

ECONOMIC DEVELOPMENT AND JOBS COMMITTEE REPORT relative to the Fiscal Year (FY) 2021 Venice Beach (Property-Based) Business Improvement District (BID) Annual Planning Report and renewal of the BID.

Recommendations for Council action:

1. DIRECT the City Clerk, or designee, to sign the petition for the City-owned/controlled parcels included in the Venice Beach BID in order to meet applicable deadlines under the provision of State law.
2. AUTHORIZE the City Clerk to make any changes or adjustments to the above instructions in order to effectuate the intent of this request.
3. FIND that:
 - a. The FY 2021 Annual Planning Report for the Venice Beach BID, attached to the Council File, complies with the requirements of the State Law.
 - b. The increase in the 2021 budget concurs with the intentions of the Venice Beach BID's Management District Plan and does not adversely impact the benefits received by assessed property owners.
4. ADOPT the attached FY 2021 Annual Planning Report for the Venice Beach BID, pursuant to the State Law.

Fiscal Impact Statement: The City Clerk reports that in regard to the FY 2021 Venice Beach (Property-Based) BID Annual Planning report, there is no impact to the General Fund associated with this action. In regard to the renewal of the Venice Beach BID, nothing has been submitted by the City Clerk and neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted.

Summary:

On May 11, 2021, your Committee considered January 22, 2021 and May 4, 2021 City Clerk reports relative to the FY 2021 Venice Beach (Property-Based) Business Improvement District (BID) Annual Planning Report and renewal of the BID. In regard to the Annual Planning Report, the City Clerk reports that the Venice Beach BID was established on January 3, 2017 by and through the City Council's adoption of Ordinance No. 184556 which confirmed the assessments to be levied upon properties within the District, as described in the BID's Management District Plan. Council established the BID pursuant to State Law. State Law requires that the BID'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 Council Districts 11 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 December 11, 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.

In regard to the renewal of the BID, the City Clerk reports that in accordance with State law, the City Clerk is compiling petitions to establish the Venice Beach BID. The BID is renewing for a five-year term (2022-26) and will serve the BID by providing clean and safe services, above and beyond what the City of Los Angeles (City) can provide. Examples of clean services include street and alley sweeping, pressure washing, trash removal, removal of illegally dumped items, weed abatement, graffiti/poster/sticker/gum removal, and sanitization of high-touch areas. Examples of safe services include bicycle/foot/vehicle patrols to provide a presence in the BID to provide information and resources, to help solve problems and de-escalate conflicts, and to conduct outreach to the Venice Beach unhoused community. The City has previously supported BID formation and renewal efforts in areas where the City owns public property. If City-owned parcels are included in the current petition compilation, the >50% petition threshold requirement for renewal would be met and exceeded. After consideration and having provided an opportunity for public comment, the Committee moved to recommend approval of the recommendatins contained in the two City Clerk reports as detailed in the above recommendations. This matter is now submitted to Council for its consideration.

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Respectfully Submitted,

Economic Development and Jobs

COUNCILMEMBER	VOTE
PRICE:	YES
KREKORIAN:	YES
BLUMENFIELD:	YES
RAMAN:	YES

COUNCILMEMBER	VOTE
HARRIS-DAWSON:	YES

ARL

5/11/21

-NOT OFFICIAL UNTIL COUNCIL ACTS-