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December 15, 2020

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

Council Districts 11

REGARDING:

**THE GATEWAY TO L.A. (PROPERTY BASED) BUSINESS IMPROVEMENT  
DISTRICT'S 2021 FISCAL YEAR ANNUAL PLANNING REPORT**

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the Gateway to L.A. Business Improvement District's ("District") 2021 fiscal year (CF 14-0040). The owners' association of the District has caused to be prepared the Annual Planning Report for City Council's consideration. In accordance with the Property and Business Improvement District Law of 1994, California Streets and Highways Code Section 36650, an Annual Planning Report for the District must be submitted for approval by the City Council. The Gateway to L.A. Business Improvement District's Annual Planning Report for the 2021 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

**BACKGROUND**

The Gateway to L.A. Business Improvement District was established on July 30, 2015 by and through the City Council's adoption of Ordinance No. 183769 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 14, 2020, 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

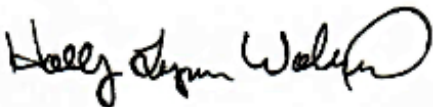
There is no impact to the General Fund associated with this action.

### RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Gateway to L.A. Business Improvement District's 2021 fiscal year complies with the requirements of the State Law
2. FIND that the increase in the 2021 budget concurs with the intentions of the Gateway to L.A. 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 Gateway to L.A. Business Improvement District's 2021 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott

City Clerk

Attachment:

Gateway to L.A. Business Improvement District's 2021 Fiscal Year Annual Planning Report

December 10, 2020

Holly L. Wolcott, City Clerk  
Office of the City Clerk  
200 North Spring Street, Room 395  
Los Angeles, CA. 90012

Subject: Gateway to L.A. PBID 2021 Annual Planning Report

Dear Ms. Wolcott:

As required by the Property and Business Improvement District Law of 1994, California Streets and Highways Code Section 36650, the Board of Directors of the Gateway to L.A. Business Improvement District has caused this Gateway to L.A. Business Improvement District Annual Planning Report to be prepared at its meeting on October 14, 2020.

This report covers proposed activities of the Gateway to L.A. BID from January 1, 2021 through December 31, 2021.

Sincerely,

A handwritten signature in cursive script that reads "Laurie Hughes".

Laurie Hughes

Gateway To LA

Gateway to L.A.  
Business Improvement District

2021 Annual Planning Report

**District Name**

This report is for the Gateway to L.A. Property-based Business Improvement District (District). The District is operated by Gateway to L.A., Inc., a California non-profit corporation.

**Fiscal Year of Report**

The report applies to the 2021 Fiscal Year. The District Board of Directors approved the 2021 Annual Planning Report at the October 14, 2020 Board of Director's meeting.

**Boundaries**

There are no changes to the District boundaries for 2021.

**Benefit Zones**

There are no changes to the District's benefit zone(s) for 2021.

**2021 IMPROVEMENTS, ACTIVITIES AND SERVICES**

**Direct Programs : \$619,199.72 (50.66%)**

a. Security / Goodwill Ambassador Program

This program utilizes security/goodwill ambassadors to create a visible presence to the individually assessed parcels within the District to foster a sense of safety for those parcels. Teams conduct bike patrols in the PBID 7 days a week.

b. Landscape Maintenance / Clean Streets & Sidewalk Program

These program activities include but may not be limited to street sweeping, sidewalk sweeping, sidewalk pressure-washing, trash pick-up and removal, graffiti removal, targeted major cleanups where needed, planting and tree trimming along the perimeter and medians, landscape maintenance, and other services.

c. Keep It Green Program

For the Keep It Green Program, the PBID hosts shredding events and electronic waste collection events.

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Due to the COVID 19 pandemic and the stay-at-home orders, employee deployment has been changed to better serve the needs of the district.

With a severe drop in travel, pedestrian and auto traffic in the area has dropped significantly

and, as a result, the need for trash removal much lower.

The Clean Team was terminated in May. In September, clean services resumed one day a week and will be increased as needed.

**Marketing Programs (Zone 1 only): \$183,940.00 (15.05%)**

a. Marketing and Public Relations Efforts

Marketing may include, but is not limited to public relations, media placement of positive stories concerning the PBID and its revitalization, utilization of the PBID website, publication of a quarterly newsletter, utilization of services such as CoStar Group to showcase office properties within the PBID, promotional events, advertising, mobile applications (“app”) implementation related to transportation access, continuing efforts to strengthen the PBID’s relationship with the Los Angeles Tourism & Convention Board, and maintaining and updating the Gateway to L.A. PBID website.

c. Gateway to Lunch Program

The Gateway to Lunch Program offers a discount on lunch at participating restaurants in hotels located in the PBID. Using the “Gateway to Lunch” card, restaurant patrons receive discounts off food and non-alcoholic beverages for themselves and their guests, as well as complimentary parking at any of the participating hotel restaurants. The card also allows for travel on the Ocean Express shuttle.

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b. Ocean Express Shuttle Service was discontinued effective October 1, 2017.

Due to COVID 19, some Marketing programs have been temporarily halted until travel and hospitality resumes. Social events have ceased until State and County restrictions are eased.

**Administration: \$419,024.40 (34.29%)**

Administrative services include compensation paid to the Executive Director for the PBID; administrative assistance provided to the Executive Director for word processing; expenses related to rent, stationery, postage, copies, faxes, vehicle mileage reimbursement, and may include other incidental items, insurance premiums (both General Liability coverage and Director & Officer Liability coverage), fees and expenses related to the renewal and adoption of the PBID for an additional term, the pursuit of grants and sponsorships, tax and accounting services, and legal services as needed to ensure accounting and legal compliance.

**Total Estimate of Cost for 2021**

A breakdown of the total estimated 2021 budget is attached to this report as **Appendix A**.

## **Method and Basis of Levying the Assessment**

The Method for levying the 2021 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 and building square footage. The assessment rates for 2021 are as follows:

### Zone 1

Lot: \$0.0844 per square foot

Building: \$0.0420 per square foot

### Zone 2

Frontage: \$4.6313 per linear foot

**(There is No CPI increase for 2021)**

## **Surplus Revenues: \$150,000.00**

Due to the COVID 19 pandemic and the stay-at-home orders, employee deployment has been changed to better serve the needs of the district.

With a severe drop in travel, pedestrian and auto traffic in the area, the need for trash removal is much lower. Reduction of 2020 Program Services expenditures - \$79,000.

The Clean Team was terminated in May. In September, clean services resumed one day a week and will be increased as needed.

Due to COVID 19, some Marketing programs have been temporarily halted until travel and hospitality resumes. Social events have ceased until State and County restrictions are eased. Reduction of 2020 Marketing services - \$71,000

Surplus revenues will be used for Program Services in 2021 to enhance Security throughout the district.

## **Anticipated Deficit Revenues**

There are no deficit revenues that will be carried over to 2021.

## **Contribution from Sources other than assessments: \$32,500.00**

Event Income - including \$6,038.65 for General Benefits.

**APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE Gateway to L.A. BID- FY 2021**

	Zone 1	Zone 2	Total	
<b>2021 Assessments</b>	\$1,015,447.12	\$24,217.00	<b>\$1,039,664.12</b>	
<b>Estimated Carryover from 2020</b>	\$146,520.00	\$3,480.00	<b>\$150,000.00</b>	
<b>Other Income</b>	\$32,500.00	\$0.00	<b>\$32,500.00</b>	
<b>Total Estimated Revenues</b>	<b>\$1,194,467.12</b>	<b>\$27,697.00</b>	<b>\$1,222,164.12</b>	
<b>2021 Estimated Expenditures</b>				<b>Pct.</b>
<b>Direct Programs</b>	\$603,127.12	\$16,072.60	<b>\$619,199.72</b>	<b>50.66%</b>
<b>Marketing Programs (Zone 1 only)</b>	\$183,940.00	\$0.00	<b>\$183,940.00</b>	<b>15.05%</b>
<b>Administration</b>	\$407,400.00	\$11,624.40	<b>\$419,024.40</b>	<b>34.29%</b>
<b>Total Estimated Expenditures</b>	<b>\$1,194,467.12</b>	<b>\$27,697.00</b>	<b>\$1,222,164.12</b>	<b>100%</b>