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July 1, 2021

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

Council Districts 10

REGARDING:

THE GREATER LEIMERT PARK VILLAGE/CRENSHAW CORRIDOR (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 Greater Leimert Park Village/Crenshaw Corridor Business Improvement District's ("District") 2021 fiscal year (CF 13-0603). 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 Greater Leimert Park Village/Crenshaw Corridor 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 Greater Leimert Park Village/Crenshaw Corridor Business Improvement District was established on July 4, 2019 by and through the City Council's adoption of Ordinance No. 186233 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 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 January 18, 2021, 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

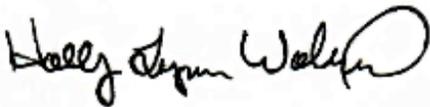
There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Greater Leimert Park Village/Crenshaw Corridor 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 Greater Leimert Park Village/Crenshaw Corridor 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 Greater Leimert Park Village/Crenshaw Corridor Business Improvement District's 2021 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott

City Clerk

Attachment:

Greater Leimert Park Village/Crenshaw Corridor Business Improvement District's 2021 Fiscal Year Annual Planning Report

July 1, 2021

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

Subject: Greater Leimert Park Village/Crenshaw Corridor 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 Greater Leimert Park Village/Crenshaw Corridor Business Improvement District has caused this Greater Leimert Park Village/Crenshaw Corridor Business Improvement District Annual Planning Report to be prepared at its meeting on January 18, 2021.

This report covers proposed activities of the Greater Leimert Park Village/Crenshaw Corridor BID from January 1, 2021 through December 31, 2021.

Sincerely,

R.M. Sausedo

Robert Sausedo
President
Community Build, Inc

Greater Leimert Park
Village/Crenshaw Corridor
Business Improvement District

2021 Annual Planning Report

District Name

This report is for the Greater Leimert Park Village/Crenshaw Corridor Business Improvement District (District). The District is operated by Community Build, Incorporated, 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 January 18, 2021 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

Clean and Safe: \$180,214.17 (72.70%)

This program will consist of clean streets programs including sidewalk cleaning, graffiti removal, trash collection and removal, tree trimming, and landscape maintenance and enhanced safety/Community Ambassador services.

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During the program year, the clean and safe streets program will provide same or similar services as in 2020. The clean streets workers, and security conduct crowd management, line management services for the individual assessed parcels located within the BID. They also prevent, deter and report illegal activities. The Bid Powerwash team will continue to clean bi monthly the sidewalk and are uniformed, radio equipped. The clean streets team will continue to sweep litter, debris and refuse from sidewalks and bags up trash and hauling is done by vendor Giant Steps three times per week. The Giant Steps team with Clean and Safe District team will collect trash from the sidewalk trash receptacles weekly and as needed after events/festivals/art walk events. District clean and safe team is often called to dispose of illegal food vendor's inventory. They are also dispatched to collect shopping carts and large bulky items illegally dumped in the District. Graffiti removal is handled by District staff. They remove graffiti by painting, using solvent and pressure washing. The District maintains a zero tolerance graffiti policy. An effort is made to remove all tags within 24 hours on weekdays.

Marketing: \$36,439.45 (14.70%)

This program will tell the story of the District, its history, its cultural attractions, and its ongoing improvements, and will consist of developing a website, a newsletter and collateral material promoting the District. It will also include public and media relations and the development of District branding elements.

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The District team will work with local businesses to compile stories, research and draft quarterly newsletter. Maintain and complete images, photos event updates for the newsletter related to assessment bid activities. The District team works with property owners, stakeholders and merchant association(s) to promote BID activities, problem solve business issues, connect to city services and opportunities through website, social media, distributing flyers to owners, canvass door to door in District. The BID works with a couple of existing Chamber of Commerce and Business associations to promote business retention, business recruitment and parking improvements to help with attracting visitors to the District. We also monitor and focus on ways to improve sanitation, hygiene, manage homeless populations and needs, pedestrian walkways and use. The BID works closely with large property owners to collect resources and distribute in entire BID parcels.

Management, Reserve & City Fees: \$31,233.82 (12.60%)

Cost to oversee BID contracts, preparation of quarterly and annual reports, facilitation of community development and public policy efforts and promotion of the District. Also includes administration and office costs, financial statement and tax preparation contract cost and city / county fees.

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The BID is managed by a team. The team consists of one contracted manager (LAM C. Branch), a professional financial staff (Y. Oliver), and a marketing team that requires centralized administrative support. Management staff oversees the District's services which are delivered seven days per week. Management staff actively works on behalf of the District parcels to insure that City, County services and policies support the District. Included in this item are management labor, virtual office expenses, remote video and transcriptions, insurance, and the cost to conduct a yearly financial review.

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 parcel square footage, building square footage and linear frontage. The assessment rates for 2021 are as follows:

Zone 1

Parcel: \$0.0331 per square foot
Building: \$0.0967 per square foot
Frontage: \$4.3176 per linear foot

Zone 1 Govt

Parcel: \$0.0291 per square foot
Building: \$0.0862 per square foot
Frontage: \$3.8099 per linear foot

Zone 2

Parcel: \$0.0083 per square foot
Building: \$0.0097 per square foot
Frontage: \$2.2942 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

The projected assessment income and budget for 2020 program year is \$248,648.00. The actual income received for January 2020 to December 2020 is \$185,192.16. The anticipated deficit amount is \$61,552.17. CBI anticipates it will operate BID services as long as it has other sources. The BID anticipates it can operate in 2021 with same budget as in 2020. The BID may temporarily suspend services while tax assessments come in and reconcile. See financials attached for specific breakdown by MDP spending guidelines.

2021 Services will be reduced by 1-2 quarters. The BID anticipates a temporary lay off as of April 30, 2021. One Marketing Ambassador was laid off as of December 2020. LAM BID Management services will be reduced and or eliminated by and between March 2021 and April 30, 2021. A final decision will be made by July 30, 2021.

Contribution from Sources other than assessments: \$61,552.17

General Benefit Payment. Community Build Inc. contributed other sources to the BID in this period due to declining tax assessments. The total amount spent on BID from other sources is \$61,552.17 between October 2020 to December 31, 2020.

The use of other funds in this quarter is a combination of two things: 1) tax assessment slow

to come in this period. No tax assessment income received by CBI in October, November and December 2020; 2) The region is under a stay at home order due to COVID-19 pandemic and services were needed. The BID did not suspend services in this period due to COVID-19 stay home order impacting all areas of the City. Maintaining safety, PPE distribution, COVID -19 testing, financial navigation to business resources became primary priority during this period. Six jobs were retained in this period with other resources. Maintaining visible services in the area virtual communication, customer service were daily tasks. Supervising clean streets team continue working 6 days per week, power washing twice per month and trash hauling daily and special pick ups as needed on-call, curb cleaning, remove homeless encampment trash and bulky item dumping. Owners and businesses should note, the area did experience a spike in crime during this period and the CBI hired additional foot patrol ambassadors & security in Zone 1 and Zone 2.

APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE Greater Leimert Park Village/Crenshaw Corridor BID- FY 2021

	Zone 1	Zone 2	Total	
2021 Assessments	\$187,108.90	\$46,777.23	\$233,886.13	
Estimated Carryover from 2020	\$0.00	\$0.00	\$0.00	
Other Income	\$11,201.05	\$2,800.26	\$14,001.31	
Total Estimated Revenues	\$198,309.95	\$49,577.49	\$247,887.44	
2021 Estimated Expenditures				Pct.
Clean and Safe	\$144,171.34	\$36,042.83	\$180,214.17	72.70%
Marketing	\$29,151.56	\$7,287.89	\$36,439.45	14.70%
Management, Reserve & City Fees	\$24,987.05	\$6,246.77	\$31,233.82	12.60%
Total Estimated Expenditures	\$198,309.95	\$49,577.49	\$247,887.44	100%