

# Highland Park 2020-2024 Business Improvement District

## 2021 Annual Planning Report

### **District Name**

This report is for the Highland Park Property Business Improvement District (District). The District is operated by the North Figueroa 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 November 17, 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**

#### **Sidewalk Operations & Beautification: \$578,000.00 (80.23%)**

##### **Safe Program**

Private security will be provided based upon the proportionate amount assessed on parcels within each benefit zone. Examples of these special benefit services include but are not limited to regular security patrols on foot, etc. These services are over and above those services currently provided by the Los Angeles Police Department.

##### **Clean Program**

Cleaning services, such as trash pickup and removal from the district; landscape services; and equipment expenses are included in this program. Clean services will be provided to assessed parcels within District boundaries. In order to consistently deal with cleaning issues, a multi-dimensional approach has been developed consisting of the following elements:

- Sidewalk Cleaning: Uniformed personnel sweep litter, debris and refuse from sidewalks, along fence lines, the public right of way, and gutters of the District. District personnel may pressure wash the sidewalks.
- Trash Collection: Collector truck personnel collect trash from sidewalk trash receptacles.
- Graffiti Removal: Painters remove graffiti tags by painting, using solvent and pressure washing. The District maintains a zero-tolerance graffiti tag policy.

- **Weed Abatement:** Weeds are removed as they become unsightly or as needed.
- **Landscape Maintenance:** Landscape maintenance is an important program that works to attract increased customers to the district. Landscape maintenance includes maintaining tree wells, planters and weed abatement.
- **Parcels that are under construction and/or vacant within the BID will be monitored for maintenance and security problems.** For example, a broken security fence allowing access to the site would be reported to the property owner.
- **Paper Sign and Handbill Removal:** Paper signs and handbills scotch taped or glued on public and private property are removed by hand within the BID boundaries.
- **Special Collections:** Collector truck personnel are dispatched to collect large bulky items illegally dumped within the BID boundaries.
- **Maintenance Problems Requiring Third Party Intervention:** Blighted or unsafe conditions created within the District but that are not within the authority/jurisdiction of the BID to address will be monitored. Service requests are made to the responsible party/agency for service. Types of conditions include blocked or damaged sewers or drains, damaged sidewalks/streets/alleys, non-operating streetlights, damaged or missing street signs, etc., within the HPPBID boundaries.

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During the coronavirus pandemic, it is expected to continue 24/7 security patrol. Extra funds will be used from non assessed revenue to cover the shortfall.

**District Identification, Organization, Contingency?Reserve: \$142,440.69 (19.77%)**

- **District Identity & Communications-** Advertising, Marketing and Promotions strategies such as website maintenance and maintenance, Communications like newsletters, signage, holiday decorations, phones, fax, internet and email & social media marketing will create an environment that provides a unique shopping experience for customers, tenants and employees.
- **Organization-** A professional management staff oversees the HPPBID services, which are delivered seven days per week. Management staff actively works on behalf of the HPPBID to insure City and County services and policies support the District. Included in this line item are management labor, corporate operations, office expenses and organizational expenses such as insurance and the cost to conduct a yearly financial review and tax filing. A well-managed District provides necessary HPPBID program oversight and guidance that produces higher quality and more efficient programs.
- **Contingency/Reserve/City Costs-** Included in this budget item are City fees, delinquencies, no pays included are cots to renew the BID. Delinquencies- Up to ten percent (10%) of the budget is held in reserve to offset delinquent and/or slow payment from both public and private properties. City Fees- Assessments are budgeted in order to fund the expenses charged by the City of Los Angeles and County of Los Angeles for collection and distribution of HPPBID revenue. These reserves may be carried forward from year to year for a specific purpose or shall be reallocated to the designated budgetary categories found within the MDP.

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During the coronavirus pandemic, it is expected to continue extra maintenance costs. Extra funds will be used from non assessed revenue to cover the shortfall.

### **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**

Annual assessments are based upon an allocation of program costs and a calculation of assessable square footage. Assessments are determined by lot square footage, building square footage and linear frontage. The assessment rates for 2021 are as follows:

Lot: \$0.0137 per square foot

Building: \$0.220 per square foot

Frontage: \$11.95 per linear foot

**(There is No CPI increase for 2021)**

### **Surplus Revenues: \$0.00**

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

### **Anticipated Deficit Revenues**

2020 deficit of (\$58,750) due to COVID-19 and Civil unrest. Starting March to December 2020: -Increased District Security from 16 hr/7 day patrol car to 24 hr/7 day patrol car to maintain coverage and COVID-19 safe working conditions.

-Increased District Maintenance from a supervisor and 2 sweepers to a supervisor and 3 sweepers to keep the district and the Old LA Certified Farmers Market (which did not close down during the pandemic) additionally cleaned, sanitized and disinfected, due to Highland Park reported some of the highest COVID-19 cases in Los Angeles County.

\$5,566.83 to still be received by the City of L.A. pending approval of required reports.

(14,454.96) will be the deficit after the 2020 assessments are received.

This is offset by the Farmers Market revenue, grants and income from other sources. There will be no impact on the 2021 services.

### **Contribution from Sources other than assessments: \$121,312.98**

Old LA Certified Farmers Market revenue, Grants, general benefit and interest income

received.

**APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE Highland Park 2020-2024 BID- FY 2021**

<b>2021 Assessments</b>	<b>\$599,613.00</b>	
<b>Estimated Carryover from 2020</b>	<b>\$0.00</b>	
<b>Other Income</b>	<b>\$120,827.69</b>	
<b>Total Estimated Revenues</b>	<b>\$720,440.69</b>	
<b>2021 Estimated Expenditures</b>		<b>Pct.</b>
<b>Sidewalk Operations &amp; Beautification</b>	<b>\$578,000.00</b>	<b>80.23%</b>
<b>District Identification, Organization, Contingency?Reserve</b>	<b>\$142,440.69</b>	<b>19.77%</b>
<b>Total Estimated Expenditures</b>	<b>\$720,440.69</b>	<b>100%</b>