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November 30, 2021

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

Council Districts 11

REGARDING:

**THE PACIFIC PALISADES 2021-2030 (PROPERTY BASED) BUSINESS  
IMPROVEMENT DISTRICT'S 2022 FISCAL YEAR ANNUAL PLANNING REPORT**

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the Pacific Palisades 2021-2030 Business Improvement District's ("District") 2022 fiscal year (CF 15-0460). 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 Pacific Palisades 2021-2030 Business Improvement District's Annual Planning Report for the 2022 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

**BACKGROUND**

The Pacific Palisades 2021-2030 Business Improvement District was established on June 24, 2020 by and through the City Council's adoption of Ordinance No. 186685 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 September 1, 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

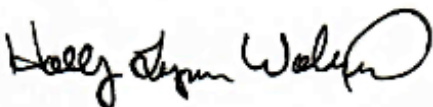
There is no impact to the General Fund associated with this action.

### RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Pacific Palisades 2021-2030 Business Improvement District's 2022 fiscal year complies with the requirements of the State Law
2. FIND that the increase in the 2022 budget concurs with the intentions of the Pacific Palisades 2021-2030 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 Pacific Palisades 2021-2030 Business Improvement District's 2022 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott  
City Clerk

Attachment:

Pacific Palisades 2021-2030 Business Improvement District's 2022 Fiscal Year Annual Planning Report

November 30, 2021

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

Subject: Pacific Palisades 2021-2030 PBID 2022 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 Pacific Palisades 2021-2030 Business Improvement District has caused this Pacific Palisades 2021-2030 Business Improvement District Annual Planning Report to be prepared at its meeting on September 1, 2021.

This report covers proposed activities of the Pacific Palisades 2021-2030 BID from January 1, 2022 through December 31, 2022.

Sincerely,

A handwritten signature in cursive script that reads "Leland Ford".

Leland Ford

Pacific Palisades Business Improvement District In

# Pacific Palisades 2021-2030 Business Improvement District

## 2022 Annual Planning Report

### **District Name**

This report is for the Pacific Palisades Business Improvement District (District). The District is operated by the Pacific Palisades Business Improvement District Incorporated, a California non-profit corporation.

### **Fiscal Year of Report**

The report applies to the 2022 Fiscal Year. The District Board of Directors approved the 2022 Annual Planning Report at the September 1, 2021 Board of Director's meeting.

### **Boundaries**

There are no changes to the District boundaries for 2022.

### **Benefit Zones**

There are no changes to the District's benefit zone(s) for 2022.

### **2022 IMPROVEMENTS, ACTIVITIES AND SERVICES**

#### **Sidewalk Operations: \$131,849.99 (79.90%)**

The Sidewalk Operations program consists of landscaping, sanitation and a beautification plan component. The beautification plan component encompasses services, personnel, trash disposal, sidewalk cleaning, graffiti removal and tree planting, maintenance and trimming.

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The property owners really appreciate our tree maintenance efforts. They have donated extra funds to make sure that we have enough to continue this service in the future. We plan to spend all surplus funds toward this endeavor.

#### **District Identity and Place Making: \$11,000.00 (6.67%)**

The District Identity and Place Making component includes branding, promotions, maintenance and updating of the District's website to promote available retail opportunities, identify properties for lease or for sale and promote the programs that the PBID will fund. Program also includes funding and installation of holiday decorations and banners.

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We are a small BID and feel that our brand is marketed well with the name plates we have on the trash cans and benches throughout the village. We have a few more benches and trash

cans to place in the village and are working on obtaining approval from the city.

**Administration Services: \$22,160.00 (13.43%)**

The Administration Services component includes activities such as: personnel, operations, professional services (e.g. legal, accounting, insurance), production of the Annual Planning Report and Budget, preparation for the regular and Annual Board meetings, preparation of taxes, City required 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 LA BID Consortium, the California Downtown Association or the International Downtown Association.

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The City pays a General Benefit Contribution of \$3,102.00. It is noted in our 2022 Budget and should be in Appendix A.

The Donation of \$7500 in 2021 will help pay for Tree Trimming in 2022. This is part of our Contribution from Other Sources as also should be in Appendix A.

**Total Estimate of Cost for 2022**

A breakdown of the total estimated 2022 budget is attached to this report as **Appendix A**.

**Method and Basis of Levying the Assessment**

The Method and Basis for levying the 2022 assessment remains the same as listed in the Management District Plan. The District's assessment formula is based upon an allocation of program costs and a calculation of assessable building square footage, land area, and linear frontage. The Management District Plan allows for maximum annual assessment increase of 5%.

Pacific Palisades assessment rates:

Linear Frontage \$4.50  
Building Sqft \$0.073  
Land area \$0.045

**(There is No CPI increase for 2022)**

**Surplus Revenues: \$2,398.00**

We were unable to replace a tree because of electrical and gas lines. This "saved" us \$1035. We will use all surplus revenue to pay from tree maintenance. The property owners really

appreciate this service. We have another \$1363 surplus because we do not plan on paying any legal fees this year.

**Anticipated Deficit Revenues**

There are no deficit revenues that will be carried over to 2022.

**Contribution from Sources other than assessments: \$10,602.00**

General Benefit payment from the City of Los Angeles is \$3102  
We received a \$7500 donation from Elliot Zorensky to help with tree trimming.

**APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE Pacific Palisades 2021-2030 BID- FY 2022**

<b>2022 Assessments</b>	\$152,009.99	
<b>Estimated Carryover from 2021</b>	\$2,398.00	
<b>Other Income</b>	\$10,602.00	
<b>Total Estimated Revenues</b>	<b>\$165,009.99</b>	
<b>2022 Estimated Expenditures</b>		<b>Pct.</b>
<b>Sidewalk Operations</b>	\$131,849.99	<b>79.90%</b>
<b>District Identity and Place Making</b>	\$11,000.00	<b>6.67%</b>
<b>Administration Services</b>	\$22,160.00	<b>13.43%</b>
<b>Total Estimated Expenditures</b>	<b>\$165,009.99</b>	<b>100%</b>