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CITY CLERK

SHANNON D. HOPPE
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City of Los Angeles

CALIFORNIA



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MIRANDA PASTER
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October 31, 2017
Honorable Members of the City Council
City Hall, Room 395
200 North Spring Street
Los Angeles, California 90012

Council Districts CD-1

REGARDING:

THE HIGHLAND PARK (PROPERTY BASED) BUSINESS IMPROVEMENT DISTRICT'S 2018 FISCAL YEAR ANNUAL PLANNING REPORT

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the Highland Park Business Improvement District's ("District") 2018 fiscal year (CF 09-2013). The owners' association of the District has caused to be prepared the Annual Planning Report for City Council's consideration. In accordance with Division 6, Chapter 9, Sections 6.600 to 6.620 of the Los Angeles Administrative Code (LAAC), an Annual Planning Report for the District must be submitted for approval by the City Council. The Highland Park Business Improvement District's Annual Planning Report for the 2018 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

BACKGROUND

The Highland Park Business Improvement District was established on December 2, 2009 by and through the City Council's adoption of Ordinance No. 181013 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 17, 2017, 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 Highland Park Business Improvement District's 2018 fiscal year complies with the requirements of the State Law
2. FIND that the increase in the 2018 budget concurs with the intentions of the Highland 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 Highland Park Business Improvement District's 2018 fiscal year, pursuant to the State Law.

Sincerely,



Shannon D. Hoppes

Executive Officer

Attachment:

Highland Park Business Improvement District's 2018 Fiscal Year Annual Planning Report

October 30, 2017

Holly L. Wolcott, City Clerk
Office of the City Clerk
200 North Spring Street, Room 224
Los Angeles, CA. 90012

Subject: Highland Park PBID 2018 Annual Planning Report

Dear Ms. Wolcott:

As required by Division 6, Chapter 9, Sections 6.600 to 6.620 of the Los Angeles Administrative Code (LAAC), the Board of Directors of the Highland Park Business Improvement District has caused this Highland Park Business Improvement District Annual Planning Report to be prepared at its meeting on October 17, 2017.

This report covers proposed activities of the Highland Park BID from January 1, 2018 through December 31, 2018.

Sincerely,

A handwritten signature in black ink, appearing to read "Misty Iwatsu". The signature is fluid and cursive, with a horizontal line drawn across the middle of the name.

Misty Iwatsu
Executive Director
North Figueroa Association

Highland Park Business Improvement District

2018 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 2018 Fiscal Year. The District Board of Directors approved the 2018 Annual Planning Report at the October 17, 2017 Board of Director's meeting.

Boundaries

There are no changes to the District boundaries for 2018.

Benefit Zones

There are no changes to the District's benefit zone(s) for 2018.

2018 IMPROVEMENTS, ACTIVITIES AND SERVICES

Right of Way Programs: \$293,191.11 (70.00%)

Security Service Program

The Highland Park Business Improvement District Safety Program will provide security services for the parcels located within the District and can include patrolling bicycle personnel, nighttime vehicle personnel and walking patrols. The purpose of the Security Program is to prevent, deter and report illegal activities taking place on the streets, sidewalks, storefronts, parking lots and alleys. The presence of the Security Program is intended to deter such illegal activities as drug dealing, public urination, indecent exposure, trespassing, drinking in public, prostitution, illegal panhandling, illegal vending, and illegal dumping

Maintenance Program

Sidewalk Maintenance: Uniformed, radio equipped personnel sweep litter, debris and refuse from sidewalks and gutters within the BID boundaries.

Trash Collection: Collect trash from sidewalk trash receptacles and maintenance. The clean team and safe team each have responsibility in this area. Safety personnel encourage and report property and business owners' compliance with City code issues relating to cleanliness of sidewalks, alleys and illegal dumping. The clean team clears the alley of debris when a responsible party cannot be found for illegal dumping or other violations within the BID

boundaries.

Graffiti Removal: Uniform personnel 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 weekdays within the BID boundaries.

Weed Abatement: Weeds are removed as they become unsightly or by special request within the BID boundaries.

Tree Trimming and Landscaping: Trees are trimmed on a schedule determined by District personnel and as funds are available within the BID boundaries.

Paper Sign and Handbill Removal: Paper signs and handbills that are scotch taped or glued on public property, utility boxes, poles and telephones are removed by hand or when necessary by high-pressure hose within the BID boundaries.

Special Collections: District trucks are called to dispose of illegal food vendors' inventory. They are also dispatched to collect stolen shopping carts and large bulky items illegally dumped within the BID boundaries.

Maintenance Problems Requiring Third Party Intervention: Problems are monitored that create blighted or unsafe conditions within the District, but are not within the authority/jurisdiction of the BID to repair or correct. Requests are made to the responsible party/agency for the repair within the Highland Park BID boundaries. Types of problems include blocked or damaged sewers or drains, damaged sidewalks/streets/alleys, non-operating streetlights, damaged or missing street signs, etc within the BID boundaries.

Design Elements: Design, installation and maintenance of gateway signs; design, installation and maintenance of banner brackets and banner production; design and branding of logo development; design, purchase, install and maintain street furniture and streetscape; purchase, installation, removal and maintenance of holiday decoration program within the BID boundaries.

Special Projects: The special projects budget is reserved for opportunities and additional projects that present themselves during the life of the District. Some special projects that have been implemented by the BID and may be again are as follows: WiFi, Northeast Los Angeles Holiday Parade; Old LA Certified Farmers Market; and relevant Right of Way activities within the BID boundaries.

Right of Way Consulting: Develop strategies for economic development and possible expansion; developing goals and an annual plan of action for the implementation of revitalization goals; develop strategies related to business attraction, retention and promotion of the area to prospective businesses; private and public grant funds to facilitate the work of the corporation.

Organization and Corporate Identity Programs: \$125,653.53 (30.00%)

Administration and Corporate Operations: The Highland Park BID improvements and activities are managed by a professional staff and require administrative support. Management staff oversees the District's services which are delivered seven days a week.

Corporate Identity Programs: Some of the Corporate Identity programs currently in place or being considered are: image and communication programs, quarterly newsletter, Highland Park BID Web Site, holiday campaign, Buyer Attraction Program, Public and Media Relations, Development of Highland Park Business Improvement District Image Pieces, Banner Programs, Market Research, Old L.A. Branding, Old L.A. Certified Farmers Market, Other Relevant Marketing and Promotion activities.

Contingency/Reserve: Costs to conduct a yearly financial review as well as City and County fees, uncollectible assessments, hardship credits and depreciation are included in this budget item. Also included are costs to renew the District.

Total Estimate of Cost for 2018

A breakdown of the total estimated 2018 budget is attached to this report as **Appendix A.**

Method and Basis of Levying the Assessment

The Method for levying the 2018 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. Assessments are determined by lot square footage, building square footage and linear frontage. The assessment rates for 2018 are as follows:

Lot: \$0.0927 per square foot

Building: \$0.1622 per square foot

Frontage: \$8.9767 per linear foot

(There is a 5.0% CPI increase for 2018)

Surplus Revenues: \$0.00

There are no surplus revenues that will be carried over to 2018.

Anticipated Deficit Revenues

There are no deficit revenues that will be carried over to 2018.

Contribution from Sources other than assessments: \$0.00

APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE Highland Park BID- FY 2018

2018 Assessments	\$418,844.64	
Estimated Carryover from 2017	\$0.00	
Other Income	\$0.00	
Total Estimated Revenues	\$418,844.64	
2018 Estimated Expenditures		Pct.
Right of Way Programs	\$293,191.11	70.00%
Organization and Corporate Identity Programs	\$125,653.53	30.00%
Total Estimated Expenditures	\$418,844.64	100%

** Non-regular budget item, not calculated as part of budget percentage.