

CITYWIDE BUSINESS IMPROVEMENT DISTRICT (BID) PROGRAM
City Clerk / Coordinating Agency

Service Operations Summary

The role of the Office of the City Clerk ("the Office"), as the coordinating agency for the Citywide Business Improvement District Program in the City of Los Angeles, and as directed and authorized by the Los Angeles City Council, can be defined in terms of five primary components:

1. **THE OFFICE PROVIDES DIRECT DISTRICT DEVELOPMENT ASSISTANCE.** Preliminary work is performed, as requested by the respective Councilmember through an adopted City Council motion, with proponents of the proposed district and with related Chamber of Commerce or community members and organizations. Background activities focus on developing a program which is satisfactory to a majority of the interested parties and which contains all elements required for successful district establishment. Staff may assist with the collection of background data and coordinate activities with any consultant retained to develop the district program; staff may also serve as intermediary to solve problems or achieve consensus regarding program elements, budget development and preliminary advisory board approval. A variety of explanatory printed and audiovisual materials are available to assist, educate and support the efforts of business communities desiring to establish a business improvement district.
2. **THE OFFICE PROVIDES COMPREHENSIVE LEGISLATIVE ASSISTANCE.** The proposed program is guided through the City Council Committee and full Council review and approval process. Staff may draft appropriate motions, resolutions, ordinances and contracts or other documentation appropriate to the legislative process. The Department arranges for legal documents to be reviewed and approved by the City Attorney. Notices of public hearings are prepared and delivered to the appropriate parties. Staff will verify and validate the legitimacy and weight of petitions and ballots received; staff will calculate anticipated revenue to be received under the selected funding mechanism, as well as anticipated City costs to administer the established program. Staff prepares all reports, with related recommendations to the City Council, for the establishment or renewal of the district.
3. **THE OFFICE PROVIDES FULL BILLING AND DISBURSEMENT ASSISTANCE.** Several billing procedures including the use of direct and indirect (pass-through) methods may be employed by the Department to effect the prompt collection of district revenue; staff may also arrange to enlist the services of the City Attorney in order to effect the collection of delinquent receivables. A special contractual arrangement with Los Angeles County provides for the direct placement of business improvement district assessments on the property tax roll. Other services

- include: database design and maintenance; preparing and mailing billing notices; processing payments, billing supplements and adjustments; revenue accounting; income report preparation; and, the approval and actual disbursement of funds to the appropriate district representatives or recipients to support district programs and activities.
4. THE OFFICE PROVIDES EXTENSIVE PUBLIC RELATIONS ASSISTANCE. Staff may serve as liaison between district members and the district advisory board and other City departments and officials. An emphasis is placed on achieving and maintaining productive relationships between the public and private sectors. A public area offering walk-in, telephone and facsimile service has been designed to provide efficient responses to inquiries; staff answers questions related to business improvement district programs and offers assistance regarding payments or adjustments. Staff may also assist district employees in the implementation of activities or programs which require the coordination and cooperation of other City departments and resources.
 5. THE OFFICE PROVIDES CONTINUOUS CONTRACT COMPLIANCE ASSISTANCE. Staff monitors the use of revenue in order to ensure that assessments paid by district members are used appropriately and in accordance with contractual, budgetary, statutory and City regulations and procedures. Assistance is provided to facilitate each district's achievement of goals and objectives. Quarterly district operating statements and activity reports are reviewed; staff may make recommendations to the district advisory board or its Executive Director regarding the adjustment of various program elements. Staff may prepare and present the required progress reports and other materials or documents to the City Council for use during the evaluation of district operations.

For additional information, please contact:
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