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November 18, 2020

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

Council Districts 11

REGARDING:

**THE WESTCHESTER TOWN CENTER (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 Westchester Town Center Business Improvement District's ("District") 2021 fiscal year (CF 14-0979). 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 Westchester Town Center 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 Westchester Town Center Business Improvement District was established on August 17, 2011 by and through the City Council's adoption of Ordinance No. 181849 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 November 19, 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

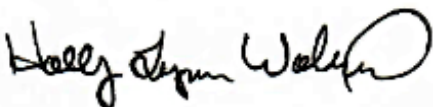
There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Westchester Town Center 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 Westchester Town Center 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 Westchester Town Center Business Improvement District's 2021 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott
City Clerk

Attachment:

Westchester Town Center Business Improvement District's 2021 Fiscal Year Annual Planning Report

November 18, 2020

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

Subject: Westchester Town Center 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 Westchester Town Center Business Improvement District has caused this Westchester Town Center Business Improvement District Annual Planning Report to be prepared at its meeting on November 19, 2020.

This report covers proposed activities of the Westchester Town Center BID from January 1, 2021 through December 31, 2021.

Sincerely,

Donald R. Duckworth

Don Duckworth

Westchester Business Improvement Association

Westchester Town Center Business Improvement District

2021 Annual Planning Report

District Name

This report is for the Westchester Town Center Business Improvement District (District). The District is operated by Westchester Business Improvement Association, Inc., a private non-profit organization.

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 November 19, 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

Ambassador Services: \$66,000.00 (19.79%)

Readily identifiable, uniformed presence to assessed parcels that will observe and respond to situations in the vicinity of those parcels and their parking facilities. Ambassadors may operate via vehicle, bicycle, or foot patrols as deemed appropriate by the Owner's Association. These personnel provide directions or assistance; serve as liaisons to the City's police, City Attorney, and other services; coordinate the provision of homeless services, warn and advise trespassers and panhandlers; and, respond to visitor inquiries. The Westchester Town Center may also contract for the provision of services or the coordination of services for the homeless in order to achieve the Ambassador Program purposes.

Landscape Maintenance, Sanitation and Beautification Services: \$103,000.00 (30.88%)

Maintain the sidewalks and landscaped public areas adjacent to each assessed parcel at a level of cleanliness and attractiveness higher than would exist with only baseline City services. These activities may include, but are not necessarily limited to, the following: sidewalk sweeping; public alley sweeping; sidewalk pressure washing; graffiti removal; sticker removal; street litter pick-up; planting of new or replacement trees; and, irrigation, operation, and maintenance of landscaping, trees, public art, signage, lighting, and other improvements that may be installed by the District, the City, or other entities.

Marketing and Promotions: \$45,500.00 (13.64%)

Disseminate information and awareness about Westchester Town Center's identity, brand and business opportunities to convey a positive image to consumers, visitors, and investors through street banners; holiday decorations; a website; a newsletter; special printing, graphics or advertising; public relations activities; special events or activities; placement of promotional materials in various media; creation and operation of "shop local" incentive programs; operation of a Sunday Westchester Farmers' Market; etc.

New Business Attraction: \$1,000.00 (0.30%)

Provide growth in the number of businesses, increase the size of existing business, and present new opportunities for Westchester Town Center property and business owners. These efforts may focus on specific new businesses / tenants being recruited to the District or general future expansion that significantly affects the District, and may be undertaken by District employees or contractors.

Policy Development, District Management and Administration: \$66,000.00 (19.79%)

Create a well managed District that optimizes the use of the assessment funds through effective vendor selection and contract management, excellent communications with stakeholders, effective advocacy on behalf of parcel owner interests, effective board and committee coordination, and sound fiscal management.

Office, Insurance, Accounting and Other: \$42,035.10 (12.60%)

Various administrative costs associated with providing the District's services to assessed parcels such as office supply, material, insurance, accounting, bookkeeping, service, rental, telephone, meeting expense, database, computer, furnishing, equipment, and other necessary expenses.

Uncollected Assessment Reserve: \$10,000.00 (3.00%)

An accounting cushion for the revenue shortfall that might be created in any particular year for assessments that are not paid timely through the County of Los Angeles.

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 assessment formula has been designed to ensure that no parcel will be assessed an amount that exceeds the cost of the proportional special benefit that parcel derives from the improvements, activities, and services provided by the District.

There is a differential rate for lot size, improvement size, and frontage on different streets that reflects the fact that Sepulveda Blvd. is the pedestrian hub of the area, so a parcel with frontage on this street derives a higher level of benefit than does a parcel with similar frontage on another street in the District. Simply put, Sepulveda Blvd. is more heavily trafficked by pedestrians and other traffic than other streets in the District, and can be expected to require more services.

Fenced vacant lots, including lots that may be used for parking, will be assessed only on the basis of street frontage. Parcels accessible from within the District and used exclusively for long term airport parking will be assessed only on the basis of parcel square footage and street frontage. Multifamily Residential parcels that are actually developed with multifamily dwellings will be assessed at a rate that is 81% of the rate that is otherwise assessed. Parcels used as open or green space that is accessible during daytime hours at no charge will be assessed at a rate that is 81% of the rate that would otherwise be assessed.

The 2021 assessment rates are as follows:

Parcels fronting on Sepulveda Blvd.

Lot sq. ft. \$0.0686

Bldg. sq. ft. \$0.1010

Frontage ln. ft. \$8.4949

Parcels not fronting on Sepulveda

Lot sq. ft. \$0.0343

Bldg. sq. ft. \$0.0505

Frontage ln. ft. \$4.2475

(There is No CPI increase for 2021)

Surplus Revenues: \$0.00

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

Anticipated Deficit Revenues

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

Contribution from Sources other than assessments: \$0.00

APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE Westchester Town Center BID- FY 2021

2021 Assessments	\$333,535.10	
Estimated Carryover from 2020	\$0.00	
Other Income	\$0.00	
Total Estimated Revenues	\$333,535.10	
2021 Estimated Expenditures		Pct.
Ambassador Services	\$66,000.00	19.79%
Landscape Maintenance, Sanitation and Beautification Services	\$103,000.00	30.88%
Marketing and Promotions	\$45,500.00	13.64%
New Business Attraction	\$1,000.00	0.30%
Policy Development, District Management and Administration	\$66,000.00	19.79%
Office, Insurance, Accounting and Other	\$42,035.10	12.60%
Uncollected Assessment Reserve	\$10,000.00	3.00%
Total Estimated Expenditures	\$333,535.10	100%