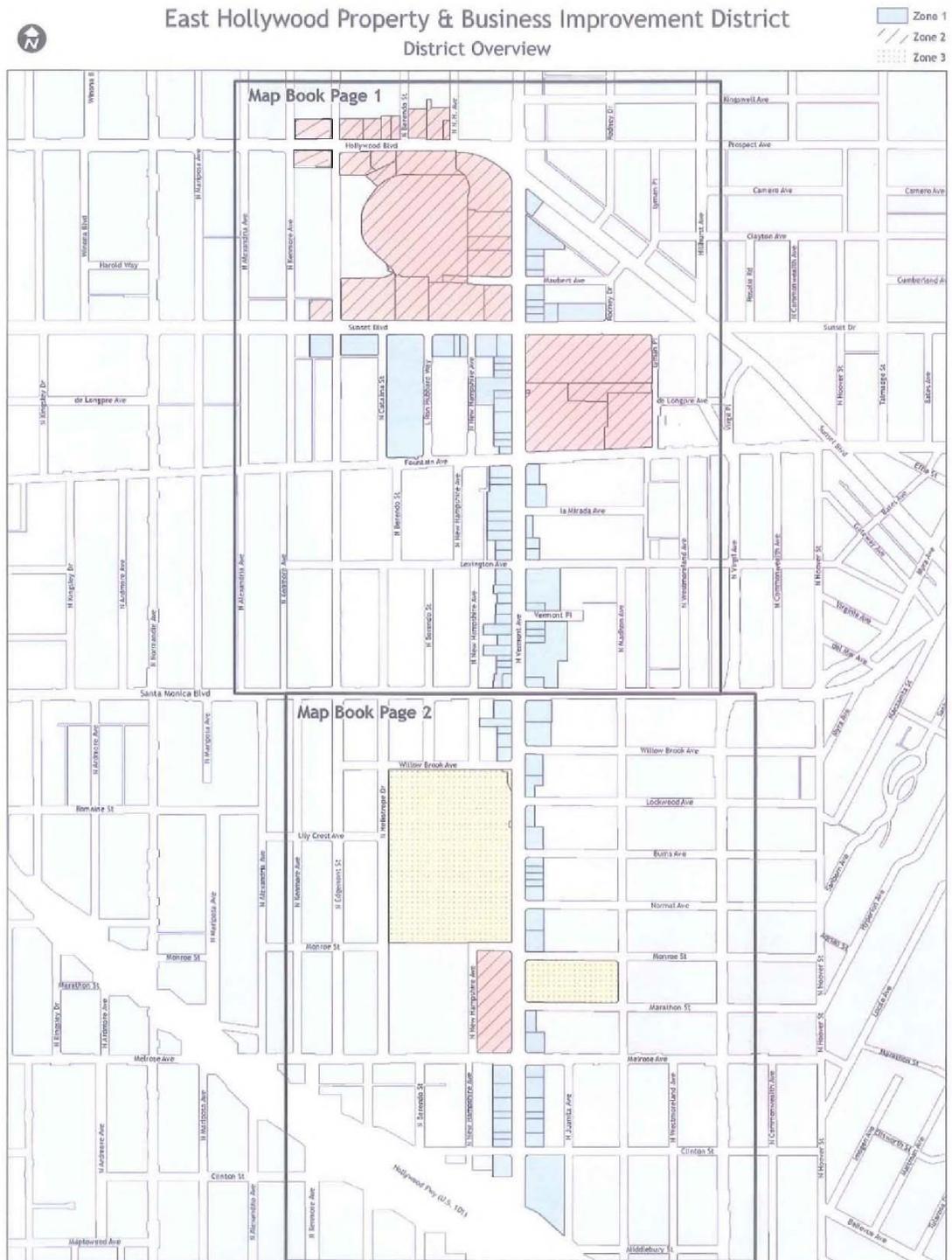
EAST HOLLYWOOD BID – MANAGEMENT DISTRICT PLAN

5543014014	1	\$1,565.22	0.58%
5543014015	1	\$1,043.48	0.39%
5543015019	1	\$658.27	0.24%
5543015020	1	\$510.04	0.19%
5543015021	1	\$2,043.35	0.76%
5543017018	1	\$19,023.68	7.05%
5543018021	1	\$3,239.24	1.20%
5543020023	1	\$2,089.82	0.77%
5589030027	2	\$275.06	0.10%
5589030030	2	\$1,135.04	0.42%
5589030032	2	\$1,349.22	0.50%
5589031016	2	\$1,016.10	0.38%
5589031025	2	\$475.57	0.18%
5589031026	2	\$468.64	0.17%
5589031036	2	\$784.91	0.29%
5589038052	2	\$1,462.78	0.54%
		\$269,973.63	100.00%

APPENDIX 2

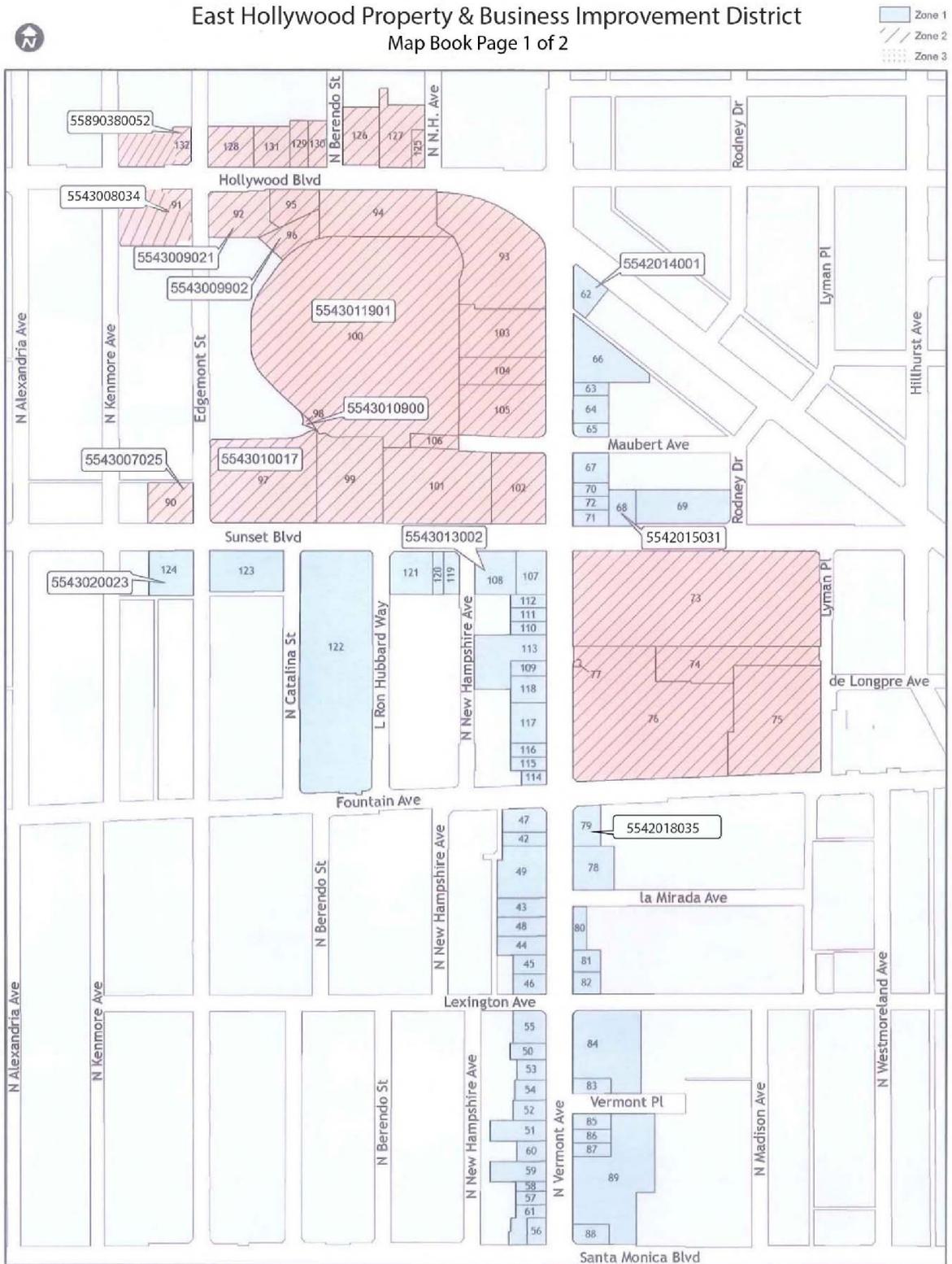
EHBID BOUNDARY MAP (Map Key follows Maps)

EAST HOLLYWOOD BID – MANAGEMENT DISTRICT PLAN

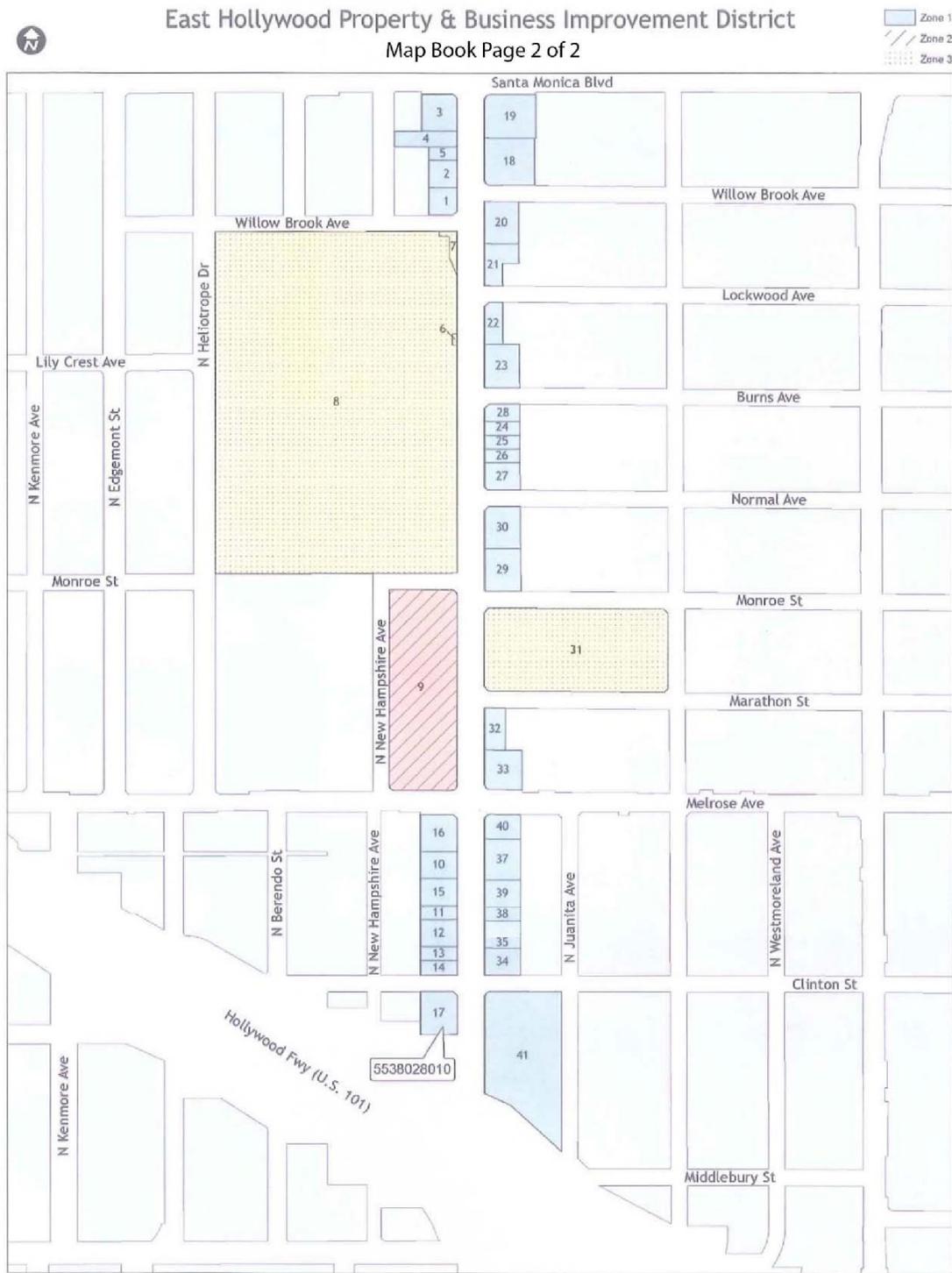


EAST HOLLYWOOD BID – MANAGEMENT DISTRICT PLAN

East Hollywood Property & Business Improvement District Map Book Page 1 of 2



EAST HOLLYWOOD BID – MANAGEMENT DISTRICT PLAN



EAST HOLLYWOOD BID – MANAGEMENT DISTRICT PLAN

MAP KEY

MAP KEY	APN	SITE_ADDRESS
1	5538022021	1001 N VERMONT AVE
2	5538022900	1015 N VERMONT AVE
3	5538022903	1041 N VERMONT AVE
4	5538022904	1026 N NEW HAMPSHIRE AVE
5	5538022905	1025 N VERMONT AVE
6	5538023903	N VERMONT AVE
7	5538023904	N VERMONT AVE
8	5538023905	855 N VERMONT AVE
9	5538026023	741 N VERMONT AVE
10	5538027008	641 N VERMONT AVE
11	5538027011	619 N VERMONT AVE
12	5538027012	611 N VERMONT AVE
12	5538027013	607 N VERMONT AVE
14	5538027014	4113 CLINTON ST
15	5538027028	627 N VERMONT AVE
16	5538027035	657 N VERMONT AVE
17	5538028010	591 N VERMONT AVE
18	5539003023	1000 N VERMONT AVE
19	5539003024	1018 N VERMONT AVE
20	5539004009	972 N VERMONT AVE
21	5539004020	954 N VERMONT AVE
22	5539009011	930 N VERMONT AVE
23	5539009022	900 N VERMONT AVE
24	5539010018	870 N VERMONT AVE
25	5539010019	866 N VERMONT AVE
26	5539010020	860 N VERMONT AVE
27	5539010021	850 N VERMONT AVE
28	5539010022	876 N VERMONT AVE
29	5539015022	800 N VERMONT AVE
30	5539015024	830 N VERMONT AVE
31	5539016901	750 N VERMONT AVE
32	5539021008	720 N VERMONT AVE
33	5539021023	704 N VERMONT AVE
34	5539022012	600 N VERMONT AVE

35	5539022034	612 N VERMONT AVE
36	PARCEL	DELETED
37	5539022023	644 N VERMONT AVE
38	5539022024	622 N VERMONT AVE
39	5539022031	628 N VERMONT AVE
40	5539022033	4166 MELROSE AVE
41	5539033010	590 N VERMONT AVE
42	5540017002	1269 N VERMONT AVE
43	5540017004	1233 N VERMONT AVE
44	5540017006	1219 N VERMONT AVE
45	5540017007	1211 N VERMONT AVE
46	5540017009	4709 LEXINGTON AVE
47	5540017010	4708 FOUNTAIN AVE
48	5540017013	1225 N VERMONT AVE
49	5540017804	N VERMONT AVE
50	5540019005	1175 N VERMONT AVE
51	5540019012	1141 N VERMONT AVE
52	5540019013	1155 N VERMONT AVE
53	5540019016	1161 N VERMONT AVE
54	5540019017	1155 N VERMONT AVE
55	5540019019	1185 N VERMONT AVE
56	5540020008	1101 S VERMONT AVE
57	5540020010	1117 N VERMONT AVE
58	5540020011	1125 N VERMONT AVE
59	5540020012	1131 N VERMONT AVE
60	5540020013	1133 N VERMONT AVE
61	5540020014	4705 SANTA MONICA BLVD
62	5542014001	4696 HOLLYWOOD BLVD
63	5542014019	1600 N VERMONT AVE
64	5542014020	1548 N VERMONT AVE
65	5542014021	1540 N VERMONT AVE
66	5542014032	1600 N VERMONT AVE
67	5542015001	1528 N VERMONT AVE
68	5542015031	4659 W SUNSET BLVD
69	5542015030	4601 W SUNSET BLVD
70	5542015900	1514 N VERMONT AVE
71	5542015901	4661 W SUNSET BLVD

EAST HOLLYWOOD BID – MANAGEMENT DISTRICT PLAN

72	5542015902	1508 N VERMONT AVE
73	5542016030	4550 W SUNSET BLVD
74	5542016033	4616 DE LONGPRE AVE
75	5542017032	1322 N VERMONT AVE
76	5542017033	1322 N VERMONT AVE
77	5542017900	N VERMONT AVE
78	5542018026	1260 N VERMONT AVE
79	5542018035	1270 N VERMONT AVE
80	5542019001	1234 N VERMONT AVE
81	5542019031	1212 N VERMONT AVE
82	5542019032	1200 N VERMONT AVE
83	5542028005	1150 N VERMONT AVE
84	5542028025	3690 REDONDO BEACH AVE
85	5542029001	1146 N VERMONT AVE
86	5542029002	1142 N VERMONT AVE
87	5542029003	1136 N VERMONT AVE
88	5542029038	4653 SANTA MONICA BLVD
89	5542029039	4641 SANTA MONICA BLVD
90	5543007025	1505 N EDGEMONT ST
91	5543008034	4926 HOLLYWOOD BLVD
92	5543009021	4850 HOLLYWOOD BLVD
93	5543009025	1625 N VERMONT AVE
94	5543009900	BARNSDALL PARK
95	5543009901	BARNSDALL PARK
96	5543009902	BARNSDALL PARK
97	5543010017	4867 W SUNSET BLVD
98	5543010900	BARNSDALL PARK
99	5543011010	4837 W SUNSET BLVD
100	5543011901	BARNSDALL PARK
101	5543012018	4727 W SUNSET BLVD
102	5543012022	1515 N VERMONT AVE

103	5543012023	1601 S VERMONT AVE
104	5543012024	1555 N VERMONT AVE
105	5543012025	1533 N VERMONT AVE
106	5543012900	BARNSDALL PARK
107	5543013001	4700 W SUNSET BLVD
108	5543013002	4714 W SUNSET BLVD
109	5543013009	1345 N VERMONT AVE
110	5543013012	1407 N VERMONT AVE
111	5543013013	1415 N VERMONT AVE
112	5543013014	N VERMONT AVE
113	5543013015	1401 N VERMONT AVE
114	5543014011	1301 N VERMONT AVE
115	5543014012	1305 N VERMONT AVE
116	5543014013	1307 N VERMONT AVE
117	5543014014	1321 N VERMONT AVE
118	5543014015	1329 N VERMONT AVE
119	5543015019	4760 W SUNSET BLVD
120	5543015020	W SUNSET BLVD
121	5543015021	4760 W SUNSET BLVD
122	5543017018	4833 FOUNTAIN AVE
123	5543018021	4860 W SUNSET BLVD
124	5543020023	1431 N EDGEMONT ST
125	5589030027	4747 HOLLYWOOD BLVD
126	5589030030	4773 HOLLYWOOD BLVD
127	5589030032	4759 HOLLYWOOD BLVD
128	5589031016	4841 HOLLYWOOD BLVD
129	5589031025	4809 HOLLYWOOD BLVD
130	5589031026	4803 HOLLYWOOD BLVD
131	5589031036	4815 HOLLYWOOD BLVD
132	5589038052	4915 HOLLYWOOD BLVD

ATTACHMENT 1

ASSESSMENT ENGINEER'S REPORT