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February 4, 2021

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

Council Districts 3

REGARDING:

THE HISTORIC OLD TOWN CANOGA PARK (PROPERTY BASED) BUSINESS
IMPROVEMENT DISTRICT'S 2021 FISCAL YEAR ANNUAL PLANNING REPORT

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the Historic Old Town Canoga Park Business Improvement District's ("District") 2021 fiscal year (CF 12-0071). The owners' association of the District has caused to be prepared the Annual Planning Report for City Council's consideration. In accordance with the Property and Business Improvement District Law of 1994, California Streets and Highways Code Section 36650, an Annual Planning Report for the District must be submitted for approval by the City Council. The Historic Old Town Canoga Park Business Improvement District's Annual Planning Report for the 2021 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 July 3, 2019 by and through the City Council's adoption of Ordinance No. 186226 which confirmed the assessments to be levied upon properties within the District, as described in the District's Management District Plan. The Council established the District pursuant to State Law.

ANNUAL PLANNING REPORT REQUIREMENTS

The State Law requires that the District's owners' association shall cause to be prepared, for City Council's consideration, an Annual Planning Report for each fiscal year for which assessments are to be levied and collected to pay for the costs of the planned District improvements and activities. The Annual Planning Report shall be filed with the City Clerk and shall refer to the district by name, specify the fiscal year to which the report applies, and,

with respect to that fiscal year, shall contain all of the following: any proposed changes in the boundaries of the district or in any benefit zones within the district; the improvements and activities to be provided for that fiscal year; an estimate of the cost of providing the improvements and activities for that fiscal year; the method and basis of levying the assessment in sufficient detail to allow each real property owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year; the amount of any surplus or deficit revenues to be carried over from a previous fiscal year; and the amount of an contributions to be made from sources other than assessments levied.

The attached Annual Planning Report, which was approved by the District's Board at their meeting on October 26, 2020, 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

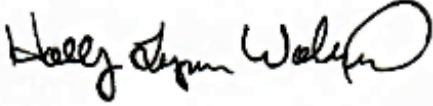
There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Historic Old Town Canoga Park Business Improvement District's 2021 fiscal year complies with the requirements of the State Law
2. FIND that the increase in the 2021 budget concurs with the intentions of the Historic Old Town Canoga Park Business Improvement District's Management District Plan and does not adversely impact the benefits received by assessed property owners.
3. ADOPT the attached Annual Planning Report for the Historic Old Town Canoga Park Business Improvement District's 2021 fiscal year, pursuant to the State Law.

Sincerely,

A handwritten signature in black ink, appearing to read "Holly L. Wolcott", is written over a light blue rectangular stamp. The signature is fluid and cursive.

Holly L. Wolcott
City Clerk

Attachment:

Historic Old Town Canoga Park Business Improvement District's 2021 Fiscal Year Annual Planning Report

February 4, 2021

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

Subject: Historic Old Town Canoga Park PBID 2021 Annual Planning Report

Dear Ms. Wolcott:

As required by the Property and Business Improvement District Law of 1994, California Streets and Highways Code Section 36650, the Board of Directors of the Historic Old Town Canoga Park Business Improvement District has caused this Historic Old Town Canoga Park Business Improvement District Annual Planning Report to be prepared at its meeting on October 26, 2020.

This report covers proposed activities of the Historic Old Town Canoga Park BID from January 1, 2021 through December 31, 2021.

Sincerely,

A handwritten signature in cursive script that reads "Mary K. Paterson".

Mary Paterson

Canoga Park Improvement Association

Historic Old Town Canoga Park Business Improvement District

2021 Annual Planning Report

District Name

This report is for the Historic Old Town Canoga Park Business Improvement District (District). The District is operated by the Canoga Park Improvement Association., a California non-profit corporation.

Fiscal Year of Report

The report applies to the 2021 Fiscal Year. The District Board of Directors approved the 2021 Annual Planning Report at the October 26, 2020 Board of Director's meeting.

Boundaries

There are no changes to the District boundaries for 2021.

Benefit Zones

There are no changes to the District's benefit zone(s) for 2021.

2021 IMPROVEMENTS, ACTIVITIES AND SERVICES

Landscaping & Maintenance: \$75,931.77 (29.00%)

Sidewalk cleaning will be done on a regular basis. Additionally, litter and debris pick up, as well as trash collection of sidewalk receptacles within the District boundaries will be done. Weed abatement and graffiti removal will be provided as needed. Periodic tree maintenance, and other general maintenance activities will also be provided. Illegally dumped furniture, larger graffiti and abandoned cars will be reported to the City for removal as they appear within the District boundaries.

Security: \$78,550.11 (30.00%)

The security work plan component will provide security services, which may include any combination of regular and noticeable vehicle, bicycle or foot patrols. These services are designed to enhance safety and service, in conjunction with significant events or the 10 attraction of larger crowds as well as supporting the day-to-day activities and concerns of individual properties within the District such as loitering, vandalism, prostitution and drug dealing.

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Since the onset of the pandemic, security has become much more of a need and priority. From deterring illegal gambling establishments that are moving in and around the area, to keeping

burglaries and street crimes down, we will continue to make real time adjustments in the scheduling and deployment of security personnel and security systems.

Marketing, Promotions & Public Relations: \$36,656.71 (14.00%)

The Marketing, Promotion and Public Relations component will provide for a comprehensive marketing effort conducted in coordination with private efforts and other community organizations to attract new customers to the assessed commercial properties in the District and the businesses within them. These efforts will seek to maximize the positive impact of the Madrid Theater and other cultural centers, and their events upon the interests of assessed commercial proper- ties within the District.

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COVID19 required that we temporarily modified our programs which will likely go into the next year or two. Though we remained open for our essential activities, we estimate that many of our ordinary marketing and public relations activities will require continuous adjustments. As long as the pandemic and its after effects are an issue, we will continue to modify our outreach to include providing a continual flow of information about available programs, financial assistance, trainings for businesses and property owners to help them modify their approach for long-term success. The creation of a new program to help property owners keep good tenants and to fill vacancies during challenging economic times is also in the works for the coming 10-years.

Administration & Operations: \$65,458.43 (25.00%)

The Administration & Operations component includes activities such as: personnel (e.g. Executive Director to oversee the smooth operation of District services), operations (e.g. rent, office supplies), professional services (e.g. legal, accounting, insurance), production of the Annual Planning Report and Budget and quarterly reports, facilitation of meetings of the Owners' Association, Brown Act compliance, outreach to District property and business owners, and participation in professional peer/best practice forums such as the Los Angeles BID Consortium. It also covers the costs associated with District renewal, as well as City and/or County fees associated with their oversight and implementation of the District, the Owners' Association's compliance with the terms of its contract with the City, and the implementation of the Management District Plan and the Engineer's Report.

Contingency, Reserves & Uncollected Funds: \$5,236.69 (2.00%)

The Contingency/Reserve/Uncollected Funds budget includes City/County collection fees, and additional projects the Owners' Association (BID) deems appropriate. The contingency is ancillary and necessary to the unimpeded delivery of the BID's programs and services.

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The purpose thus for this category in addition to providing for the unexpected, is to have the

funds required to assist with the BID renewal.

Total Estimate of Cost for 2021

A breakdown of the total estimated 2021 budget is attached to this report as **Appendix A.**

Method and Basis of Levying the Assessment

The Method for levying the 2021 assessment remains the same as listed in the Management District Plan. Annual assessments are based upon an allocation of program costs and a calculation of assessable square footage for two (2) Benefit Zones. Assessments are determined by lot square footage and linear frontage. The assessment rates for 2021 are as follows:

Zone 1

Lot: \$0.1180 per square foot

Frontage: \$1.0300 per linear foot

Zone 2

Lot: \$0.1180 per square foot

(There is a 3.0% CPI increase for 2021)

Surplus Revenues: \$0.00

n/a

Anticipated Deficit Revenues

There are no deficit revenues that will be carried over to 2021.

Contribution from Sources other than assessments: \$5,138.67

General Benefit Payment

APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE Historic Old Town Canoga Park BID- FY 2021

	Zone 1	Zone 2	Total	
2021 Assessments	\$119,636.98	\$137,058.06	\$256,695.04	
Estimated Carryover from 2020	\$0.00	\$0.00	\$0.00	
Other Income	\$2,389.48	\$2,749.19	\$5,138.67	
Total Estimated Revenues	\$122,026.46	\$139,807.25	\$261,833.71	
2021 Estimated Expenditures				Pct.
Landscaping & Maintenance	\$35,387.67	\$40,544.10	\$75,931.77	29.00%
Security	\$36,607.94	\$41,942.17	\$78,550.11	30.00%
Marketing, Promotions & Public Relations	\$17,083.70	\$19,573.01	\$36,656.71	14.00%
Administration & Operations	\$30,506.62	\$34,951.81	\$65,458.43	25.00%
Contingency, Reserves & Uncollected Funds	\$2,440.53	\$2,796.16	\$5,236.69	2.00%
Total Estimated Expenditures	\$122,026.46	\$139,807.25	\$261,833.71	100%