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ADMINISTRATIVE SERVICES
SPECIAL ASSESSMENTS SECTION

200 N. SPRING STREET, ROOM 224
LOS ANGELES, CA 90012
TEL: (213) 978-1099
FAX: (213) 978-1107

GLENN R. ROBISON
DIVISION HEAD

August 7, 2009

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

Council District 1

REGARDING: THE HIGHLAND PARK (PROPERTY-BASED) BUSINESS
IMPROVEMENT DISTRICT'S 2009 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") 2009 fiscal year (CF 06-2576). The Advisory Board of the District has caused to be prepared the Annual Planning Report for City Council's consideration. In accordance with the City's Landscaping, Security, Programming and Maintenance Property Business Improvement District Ordinance [Division 6, Chapter 9, Los Angeles Administrative Code ("LSPM PBID Ordinance")], an Annual Planning Report for the District must be submitted for consideration by the City Council.

BACKGROUND

The Highland Park Business Improvement District was established on September 21, 2001 by and through the City Council's adoption of Ordinance No. 174,251, which confirmed the assessments to be levied upon properties within the District, as described in the District's Management District Plan. The City Council established the District pursuant to the LSPM PBID Ordinance.

ANNUAL REPORT REQUIREMENTS

The LSPM PBID Ordinance states that the Highland Park Business Improvement District's Advisory Board shall cause to be prepared, for City Council approval, an Annual Planning Report for each fiscal year for which assessments are to be levied and collected to pay for the costs of the improvements and activities described in the report.

The 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 the 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 any 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 November 19, 2008, complies with the requirements of the LSPM PBID Ordinance and reports that programs will continue, as outlined in the Management District Plan adopted by the Highland Park Business Improvement District property owners. The City Council may approve the Annual Planning Report as filed by the District's Advisory Board or may modify any particulars contained in the Annual Planning Report and approve it as modified.

FISCAL IMPACT

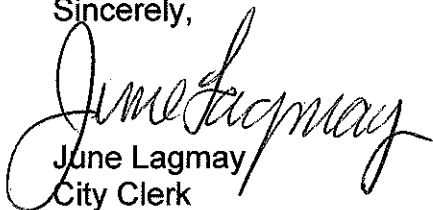
There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Highland Park Business Improvement District's 2009 fiscal year complies with the requirements of the LSPM PBID Ordinance.
2. ADOPT the attached Annual Planning Report for the Highland Park Business Improvement District's 2009 fiscal year, pursuant to the LSPM PBID Ordinance.

Sincerely,



June Lagmay
City Clerk

JL:HLW:GRR:MCP:RMH:ev

Attachment: Highland Park Business Improvement District's 2009 Fiscal Year Annual Planning Report



North Figueroa Association

5651 Fallston St.
Los Angeles, CA 90042
323-255-5030, fax 323-257-1036

April 23, 2009

Mr. Eugene Van Cise
Administrative Services
Office of the City Clerk, Room 224
200 North Spring Street
Los Angeles, CA 90012

RE: 2009 Annual Planning Report for the Highland Park Business Improvement District

Dear Mr. Van Cise,

As required by the City of Los Angeles Landscaping, Security, Programming and Maintenance Property Business Improvement District Ordinance, Section 6.617, the Advisory Board of the Highland Park Business Improvement District has caused this Annual Planning Report to be prepared. The Advisory Board reviewed and approved the attached Annual Planning Report at its meeting on November 19, 2008.

This report covers proposed activities from January 1, 2009 through December 31, 2009.

On behalf of the Advisory Board, I would like to present the 2009 Annual Planning Report for the Highland Park Business Improvement District to the Office of the City Clerk and to the Los Angeles City Council for their review and approval.

Please ask me if you have any questions.

Sincerely,

Misty Iwatsu
Executive Director



North Figueroa Association

5651 Fallston St.
Los Angeles, CA 90042
323-255-5030, fax 323-257-1036

2009 Annual Planning Report

Highland Park Business Improvement District

District Name: This report is for the Highland Park Business Improvement District

Fiscal Year of Report: This report covers proposed activities from January 1, 2009 through December 31, 2009.

Boundaries: The boundaries of the Highland Business Improvement District will remain the same for the 2009 fiscal year as in previous fiscal years and as listed in the Management District Plan, which is: the northeast and southwest sides of Figueroa Street between Avenue 50 on the south and Avenue 61 on the north. A more detailed description of the boundaries is listed in the Management District Plan.

Benefit Zones: The benefit zones for the Highland Park Business Improvement District will remain the same for the 2009 fiscal year as in previous fiscal years. There is only one benefit zone.

Improvements and Activities for 2009: The following are the improvements and activities planned for the Highland Park Business Improvement District in order by category as listed in the Management District Plan:

1) Public Right of Way:

- The North Figueroa Association contracts with Post Alarm Systems to provide a security patrol seven days a week between 12 - 16 hours per day.
- The North Figueroa Association contracts with Chrysalis to provide sidewalk sweeping, graffiti removal, trash removal and general maintenance.
- The BID also oversees the Old L.A. Certified Farmers' Market.
- The cost to the BID of providing Right of Way services for 2009 is estimated at \$212,423, or 66% of the budget.

2) Corporate Identity and Organization:

- The BID is managed by a professional staff which administers the services provided and prepares financial reports.
- Other administrative costs include insurance, office expenses and City fees.
- The BID also produces a quarterly newsletter, maintains a web site and participates in the Lummi Day celebration.

- The cost to the BID of providing Corporate Identity and Organization services for 2009 is estimated at \$109,920, or 34% of the budget.

Total Estimate of Cost for 2009: A breakdown of the total estimated 2009 budget is attached to this report as Appendix A.

Method and Basis of Assessment: The Method and Basis of levying the 2009 assessment for the Highland Park Business Improvement are as follows:

Lot size, at \$0.08 per square foot
Building size, at \$0.15 per square foot
Linear frontage, at \$8.07 per linear foot

Amount of Surplus/Deficit from previous Fiscal Year: There is a Surplus of \$13,352 from the 2008 fiscal year to be carried forward into fiscal year 2009. There is no deficit from 2008 to be carried forward.

Amount of Contributions from other sources: There will be \$6,800 coming in from the Old L.A. Certified Farmers Market.

APPENDIX A – 2009 HIGHLAND PARK BID ESTIMATED BUDGET

07/30/09

North Figueroa Assoc. Profit and Loss Budget Overview January through December 2009

| | Jan - Dec '09 |
|---|-------------------|
| Ordinary Income/Expense | |
| Income | |
| Assessed Collections | |
| FY 2008 | 13,352.00 |
| FY 2009 | 302,191.00 |
| Total Assessed Collections | 315,543.00 |
| Farmers Market Stall Fees | 6,800.00 |
| Total Income | 322,343.00 |
| Expense | |
| Corporate ID & Organization | |
| Administration | 70,920.00 |
| Contingency | 12,000.00 |
| Insurance | 3,000.00 |
| Office | 6,000.00 |
| Professional Services | |
| CPA/Corp Filing/IRS | 3,000.00 |
| Total Professional Services | 3,000.00 |
| Rent/ Utilities | |
| Rent | 7,200.00 |
| Telephone | 7,800.00 |
| Total Rent/ Utilities | 15,000.00 |
| Total Corporate ID & Organiza... | 109,920.00 |
| Public Right of Way | |
| Design & Streetscape | 5,000.00 |
| Farmers Market | |
| Licenses & Permits | 600.00 |
| Payroll (1099) | 6,200.00 |
| Farmers Market - Other | 5,100.00 |
| Total Farmers Market | 11,900.00 |
| Maintenance | 106,832.00 |
| Security | 87,000.00 |
| Streetscape Consulting | 1,691.00 |
| Total Public Right of Way | 212,423.00 |
| Total Expense | 322,343.00 |
| Net Ordinary Income | 0.00 |
| Net Income | 0.00 |