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A Non-Profit Corporation

Advisory Board to the
City of Los Angeles for the
Wilshire Center Business
Improvement District

July 24, 2014

Attachment 1

Miranda Paster, Chief
Neighborhood and Business Improvement District Division
Office of the City Clerk
Room 224, City Hall
200 North Spring Street
Los Angeles, CA 90012

Ref: WILSHIRE CENTER BUSINESS IMPROVEMENT DISTRICT 2015 ANNUAL
REPORT

Dear Ms. Miranda,

As required under our agreement C-123887 with the City of Los Angeles, the Wilshire Center Business Improvement Advisory Board has reviewed in detail both the year to date activities and the proposed 2015 budget.

We are pleased to endorse and approve the Annual Report for the renewal year 2015.

Sincerely,

A handwritten signature in blue ink, appearing to read "Mike Sarebanha".

Mike Sarebanha
Board Secretary

cc: Rick Scott

RECEIVED
2014 OCT 14 PM 3:43
ADJUTANT CLERK
SERVICES DIVISION



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July 24, 2014

Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
Room 224, City Hall
200 North Spring Street
Los Angeles, CA 90012

RECEIVED

AUG 28 2014

NBID

Ref: WILSHIRE CENTER BUSINESS IMPROVEMENT DISTRICT 2015
REPORT

As required under our agreement, C-123887, with the City of Los Angeles, the Wilshire Center Business Improvement Corporation (WCBIC) Board is pleased to submit the following report for the Wilshire Center Business Improvement District (District) for the calendar year of 2015. This report outlines the District's proposed goal, plans/programs, and budget for Zone A1, Zone A2 and the A3 Zone.

The proposed goal for 2015 is to improve the District as a place to live, shop and work, and to enhance business opportunities for all District businesses.

The proposed plans/programs will be as follows:

Zone A1

Boundaries. From those assessed businesses facing on the west side of Wilton Place to those facing on east side of Hoover Street and from those facing on south side of 7th Street to those facing on the north side of 6th Street. See attached map and assessed list.

Maintenance. The Maintenance Program consists of landscape maintenance of the median islands and flowerpots along Wilshire Blvd. The Program also includes the general cleaning of the major sidewalks, dispose of litter and debris from those sidewalks and street gutters, remove graffiti from public street furniture, empty trash cans once or twice a week, remove posted advertisements from public areas and occasionally steam clean sidewalks.

Marketing/Advocacy. The Marketing/Advocacy Program is to consist of marketing, promotional activities, and communications for internal and external use. The main effort is to get the message out about the Wilshire Center District and Koreatown, and to advocate for our community's interests, to work towards constructive change and improvement for the District, to help the District and Koreatown become a greater place to work, live and shop. The promotion and advocacy is done by the web site, Facebook, Twitter, emails, newsletters, maps, community activities, community involvement, and active discussions with city



officials.

Security. The Security Program is to consist of four bike patrol officers who patrol the zone from 10:30 am to 6:30 pm. The security officers will work with the Los Angeles Police Department and report illegal activities, street code violations and other quality of life problems. They work with transients by providing referral to meal and shelter services. They report graffiti and bulky item, potholes and other issues to the City, and remove hundreds of illegal signs on public furniture. The bike patrol officers act as our ambassadors by helping individuals where they can, providing directions and community information. They will maintain friendly, courteous relations with merchants, workers, customers and residents.

Other Programs. The WCBIC will continue to look for ways to improve the District and to enhance business opportunities for all District businesses and develop other business improvement activities as may be identified.

Zone A2

Boundaries. From those assessed businesses facing on the west side of Wilton Place to those facing on east side of Hoover Street and from those assessed north of those facing on north side of 6th Street to those facing on the north side of 3rd Street. See attached map and assessed list.

Maintenance. The Maintenance Program is to consist of general cleaning of the major sidewalks, dispose of litter and debris from those sidewalks and street gutters, remove graffiti from public street furniture, empty trash cans once or twice a week, remove posted advertisements from public areas and occasionally steam clean sidewalks.

Marketing/Advocacy. The Marketing/Advocacy Program is to consist of marketing, promotional activities, and communications for internal and external use. The main effort is to get the message out about the Wilshire Center District and Koreatown, and to advocate for our community's interests, to work towards constructive change and improvement for the District, to help the District and Koreatown become a greater place to work, live and shop. The promotion and advocacy is done by the web site, Facebook, Twitter, emails, newsletters, maps, community activities, community involvement, and active discussions with city officials.

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illegal signs on public furniture. The bike patrol officers act as our ambassadors by helping individuals where they can, providing directions and community information. They will maintain friendly, courteous relations with merchants, workers, customers and residents.

Other Programs. The WCBIC will continue to look for ways to improve the District and to enhance business opportunities for all District businesses and develop other business improvement activities as may be identified.

Zone A3

Boundaries. From those assessed businesses facing on the west side of Wilton Place to those facing on east side of Hoover Street and from those assessed south of those facing on south side of 7th Street to those facing on the south side of 8th Street. See attached map and assessed list.

Maintenance. The Maintenance Program is to consist of general cleaning of the major sidewalks, dispose of litter and debris from those sidewalks and street gutters, remove graffiti from public street furniture, empty trash cans once or twice a week, remove posted advertisements from public areas and occasionally steam clean sidewalks.

Marketing. The Marketing/Advocacy Program is to consist of marketing, promotional activities, and communications for internal and external use. The main effort is to get the message out about the Wilshire Center District and Koreatown, and to advocate for our community's interests, to work towards constructive change and improvement for the District, to help the District and Koreatown become a greater place to work, live and shop. The promotion and advocacy is done by the web site, Facebook, Twitter, emails, newsletters, maps, community activities, community involvement, and active discussions with city officials.

Security. The Security Program is to consist of four bike patrol officers who patrol the zone from 10:30 am to 6:30 pm. The security officers will work with the Los Angeles Police Department and report illegal activities, street code violations and other quality of life problems. They work with transients by providing referral to meal and shelter services. They report graffiti and bulky item, potholes and other issues to the City, and remove hundreds of illegal signs on public furniture. The bike patrol officers act as our ambassadors by helping individuals where they can, providing directions and community information. They will maintain friendly, courteous relations with merchants, workers, customers and residents.

Other Programs. The WCBIC will continue to look for ways to improve the District and to enhance business opportunities for all District businesses and develop other business improvement activities as may be identified.



The assessments for all three zones are used to provide special benefits directly to the businesses. The special benefit to the businesses are the maintenance services, marketing and security services and administrative services which will be provided directly to assessed businesses within the Wilshire Center Business Improvement District. These services will in turn, provide special benefits to the businesses in the form of overall improved area aesthetics which will result in an increase in customers and visitors to the district. This will in turn, result in the increase of retail and commercial business to businesses located within the District boundaries. The services are funded solely by the assessments collected and are provided only to the businesses which pay the assessments. No services are provided to businesses which do not pay the assessments or to businesses located outside of the District boundaries. Such services cannot be provided without charging the assessment. Furthermore, the assessments are calculated based on the reasonable cost of providing the services to the businesses and thus, do not exceed the reasonable cost to the local government in conferring the benefit.

The WCBIC Board is proposing a budget with total revenue of \$436,476.87 and with an expense of \$459,801.54 the difference between the revenue and expense of \$23,324.67 will come from the projected reserve fund of 2014. The new assessment rate for the assessees is \$0.0090 per square foot for Zone A1, \$0.0133 per square foot for Zone A2, and \$0.0193 for Zone A3. The new proposed 2015 budget is enclosed. New assessed businesses will be exempt from the levy of assessment for the first year of operation. There will be approximately \$235,000 which comes from the 2014 reserve and that will be rolled over from 2014 to 2015 to pay 2015 first quarter expenses to cover funds generally not received from the City until the latter part of the first quarter. A portion of the surplus funds from 2014 will be used for 2015 improvements and activities expenses.

Yours truly,

A handwritten signature in blue ink, appearing to read "Gary Russell", written over a light blue circular stamp.

Gary L. Russell
Executive Director
Wilshire Center Business Improvement Corporation

WILSHIRE CENTER BUSINESS IMPROVEMENT CORPORATION

7/24/2014

EXHIBIT A

2015 STATEMENT OF REVENUE & EXPENSE BUDGET

FOR THE PERIOD 1/1/2015 TO 12/31/2015

WILSHIRE CENTER BUSINESS IMPROVEMENT DISTRICT

	Zone A1	Zone A2	Zone A3	Total
Revenue	2015 Budget	2015 Budget	2015 Budget	2015 Budget
Assessment Rate	0.0090	0.0133	0.0193	
Assessment Area	20,151,067	13,367,544	4,948,988	38,467,599
BID Assessments	\$181,359.60	\$177,788.34	\$95,515.47	\$454,663.41
Uncollected Assessments	(\$7,254.38)	(\$7,111.53)	(\$3,820.62)	(\$18,186.54)
Total Revenue	\$174,105.22	\$170,676.80	\$91,694.85	\$436,476.87
Projected Reserve Funds From 2014	\$117,000.00	\$78,000.00	\$40,000.00	\$235,000.00
Total	\$291,105.22	\$248,676.80	\$131,694.85	\$671,476.87
Expense				
City Administrative Cost	\$7,254.38	\$7,111.53	\$3,820.62	\$18,186.53
General Administrative				
Accounting	\$400.00	\$600.00	\$100.00	\$1,100.00
Insurance	\$4,200.00	\$4,000.00	\$1,225.00	\$9,425.00
Admin. & Operations Services	\$40,000.00	\$37,000.00	\$10,800.00	\$87,800.00
Supplies	\$200.00	\$100.00	\$100.00	\$400.00
Telephone	\$600.00	\$500.00	\$100.00	\$1,200.00
General Administrative	\$45,400.00	\$42,200.00	\$12,325.00	\$99,925.00
Maintenance				
Sidewalk Cleaning	\$44,203.00	\$50,000.00	\$23,539.00	\$117,742.00
Streetscape Repairs	\$6,000.00			\$6,000.00
General Maintenance	\$1,000.00	\$5,000.00	\$1,000.00	\$7,000.00
Streetscape Landscape	\$23,000.00			\$23,000.00
Streetscape Electrical	\$2,000.00			\$2,000.00
Streetscape Water	\$8,300.00			\$8,300.00
Maintenance	\$84,503.00	\$55,000.00	\$24,539.00	\$164,042.00
Marketing/Advocacy				
Supplies	\$100.00	\$100.00	\$100.00	\$300.00
Promotion	\$5,500.00	\$5,500.00	\$4,000.00	\$15,000.00
Community Events	\$1,000.00	\$2,000.00	\$1,000.00	\$4,000.00
Public Relations	\$11,200.00	\$14,000.00	\$8,000.00	\$33,200.00
Marketing/Advocacy	\$17,800.00	\$21,600.00	\$13,100.00	\$52,500.00
Security	\$28,224.00	\$48,700.00	\$48,224.00	\$125,148.00
Total Expense	\$183,181.38	\$174,611.53	\$102,008.62	\$459,801.54
Reserve	\$107,923.83	\$74,065.27	\$29,686.23	\$211,675.33

EXHIBIT B

**WILSHIRE CENTER
BUSINESS IMPROVEMENT DISTRICT**

Classification of Businesses and Assessment Schedule, Operating Year 2015

ZONE A1

<u>Business Classification</u>	<u>Annual Assessment</u>
A. Office, Commercial Buildings, Rentals (Sec 21.98 LAMC)	0.90 cents (\$0.0090) per square foot of gross building area or land area, whichever is larger
B. Other businesses for which Classification A1 does not apply	0.90 cents (\$0.0090) per square foot of building area occupied by respective business or businesses
C. Other business for which Classification A1 does apply	\$0

Notes

1. In Zone A1, assessments shall be levied first on business Classification A (i.e. commercial building rental. If this classification of business does not exist or is exempt from such classification for whatever reason, assessments shall then be levied on the individual business or businesses occupying the subject building or land area.
2. Assessments shall not be levied twice for the same building or land area (i.e. commercial building rental and the business or businesses occupying the building or land area).
3. Vacant buildings or building areas do not exempt the entire building area from being assessed.
4. Unimproved parcels shall generally be assessed under Classification C (i.e \$0), unless an active revenue producing use such as surface parking or public storage is being conducted. In such case, these parcels shall be assessed at the Classification A rate for the amount of gross land area being commercially used in accordance with Notes 1 and 2 above.

EXHIBIT C

**WILSHIRE CENTER
BUSINESS IMPROVEMENT DISTRICT**

Classification of Businesses and Assessment Schedule, Operating Year 2015

ZONE A2

<u>Business Classification</u>	<u>Annual Assessment</u>
A. Office, Commercial Buildings, Rentals (Sec 21.98 LAMC)	1.33 cents (\$0.0133) per square foot of gross building area or land area, whichever is larger
B. Other businesses for which Classification A2 does not apply	1.33 cents (\$0.0133) per square foot of building area occupied by respective business or businesses
C. Other business for which Classification A2 does apply	\$0

Notes

1. In Zone A2, assessments shall be levied first on business Classification A (i.e. commercial building rental. If this classification of business does not exist or is exempt from such classification for whatever reason, assessments shall then be levied on the individual business or businesses occupying the subject building or land area.
2. Assessments shall not be levied twice for the same building or land area (i.e. commercial building rental and the business or businesses occupying the building or land area).
3. Vacant buildings or building areas do not exempt the entire building area from being assessed.
4. Unimproved parcels shall generally be assessed under Classification C (i.e \$0), unless an active revenue producing use such as surface parking or public storage is being conducted. In such case, these parcels shall be assessed at the Classification A rate for the amount of gross land area being commercially used in accordance with Notes 1 and 2 above.

EXHIBIT D

**WILSHIRE CENTER
BUSINESS IMPROVEMENT DISTRICT**

Classification of Businesses and Assessment Schedule, Operating Year 2015

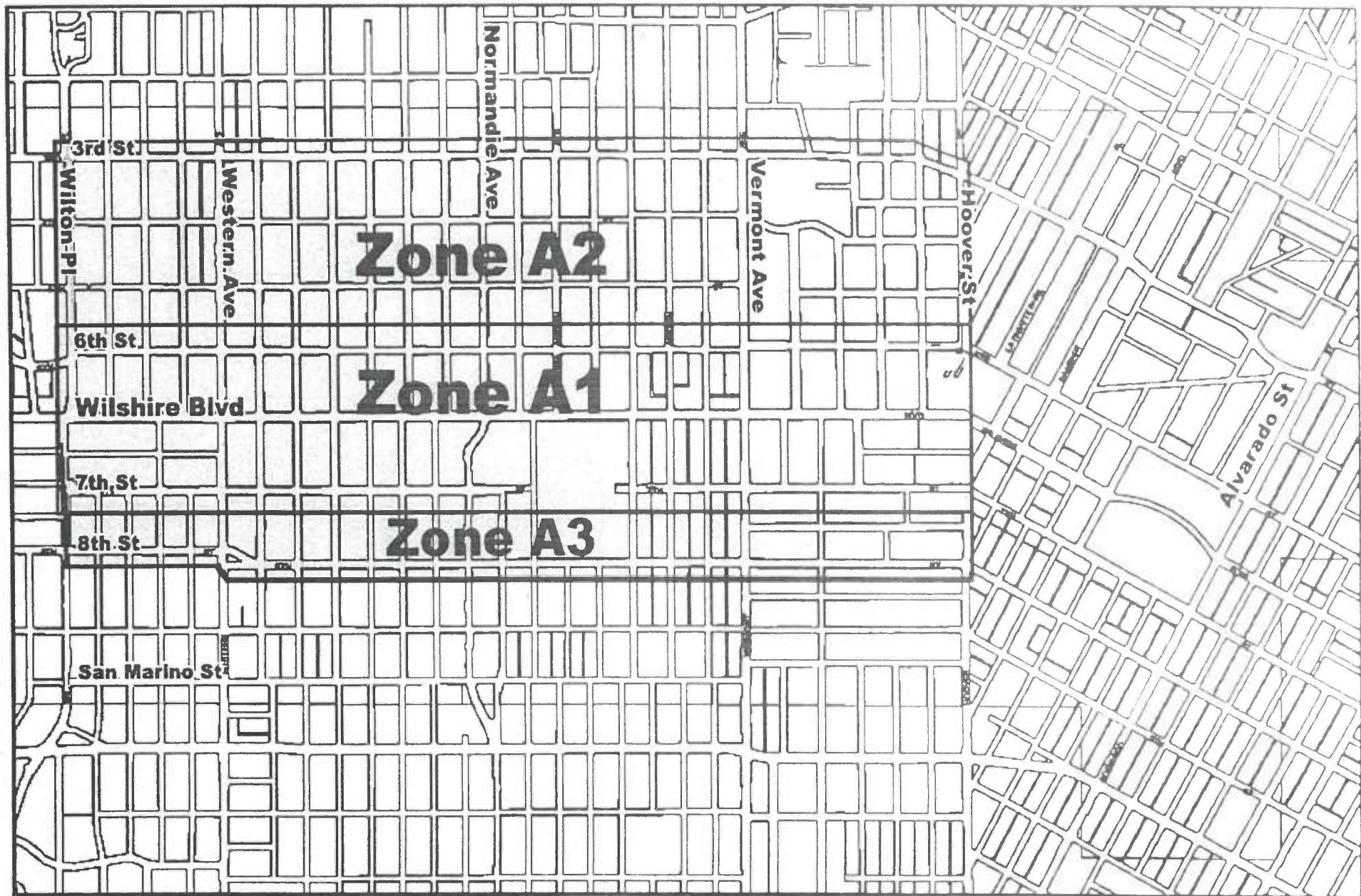
ZONE A3

<u>Business Classification</u>	<u>Annual Assessment</u>
A. Office, Commercial Buildings, Rentals (Sec 21.98 LAMC)	1.93 cents (\$0.0193) per square foot of gross building area or land area, whichever is larger
B. Other businesses for which Classification A3 does not apply	1.93 cents (\$0.0193) per square foot of building area occupied by respective business or businesses
C. Other business for which Classification A3 does apply	\$0

Notes

1. In Zone A3, assessments shall be levied first on business Classification A (i.e. commercial building rental. If this classification of business does not exist or is exempt from such classification for whatever reason, assessments shall then be levied on the individual business or businesses occupying the subject building or land area.
2. Assessments shall not be levied twice for the same building or land area (i.e. commercial building rental and the business or businesses occupying the building or land area).
3. Vacant buildings or building areas do not exempt the entire building area from being assessed.
4. Unimproved parcels shall generally be assessed under Classification C (i.e \$0), unless an active revenue producing use such as surface parking or public storage is being conducted. In such case, these parcels shall be assessed at the Classification A rate for the amount of gross land area being commercially used in accordance with Notes 1 and 2 above.

Exhibit E



B.I.D. PROPERTIES

B.I.D. BOUNDARY



Order no: 170766
Council File 64-1848



WILSHIRE CENTER

BUSINESS IMPROVEMENT DISTRICT

Call To Order



**Wilshire Center Business Improvement District
2015
Advisory Board Members**

Paul Kim
Mike Sarebanha
Debra Leathers
Michael Hakim
Howard Kaplan
Niall Kelly
Jimmy Han
Curtis Pandus