

TO CITY CLERK FOR PLACEMENT ON NEXT AGENDA TO BE POSTED #53

NOV 09 2004

On August 15, 2000 the City Council adopted Ordinance #173482 (CF: 96-0491) establishing the Encino Business Improvement District (EBID) in the Fifth Council District. The EBID is an property based business improvement district and is required by State law to be renewed every five years. The EBID collects assessments to improve pedestrian safety, to beautify the area, and market the Ventura Boulevard businesses in the Encino area. Renewal of the Encino BID is expected to result in a stronger local economy through the enhancement of Encino business district as a more attractive, convenient and pedestrian-friendly place to do business.

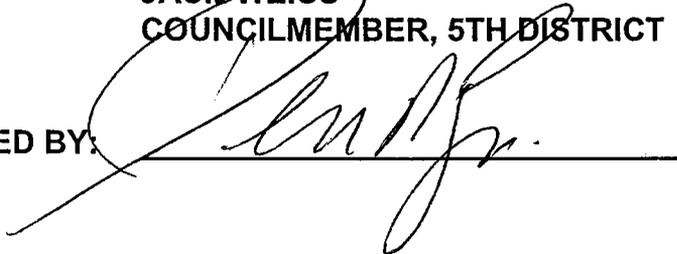
I THEREFORE MOVE, that the City Council,

1. Instruct the City Clerk and the City Attorney to meet with the Encino Business Improvement District and provide the necessary assistance to begin the renewal process of the Encino Business Improvement District.
2. Subject to the approval of the Mayor, allocate up to \$15,000 from the Business Improvement District Trust Fund No. 659 (CF: 96-0482), as available, and subject to terms and conditions as described in the City's BID Policy documents to be used for professional consulting services, including: to collect, categorize and interpret data; to design and conduct interviews with business and property owners; to develop focus group activities, questionnaires and surveys; to organize meetings and prioritize community needs, to identify and organize key stakeholders; to produce cost estimates for service delivery; to develop alternative assessment district boundaries and formulas; to prepare all required reports and documents; to create a nonprofit service provider, as necessary; and to generally coordinate the entire process for the renewal of the Encino Business Improvement District.

PRESENTED BY:


 JACK WEISS
 COUNCILMEMBER, 5TH DISTRICT

SECONDED BY:



AP

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