CALLED SPECIAL

HOUSING AND COMMUNITY REDEVELOPMENT COMMITTEE
Report/~~Communication~~ for Signature

Council File Number 96-0827

Committee Meeting Date 10/8/97

Council Date 10/15/97

COMMITTEE MEMBER	YES	NO	ABSENT
COUNCILMEMBER SVORINICH, Chair	✓		
COUNCILMEMBER ALATORRE, Vice Chair	✓		
COUNCILMEMBER WALTERS, Member			✓

Remarks Figueroa Corredor Bid

Bill Speedie, Legislative Assistant ♦♦♦♦♦♦ Telephone 485-4467

J. MICHAEL CAREY
City Clerk

When making inquiries relative to this matter refer to File No.

CITY OF LOS ANGELES
CALIFORNIA

RICHARD J. RIORDAN
MAYOR

Office of
CITY CLERK
Council and Public Services
Room 395, City Hall
Los Angeles, CA 90012
Council File Information - (213) 485-5703
General Information - (213) 485-5705

Pat Healy
Chief Legislative Assistant

96-0827

CDs 8 & 9

October 22, 1997

Community Redevelopment Agency,
Office of Administrator
cc: Budget Office, 5th Floor
Chief Legislative Analyst
City Attorney
Controller: Room 220
Accounting Division, F&A
Disbursement Division

RE: SHORT-TERM LOAN FOR START-UP COSTS OF THE FIGUEROA CORRIDOR PARTNERSHIP BUSINESS IMPROVEMENT DISTRICT

At the meeting of the Council held October 15, 1997, the following action was taken:

Attached report adopted	X
Attached motion ( ) adopted	
Attached resolution adopted	
Motion adopted to approve attached report	
Motion adopted to approve attached communication	
To the Mayor FORTHWITH	
Mayor concurred	
Findings adopted	
Negative Declaration adopted	
Categorically exempt	

J. Michael Carey

City Clerk
et

steno\960827

WJS 10/27/97

Recyclable and made from recycled waste.

ORDINANCE NO. 171692

An Ordinance of the City of Los Angeles establishing a Property and Business Improvement District to be known as the Figueroa Corridor Business Improvement District.

WHEREAS, the Property and Business Improvement District Law of 1994 (California Streets and Highways Code sections 36600 et seq.) authorizes cities to establish property and business improvement districts for the purpose of levying special assessments on real property for certain purposes; and

WHEREAS, a petition has been filed by property owners who will pay more than 50 percent of the total amount of assessments to be levied, requesting the City Council to establish such a district; and

WHEREAS, after a public hearing the City Council on June 10, 1997 adopted a Resolution of Intention to establish a property and business improvement district to be known as the Figueroa Corridor Business Improvement District; and

WHEREAS, the tabulation of ballots received as required pursuant to California Constitution Article XIIID has not resulted in a majority protest,

THE PEOPLE OF THE CITY OF LOS ANGELES DO ORDAIN AS FOLLOWS:

Section 1. Pursuant to the provision of Section 36600 et seq. of the California Streets and Highways Code (the "Act"), the City Council hereby establishes a property and business improvement district to be named the Figueroa Corridor Business Improvement District (the "District").

Section 2. The Management District Plan, which is attached hereto and incorporated by reference as though fully set forth herein, contains the following information as required by the Act:

(a) A map of the district in sufficient detail to locate each parcel of property within the district.
(b) The name of the proposed district.
(c) A description of the boundaries of the district, including the boundaries of any benefit zones, proposed for establishment or extension in a manner sufficient to identify the lands included.
(d) The improvements and activities proposed for each year of operation of the district and the maximum cost thereof.
(e) The total annual amount proposed to be expended for improvements, maintenance and operations in each year of operation of the district.
(f) The proposed source or sources of financing including the proposed method and basis of levying the assessment in sufficient detail to allow each property owner to calculate the amount of the assessment to be levied against his or her property.
(g) The time and manner of collecting the assessments.
(h) The specific number of years in which assessments will be levied.
(i) The proposed time for implementation and completion of the management district plan.

(j) Any proposed rules and regulations to be applicable to the district.

(k) A list, by assessor's parcel number, of the properties to be benefited, and a statement of the method or methods by which the expenses of the district will be imposed upon benefited real property, in proportion to the benefit received by the property, to defray the cost thereof, including operation and maintenance.

Section 3. It is the intent of the Council that the level of services presently being provided by the City in the area within the proposed district ("baseline service level") will not be affected by the creation of the district or the levying of the proposed assessments.

Section 4. A public hearing was conducted before the City Council on June 10, 1997 in the Council Chambers in Room 340 at City Hall, 200 North Spring Street, Los Angeles, California 90012, at which time the City Council adopted a Resolution of Intention to establish the District.

Section 5. A public meeting was conducted before the City Council on July 1, 1997 in the Council Chambers in Room 340 at City Hall, 200 North Spring Street, Los Angeles, California 90012, at which time the City Council allowed public testimony and comments regarding the proposed special assessment.

Section 6. A public hearing was conducted before the City Council on August 5, 1997 in the Council Chambers in Room 340 at City Hall, 200 North Spring Street, Los Angeles, California 90012, at which time the City Council heard all interested persons for or against the establishment of the District, the extent of the District, and the furnishing of specified types of improvements or activities.

Section 7. Written protests against formation of the District were not received from the owners of real property which would pay fifty percent or more of the proposed assessment. In addition, ballots submitted in opposition to the District did not exceed ballots submitted in favor of the District. In tabulating the ballots received, the ballots were weighted according to the proportional financial obligation of the affected property.

Section 8. The properties in the District, as established by this Ordinance, shall be subject to any amendments of the applicable State code.

Section 9. The improvements and activities to be provided in the District will be funded by the levy of a special assessment. Revenue generated within the District by the assessment shall not be used to provide improvements or activities outside of the District, or for any purpose other than the purposes specified in the Resolution of Intention, as adopted by the City Council at the hearing concerning establishment of the District.

Section 10. The City Council hereby finds that the property within the District will be benefited by the improvements and activities to be funded by the levy of the special assessment.

Section 11. The assessment authorized by the adoption of this Ordinance shall be collected and placed in a Special Fund to be established and to be known as the Figueroa Corridor Business Improvement District Fund. All interest and other earnings attributable to assessments, contributions and other revenue deposited in the Special Fund shall be credited to the Fund.

Section 12. The City Clerk shall certify the passage of this Ordinance and shall cause the same to be published in some daily newspaper printed and published in the City of Los Angeles.

I certify that the foregoing Ordinance was introduced at a meeting of the City Council of the City of Los Angeles and was adopted at its meeting of: AUG 05 1997

J. MICHAEL CAREY, City Clerk

By _____

Approved as to Form and Legality

Aug 4 1997

JAMES K. HAHN, City Attorney

By _____
KENNETH H. CIRLIN
Assistant City Attorney

RICHARD J. RIORDAN, Mayor

Date

Council File No. 96-0827

MV\BID\FIG97\ORD

Said Ordinance was presented to the Mayor on August 7, 1997; the Mayor returned said Ordinance to the City Clerk on August 15, 1997, pursuant to City Attorney ruling (Opinion No. 97:2) that the Mayor was disqualified from acting on the matter. The Ordinance was transferred to the Board of Referred Powers which failed to act within the 10 days (August 18, 1997), provided by Sections 28.1 and 30 of the City Charter, and said Ordinance shall become effective and be as valid as if the Board had approved and signed it.

Management Plan

for the

Figueroa Corridor
Business Improvement District

Los Angeles, California

Prepared pursuant to the State of California
Property and Business Improvement Law of 1994
to create a business improvement district in
the Figueroa Corridor, Los Angeles

Prepared for the

Figueroa Corridor BID
Steering Committee

by

Urban Management and Marketing Collaborative

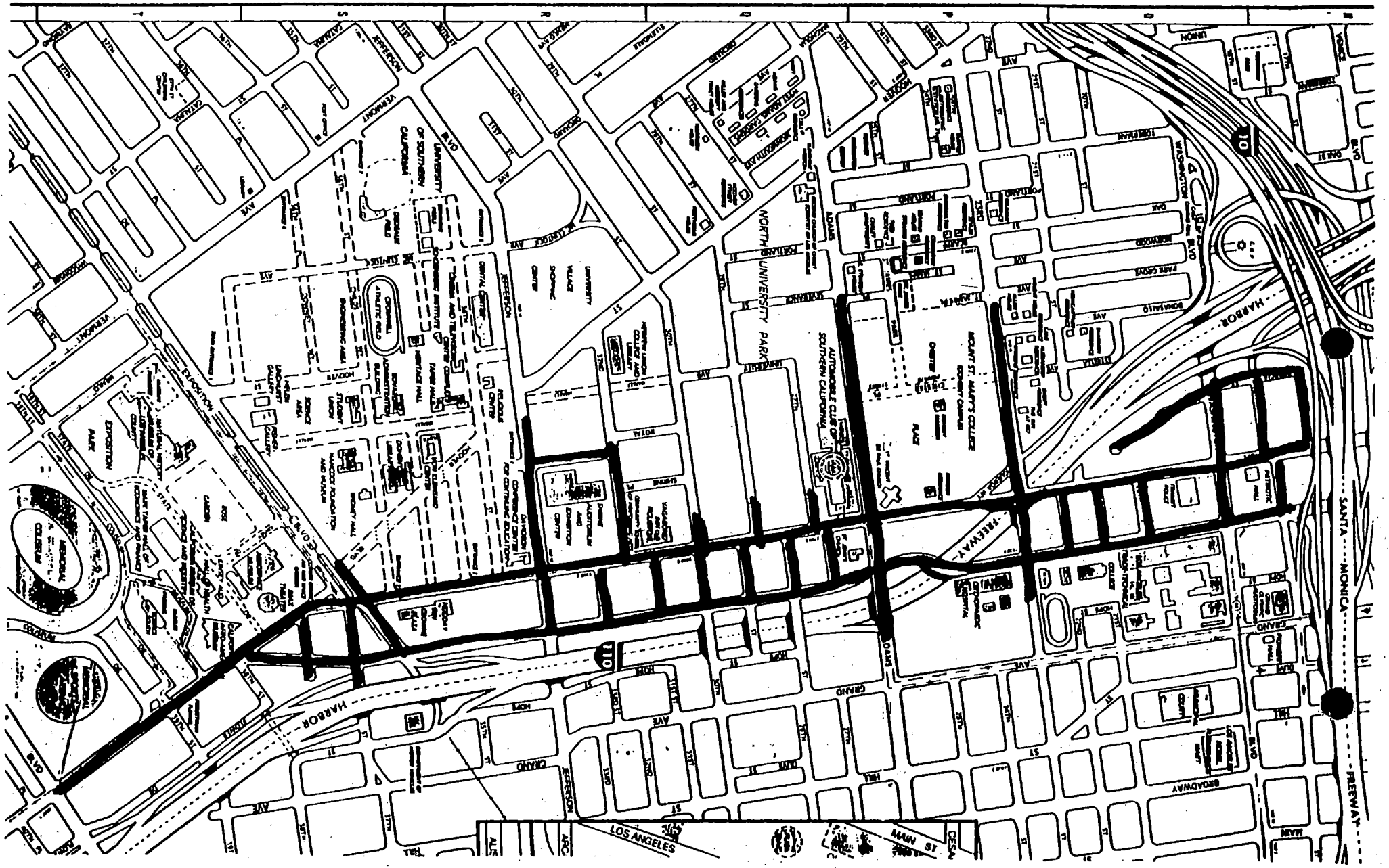
March 1997

Figueroa Corridor Business Improvement District
Section 1

1.1 District Boundary

Because of the linear nature of the district and the dominance of both Figueroa and Flower Streets the district is organized around street frontage rather than land area or building square footage. The following street frontage is located within the district:

- Both sides of Figueroa St. from the Santa Monica Freeway to Martin Luther King Blvd.
- Both sides of Flower St. from the Santa Monica Freeway to its' termination at Figueroa and 38th St., with the exception of the east side of Flower from Washington to 23rd St.
- Georgia St. between 17th and Washington, Lovelace St. south of Washington
- 17th St. between Georgia and Figueroa
  18th St. between Georgia and Flower
  Washington Blvd between Georgia and Flower
  20th, 21st, 22nd, between Figueroa and Flower.
- 27th, 29th, 31st, 33rd, 37th, 37th place between Figueroa and Flower
- 28th and 30th St. from the back property line of property fronting on the west side of Figueroa to Flower St.
- 23rd St. from St. James Place to Hope St.
- Adams from Severance St. to Hope St.
- 32nd St. from Royal to Figueroa St.
- Jefferson from Hoover to Flower
- Exposition Blvd from Hoover to Figueroa


EXPOSITION PARK
HARBOR
SANTA MONICA
FREEWAY
NORTH UNIVERSITY PARK
LOS ANGELES
MAIN ST
JEFFERSON
VERMONT
FIGUEROA
HOOVER
ADAMS
10

Section 2
Figueroa Corridor
District Improvement and Activity Plan

2.1 Public Safety

Safety/Security was rated as the number one issue for the Figueroa Corridor. As important as the actual level and type of crime in the corridor is, the perception that the corridor is not safe and therefore not a place to conduct business, attend school, enjoy a sporting event, or go for health services is even more important.

In order to begin dealing with the reality of crime and inappropriate conduct in the corridor a Figueroa Corridor Patrol force will be deployed in the corridor under the direction of the Figueroa Corridor Property Owners.

2.2 Community Service Coordination...Social Issues.

Homelessness, panhandling, and unacceptable street behavior are very complex issues in todays urban districts. In conjunction with the Figueroa Corridor Patrol, a program will be developed that calls upon the resources and expertise of existing service organizations to cooperatively address these issues.

2.3 Maintenance

The Corridor Property Owners ranked maintenance a strong second in terms of services that should be provided by the business improvement district. In order to consistently deal with maintenance issues a Figueroa Corridor Clean Team will be established.
The first year the Clean Team will concentrate on:

- graffiti removal
- sidewalk pressure cleaning
- trash and debris removal
- periodic sidewalk and gutter sweeping
- limited landscape maintenance

2.4 Marketing/Economic Development

- Development of a five year marketing plan to provide the basic foundation for the districts marketing activities over the next five years.

- Installation of distinctive, colorful banners throughout the district that will begin to define the district and its' image.

- Production of communication pieces such as newsletters, press releases, district directories and district activity updates to inform the community of

the changes in the district.

- Hold small scale promotional activities designed to invite targeted audiences into the district to experience the changes first hand.

- Facilitate the use of the district by other organizations to hold events, parades, etc.

Encourage New Investment. A program will be developed to create partnerships with commercial real estate brokers in order to attract new investment and businesses into the district.

2.5 Administration

The Figueroa Corridor improvements and activities will be managed by a professional staff that will require centralized administrative support.

2.7 City and County Administrative Costs

The administrative budget includes funds to reimburse cost incurred by the City and County to administer the collection and disbursement of BID assessments.

Section 3

Operating Budget

3.1 1998 Operating Budget Summary

The total improvement and activity plan budget for 1998 is projected at $496,370 made up of the following components:

- **Public Safety**
- **Maintenance**
- **Marketing/Economic Development**
- **Administration**

3.2 Five Year Operating Budget

A projected five year operating budget for the Figueroa Corridor Business Improvement District is provided. The projections are based upon the following assumptions.

- Total program revenue may be adjusted each year by the annual change in the Los Angeles Consumer Price Index (CPI) for all urban consumers, or 3% whichever is less. The projections illustrate a 3% annual increase.

- Revenues for specific programs may be reallocated among District activities from year to year based upon District needs and budgets developed by the BID Advisory Board.

Section 4

Assessment Methodology

4.1 Assessment Methodology.

The recommended methodology for the Figueroa Corridor is to use street front footage as the only assessment vehicle. This reflects the fact that services delivered to property in the corridor will have the greatest benefit to properties in relation to their exposure on the streets.

4.2 Service Cost Allocations

Security, maintenance, marketing, economic development and management services are proposed for all areas throughout the district. The application of the security program varies within the 3 street groupings in the District. Figueroa St., because of higher use receives the highest application, Flower St., with the next highest use receives the next highest application, with the east/west "Other streets" receiving the lowest application per foot. A detailed cost allocation for each street type is included in the BID plan budget.

Maintenance is allocated in the same manner as security with Figueroa receiving the highest level, Flower 2nd and the "Other streets" receive proportionally less.

Marketing is allocated both district wide and by street type. Specific programs that only affect specific streets are allocated to that street, such as banners are allocated specifically to Figueroa st. and Flower st.

The biggest share of the administration effort is overseeing the security and maintenance programs. The cost of administration is allocated on the same basis as security and maintenance.

4.3 Calculation of Assessments

The preceding methodology is applied to a database that has been constructed by the Figueroa Corridor Property Owners and its consultant team.

Based upon the methodology as set forth, together with property data and the BID District budget, approximate annual street front footage assessments are established for the district.

	Total Footage	Assessment Rate
Front Footage on Figueroa	17,035	$15.83
Front Footage on Flower	8,971	$ 12.53
Front Footage on Other Streets	27,509	$ 4.15

Figueroa Corridor...Improvement and Activity Budget 1998..2002

Elements of Activity Plan	1998	1999	2000	2001	2002
Safety & Security					
Figueroa Corridor Patrol	$222,643				
Security Equipment	$22,150				
Total Security Program	$244,793	$252,137	$259,701	$267,492	$275,517
Maintenance					
Figueroa Corridor Clean Team	$75,192				
Maintenance Equipment	$9,385				
Total Maintenance Program	$84,577	$87,114	$89,728	$92,420	$95,192
Marketing/Economic Development					
Five year marketing plan	$25,000	$0			
Banner Program	$35,000	$20,000			
Communication Material	$15,000	$45,000			
Planning/Streetscape	$5,000	$5,000			
Promotional Activities	$0	$12,400			
Total Marketing Program	$80,000	$82,400	$84,872	$87,418	$90,041
Administration					
Executive Director	$50,000				
Taxes and Benefits	$12,500				
Office Expense	$24,500				
Total Administration	$87,000	$89,610	$92,298	$95,067	$97,919
Total Plan Budget	$496,370	$511,261	$526,599	$542,397	$558,669

Figueroa Corridor...Improvement and Activity Budget 1998

Elements of Activity Plan	Annual cost	Figueroa Allocation	Flower Allocation	Other Streets Allocation
Safety & Security				
Figueroa Corridor Patrol	$222,643			
Security Equipment	$22,150			
Total Security Program	$244,793	$134,636	$55,078	$55,078
Maintenance				
Figueroa Corridor Clean Team	$75,192			
Maintenance Equipment	$9,385			
Total Maintenance Program	$84,577	$46,517	$19,030	$19,030
Marketing/Economic Development				
Five year marketing plan	$25,000	$7,950	$4,200	$12,850
Banner Program	$35,000	$24,500	$10,500	
Communication Material	$15,000	$4,770	$2,520	$7,710
Planning/Streetscape	$5,000	$3,500	$1,500	
Promotional Activities	$0	$0		
Total Marketing Program	$80,000			
Administration				
Executive Director	$50,000			
Taxes and Benefits	$12,500			
Office Expense	$24,500			
Total Administration	$87,000	$47,850	$19,575	$19,575
Total Plan Budget	$496,370			
Streets Share of Budget		$269,724	$112,403	$114,243
Cost Per Foot		Figueroa	Flower	Other Streets
Total District Footage	53515	$15.83	$12.53	$4.15
Figueroa Front Footage	17035			
Flower Front Footage	8971			
Other Streets Front Footage	27509			

4.4 Annual Assessment Adjustments

CPI Adjustment

For the five year term of the BID, annual assessments may be adjusted by the Figueroa Corridor Advisory Board for annual changes in the CPI or 3% which ever is less. Actual annual adjustments may range from 0% to 3% as determined by the Figueroa Corridor Advisory Board with consent from City Council. In any event, assessments will not exceed the following levels.

Program Year	Figueroa Assessment Per Foot	Flower Assessment Per Foot	Other Streets Assessment Per Foot
Year 1 (1998)	$15.83	$12.53	$ 4.15
Year 2 (1999)	$16.30	$12.91	$ 4.27
Year 3 (2000)	$16.79	$13.29	$ 4.40
Year 4 (2001)	$17.30	$13.69	$ 4.54
Year 5 (2002)	$17.82	$14.10	$ 4.67

A budget exhibit illustrating program budget adjustments with a 3% yearly adjustment is provided.

Minimum Wage adjustment

During the five year life of the BID, program budgets and assessments may be changed within the limits of the CPI adjustment to accommodate any changes in local, state or federal minimum wage legislation.

Budget Adjustments

Any annual budget surplus or deficit will be rolled into the following year's BID budget. Assessments will be set accordingly, within the constraints of the CPI adjustment, to adjust for surpluses or deficits that are carried forward.

4.5 Time and Manner for Collecting Assessments

As provided by state law, the Figueroa Corridor BID assessment will appear as a separate line item on annual property tax bills prepared by the County of Los Angeles. Existing laws for enforcement and appeal of property taxes apply to the BID assessments.

4.6 Disestablishment

State law provides for the disestablishment of a BID pursuant to an annual review process. There will be an annual 30 day period during which the property owners will have the opportunity to request disestablishment of the district. This 30 day period begins each year on the anniversary day that the district was first established by the City Council.

Within the 30 day period, if a written petition is submitted by the owners of real property who pay more than 50 percent of the assessments levied, the BID may be disestablished. The City Council will hold a public hearing on disestablishing the BID prior to actually doing so.

4.7 Government Assessments

Article XIII D of the California Constitution was added in November of 1996 to provide for these payments:

> *"Parcels within a district that are owned or used by any agency, the State of California or the United States shall not be exempt from assessments unless the agency can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit."*

The BID Steering Committee has determined that if assessments are paid by the City and other governmental agencies, the improvement and activity plan budget will be increased accordingly.

Section Five

Business Improvement District Rules and Regulations

Pursuant to the Property and Business Improvement law of 1994, a business improvement district (BID) may establish rules and regulations that uniquely apply to the district. The Figueroa Corridor District has adopted the following rules:

5.1 Assessment Policy on 501(c)(3) Organizations

a. The property owner is a non-profit corporation which has obtained federal tax exemption under Internal Revenue Code Section 501(c)(3) or California Franchise tax exemption under Revenue and Taxation code Section 23701d.

b. The class or category of real property is eligible for exemption, in whole or in part, from real property taxation.

c. The property owner makes the request in writing to the BID prior to the submission of the BID assessment rolls to the County Assessor, accompanied by documentation of the tax exempt status of the property owner and the class or category of real property.

If all of these conditions are met, the amount of the assessment to be levied shall be reduced in the same proportion to the real property tax exemption granted to the property.

5.2 Competitive Bidding

Following the formation of the BID, the Advisory Board shall develop a policy for competitive bidding when purchasing substantial amounts of services, products and/or equipment. The policy will aim to maximize service, quality, efficiency and cost effectiveness.

5.3 Treatment of Residential Housing

A 1996 revision to the Property and Business Improvement District Law of 1994 clarifies that properties zoned exclusively for residential use are exempt from BID assessments.

Properties not zoned exclusively for residential use, rental apartment residential buildings are considered commercial income properties and subject to assessments. Owner occupied residential condominiums will not be subject to assessments.

Section 6

Implementation Timetable

The Figueroa Corridor Business Improvement District (BID) us expected to be operational by January 1, 1998. Pursuant to state law, the Figueroa Corridor BID will initially have a five year life through the end of the year 2002. In order to continue the BID, the preceding petition and public hearing process must be repeated.

Appendix D

Parcel Number	Site Address
5037-000-000	Exposition and Figueroa
5037-029-001	3760 S Figueroa St
5037-029-002	3703 S Figueroa St
5037-029-003	3722 S Figueroa St
5037-029-004	3714 S Figueroa
5037-029-005	3714 S Figueroa St
5037-029-006	3708 S Figueroa
5037-029-007	3702 S Figueroa St
5037-029-008	37th St
5037-029-010	W 37th St
5037-029-011	3701 S Flower St
5037-029-014	461 W 37 Pl
5037-029-015	463 W 37 Pl
5037-029-016	W 37th Pl
5037-029-017	3721 S Flower St
5037-029-018	3601 S Flower St
5037-029-019	3727 S Flower St
5037-030-016	459 W 38 St
5037-030-021	Flower & W 37th Sts.
5037-030-022	Flower St
5037-030-901	Flower St
5037-031-013	3800 S Figueroa
5037-031-014	3816 S Figueroa
5037-031-015	3822 S Figueroa
5037-031-016	Figueroa St.
5037-031-017	3830 S Figueroa St
5037-031-018	3836 S Figueroa St
5037-031-019	3840 S Figueroa
5037-031-020	3844 S Figueroa
5037-031-021	3850 S Figueroa St
5037-031-023	3800 S Figueroa St
5037-032-022	3916 S Figueroa St
5037-032-023	Figueroa & W 38th Sts.
5037-032-024	Figueroa St.
5037-032-025	3930 S Figueroa St
5037-032-026	Figueroa St.
5037-032-027	3940 S Figueroa St
5037-032-028	3944 S Figueroa St
5037-032-029	Figueroa St.
5037-032-030	3954 S Figueroa St
5037-032-031	Figueroa St.
5037-032-032	3964 S Figueroa St
5037-032-033	3970 S Figueroa St
5037-032-040	Figueroa St. & MLK Blvd
5037-032-045	Figueroa & W 39th Sts
5039-024-016	Figueroa St & Exposition
5123-003-022	W Adams Blvd
5123-009-001	3201 S Figueroa St
5123-009-002	Figueroa St.
5123-009-003	3211 S Figueroa St
5123-009-004	616 W 32 St
5123-009-007	624 W 32nd
5123-009-008	3219 S. Figueroa
5123-009-009	708 W 32 St
5123-009-010	665 W Jefferson Bl
5123-009-011	3233 S Figueroa St
5123-009-012	3245 S Figueroa St
5123-009-016	625 W Jefferson Bl
5123-009-017	665 W Jefferson Bl
5123-009-018	Royal St
5123-009-019	Royal St
5123-009-020	Royal St
5123-009-021	Royal & W 32nd Sts
5123-009-022	708 W 32 St
5123-009-023	W 32nd St
5123-009-024	624 W 32 St
5123-009-025	621 W Jefferson
5123-009-026	615 W Jefferson Blvd
5123-009-027	Figueroa St & Jefferson
5123-010-002	620 W 30 St
5123-010-003	626 W 30 St
5123-010-004	3025 S Figueroa St
5123-010-012	3131 S. Figueroa
5123-010-026	3101 S Figueroa St

Appendix

Parcel Number	Site Address
5123-010-027	3001 S Figueroa St
5123-014-016	2929 S Figueroa St
5123-014-021	2801 S Figueroa St
5123-015-001	2701 S Figueroa St
5123-015-016	2723 S Figueroa St
5123-017-004	605 W 27 St
5123-017-007	2601 S Figueroa St
5123-017-008	W Adams Blvd
5123-018-003	514 W Adams Bl
5123-018-008	527 W 27 St
5123-018-009	514 W Adams Bl
5123-018-010	515 W 27 St
5123-018-011	2700 S Figueroa
5123-018-012	Figueroa St
5123-018-014	2722 S Figueroa St
5123-018-015	2722 S Figueroa St
5123-018-016	27th Street
5123-018-017	27th Street
5123-018-018	508 W 27 St
5123-018-019	506 W 27 St
5123-018-020	W 28th St
5123-018-022	W 28th St
5123-018-023	2727 S Flower St
5123-018-024	515 W 27 St
5123-018-026	W Adams Blvd
5123-018-029	2718 S Figueroa St
5123-018-030	524 W Adams Bl
5123-019-004	2828 S Figueroa St
5123-019-005	2902 S Figueroa St
5123-019-010	2913 S Flower St
5123-019-011	2901 S Flower St
5123-019-012	2901 S Flower St
5123-019-014	2819 S Flower St
5123-019-016	2813 S Flower St
5123-019-019	2917 S Flower St
5123-019-023	2912 S Figueroa St
5123-019-025	2800 S Figueroa St
5123-019-027	2823 S Flower St
5123-020-001	3000 S Figueroa St
5123-020-004	3100 S Figueroa St
5123-020-005	516 W 31 St
5123-020-006	W 31st St
5123-020-007	3111 S Flower St
5123-020-008	3019 S Flower St
5123-020-009	505 W 31 St
5123-020-010	511 W 31 St
5123-020-011	515 W 31 St
5123-020-016	3200 S Figueroa St
5123-020-017	3200 S Figueroa St
5123-020-018	515 W 33 St
5123-020-019	505 W 33 St
5123-020-020	503 W 33 St
5123-020-021	3131 S Flower St
5123-020-022	3119 S Flower St
5123-020-023	3120 S Figueroa St
5123-020-024	3010 S Figueroa St
5123-020-025	3026 S Figueroa St
5123-020-026	512 W 30th St
5123-020-027	3001 S. Flower
5123-021-001	3322 S Figueroa St
5123-021-006	511 W Jefferson Bl
5123-021-007	504 W 33 St
5123-021-008	501 W Jefferson Bl
5123-022-002	3400 S Figueroa St
5123-022-003	3424 S Figueroa St
5123-022-004	3424 S Figueroa St
5123-022-005	3430 S Figueroa St
5123-022-012	3435 S Flower St
5123-022-024	3400 S Figueroa St
5123-022-025	456 E Jefferson Bl
5123-022-026	3584 S Figueroa St
5123-022-030	3440 S Figueroa St
5123-022-031	3540 S Figueroa St
5123-022-032	3401 S. Flower

Appendix

Parcel Number	Site Address
5123-022-034	3500 S Figueroa St
5123-022-035	3425 S Flower St
5123-022-036	Flower St
5123-022-038	441 Exposition Bl
5123-022-039	Figueroa
5123-023-024	663 W 34 St
5124-025-001	745 W Adams
5124-025-009	W Adams Blvd
5124-025-010	Adams Blvd
5124-026-004	649 W Adams Bl
5124-026-005	601 W Adams Blvd
5124-026-006	621 W Adams Bl
5124-026-008	W Adams Blvd
5124-026-013	W Adams Blvd
5124-026-014	2421 S Figueroa St
5124-027-015	2424 S Figueroa St
5124-027-016	2512 S Figueroa St
5124-027-017	2498 S Figueroa St
5124-028-006	W 23rd St
5124-028-007	W 23rd St
5124-028-008	2345 S Figueroa St
5124-028-009	2303 Figueroa Wy
5124-029-011	W 23rd St & Adams Blvd
5124-029-016	W 23rd St
5124-029-017	W 23rd St
5126-001-004	703 E 18 St
5126-001-005	702 E 17 St
5126-001-008	639 W 18 St
5126-001-009	637 W 18 St
5126-001-010	633 W 18 St
5126-001-011	629 W 18 St
5126-001-012	626 W 17 St
5126-001-013	622 W 17 St
5126-001-014	647 W 18 St
5126-001-015	657 W 18 St
5126-001-016	Georgia St.
5126-001-017	1717 S Figueroa St

Parcel Number	Site Address
5126-001-900	Georgia & 17th Sts
5126-002-001	651 W Washington Bl
5126-002-002	631 Washington Bl
5126-002-003	652 W 18 St
5126-002-004	1812 S. Georgia St.
5126-002-005	1816 Georgia St.
5126-002-007	625 W Washington Bl
5126-002-008	1805 S Figueroa St
5126-002-009	601 W Washington Bl
5126-002-013	18th St
5126-002-014	1801 Georgia St
5126-003-013	1932 Lovelace Av
5126-003-014	1935 S Figueroa St
5126-003-015	646 W Washington Bl
5126-003-016	1901 S Figueroa St
5126-003-017	1929 S Figueroa St
5126-003-018	Lovelace Ave
5126-003-019	1940 Lovelace Av
5126-003-024	1945 S Figueroa St
5126-003-025	2023 S Figueroa St
5126-003-026	2105 S Figueroa St
5126-003-028	2001 S Figueroa St
5126-005-001	520 W 23 St
5126-005-002	500 W 23 St
5126-005-003	2309 S Flower St
5126-005-004	2315 S Flower St
5126-005-005	Flower St
5126-005-006	2327 S Flower St
5126-005-007	Flower St
5126-006-004	516 W 22 St
5126-006-007	509 W 23 St
5126-006-013	2200 S Figueroa St
5126-006-014	2212 S Figueroa St
5126-006-016	2222 S Figueroa St
5126-006-017	2215 S Flower St
5126-006-018	2315 S Flower St
5126-007-008	W 21st & Flower Sts

Appendix

Parcel Number	Site Address
5126-007-011	514 E 21 St
5126-007-017	2119 S Flower St
5126-007-019	510 W 20 St
5126-007-027	517 W 22 St
5126-007-028	2100 Figueroa
5126-007-029	Figueroa & W 22nd Sts
5126-007-030	2000 S Figueroa St
5126-007-031	2014 S Figueroa St
5126-007-032	2020 S Figueroa St
5126-008-008	1936--40 S Figueroa St
5126-008-009	1941 S Flower St
5126-008-011	1936 S Figueroa St
5126-008-014	1916 S Figueroa St
5126-008-016	1900 S Figueroa St
5126-008-017	1944 S Figueroa St
5126-009-002	1834 S Figueroa St
5126-009-003	1830 S Figueroa St
5126-009-004	1826 S Figueroa St
5126-009-005	1800 S Figueroa St
5126-009-006	1801 S Flower St
5126-009-012	1833 S Flower St
5126-009-013	1837 S Flower St
5126-009-014	1841 S Flower St
5126-009-015	501 W Washington Bl
5126-009-016	1829 S Flower St
5126-009-018	1842 S Figueroa St
5126-009-900	1816 S Figueroa St
5126-009-901	Flower St.
5126-009-902	Flower St
5126-009-903	Flower St
5126-010-005	1706 S Figueroa St
5126-010-006	1721 S Flower St
5126-010-007	1708 S Figueroa St
5126-010-008	1721 S Flower St
5126-011-013	Flower St
5126-011-014	1828 S Flower St
5126-011-015	1820 S Flower St

Parcel Number	Site Address
5126-011-016	1816 S Flower St
5126-011-017	1812 S Flower St
5126-011-020	1800 S Flower St
5126-011-900	419 W Washington Bl
5126-011-901	1838 S Flower St
5126-017-014	2300 S Flower St
5126-017-015	2400 S Flower St

J. MICHAEL CAREY
City Clerk

When making inquiries relative to this matter refer to File No.

CITY OF LOS ANGELES
CALIFORNIA

RICHARD J. RIORDAN
MAYOR

Office of
CITY CLERK
Council and Public Services
Room 395, City Hall
Los Angeles, CA 90012
Council File Information - (213) 485-5703
General Information - (213) 485-5705

Pat Healy
Chief Legislative Assistant

CF No. 96-0827
BRP Case No. 97-4

August 19, 1997

To the Concerned City Departments,
Offices and Bureaus

By Opinion No. 97:2, the City Attorney ruled that the Mayor was disqualified from acting on the City Council's August 5, 1997 adoption of an ordinance establishing the Figueroa Corridor Business Improvement District. The Mayor's disqualification caused the matter to be transferred to the Board of Referred Powers.

By issuance of this letter, I hereby certify that the Board of Referred Powers did not act within the 10 days provided by the City Charter for Mayoral review of such matters, and that the August 5, 1997 action of the City Council is therefore effectively approved.

Very truly yours,

J. Michael Carey
J. MICHAEL CAREY
Ex-Officio Secretary
BOARD OF REFERRED POWERS

JMC:wjs

i:\docs\reports\brp-97-4

Recyclable and made from recycled waste.

JAMES K. HAHN
CITY ATTORNEY

WRITER'S DIRECT DIAL: (213) 485-5440
FAX: (213) 485-8899
TTY:

Office of the City Attorney
Los Angeles, California

OPINION NO. 97:2

AUG 15 1997

OPINION RE:

THE MAYOR IS DISQUALIFIED FROM ACTING ON AN ORDINANCE TO ESTABLISH THE FIGUEROA CORRIDOR BUSINESS IMPROVEMENT DISTRICT, THUS REQUIRING THE TRANSFER OF THE MATTER TO THE BOARD OF REFERRED POWERS

The Honorable Richard J. Riordan
Mayor, City of Los Angeles
Room 305, City Hall
200 North Spring Street
Los Angeles, California 90012

(Council File No. 96-0827 not transmitted)

Dear Mayor Riordan:

By a communication to us dated August 12, 1997, a member of your staff sought our opinion on your behalf concerning whether you are disqualified from acting on an ordinance to establish the Figueroa Corridor Business Improvement District ("the BID").

The City Council recently adopted an ordinance creating the BID. If established, the BID will provide a means for the collection of assessments against businesses within the district to pay for the maintenance of public property within the district and to engage in activities intended to contribute to the economic improvement of the area. The ordinance has been sent to you for your action.

The letter seeking our opinion states that you own a partnership interest in the Pantry Cafe, a restaurant located at 877 South Figueroa Street in Los Angeles. The letter states that you also own an interest in the real property at which the business is located. The business and property are within the boundaries of the proposed BID.

Based on those facts, you have asked the following:

CITY

'97 AUG 15 P4:13

CITY CLERK

BY. _____ DEPUTY

QUESTION:

Are you disqualified from acting on the ordinance to establish the BID?

ANSWER:

Yes, you are disqualified from acting on the ordinance. Pursuant to Charter § 28.1, the matter must be transferred for action to the Board of Referred Powers.

COMMENT:

City Charter § 28.1 provides in part that, if requested, the City Attorney shall render a written opinion concerning whether a City officer, such as the Mayor, is disqualified by state law from acting on a particular matter, or whether it would be contrary to the public interest for the officer to act. If the City Attorney concludes that the officer cannot act as a result of state law or the "public interest" standard of § 28.1, that officer is disqualified from acting on the matter, and the matter is transferred to the Board of Referred Powers for its action.

Because it is our opinion that it would be "contrary to the public interest" for you to act on the ordinance, it is not necessary to determine whether you are also disqualified from acting by provisions of state law.

The City Charter does not define the term "public interest" as that term is used in § 28.1. However, in an opinion dated May 4, 1967 (76 Ops. City Atty. 204), and in numerous subsequent opinions, the City Attorney has expressed the view that:

> "[I]t might be stated that in any case where the commissioner feels that the relationship to the matter is such that he could not act objectively or where the facts are such that the public might well question his objectivity, it would not be in the public interest for the commission to act." (76 Ops. City Atty. at 210.)

Thus, the disqualification of officials from acting under certain circumstances is "necessary not only to guard actual impartiality but also to insure public confidence." Kimura v. Roberts (1979) 89 Cal.App.3d 871, 875.

Because you own an interest in property and an investment in a business that will likely be affected by the operation of the BID, it is our opinion that members of the public may reasonably conclude that you could not act objectively on the matter. Therefore, it would not be in the public interest for you to act. You are disqualified from acting, and the matter must be transferred for action to the Board of Referred Powers.

Very truly yours,

JAMES K. HAHN, City Attorney

By
ANTHONY SAUL ALPERIN
Assistant City Attorney

ASA:zra/48642

Assistants Concurring

Released

File No. 96-0827

TO THE COUNCIL OF THE CITY OF LOS ANGELES

Your HOUSING AND COMMUNITY REDEVELOPMENT COMMITTEE

reports as follows:

	Yes	No
Public Comments	XX	

HOUSING AND COMMUNITY REDEVELOPMENT COMMITTEE REPORT relative to a short-term loan for start-up costs of the Figueroa Corridor Partnership Business Improvement District.

Recommendation for Council action:

AUTHORIZE the Community Redevelopment Agency Administrator or designee to negotiate and execute a short term loan agreement with the Figueroa Corridor Partnership for a total amount not to exceed $50,000 of Agency funds for start-up costs of the Figueroa Corridor Partnership Business Improvement District.

Fiscal Impact Statement: The CRA reports that there is no fiscal impact to the City's General Fund as a result of the recommended action.

Summary:

The Chief Legislative Analyst (CLA) has reported in support of a request from the Community Redevelopment Agency for authority to negotiate and execute a $50,000 loan with the Figueroa Corridor Partnership for start-up administrative costs of the Figueroa Corridor Business Improvement District (the "Figueroa Corridor BID").

As the CLA notes in a report made part of the file, the Council acted on August 5, 1997 to adopt an ordinance and to take other actions establishing the property-based Figueroa Corridor BID for a period of five years. The nonprofit governing body of the BID is the Figueroa Corridor Partnership. The Figueroa BID covers a 40 block area bounded by Flower Street on the east, Figueroa Street on the west, the Santa Monica Freeway on the north and Martin Luther King, Jr. Boulevard on the south.

Property-based assessments are scheduled to begin on January 1, 1998. It is estimated that the first year's assessments will total $496,370. To provide financing for start-up costs, the Community Redevelopment Agency proposes to loan Figueroa Corridor Partnership $50,000 at three percent interest. This is intended to cover $30,000 of administrative costs, a cleaning program of $5,000 and a safety program of $15,000, for the period through

April 1998. Hoover Redevelopment Program funds are to be loaned, with no disruption in Hoover program activities anticipated by the Agency.

Figueroa BID assessments will be collected by the County Tax Assessor and distributed through the City Clerk's Office. The CLA indicates that, at the end of the first quarter (March 31, 1998), total assessments collected should approximate 25 percent ($124,092.50) of the $496,370 estimated assessments to be collected. From this amount, the City Clerk will provide the Agency with the Figueroa Corridor Partnership's loan repayment in the amount of $50,000 plus three percent interest, before the City Clerk issues funds to the Partnership.

Your Committee finds this to be an appropriate use of Agency funds, and recommends Council approval of the CLA recommendations.

Respectfully submitted,

HOUSING AND COMMUNITY REDEVELOPMENT COMMITTEE

WJS
10/9/97
CDS 8 and 9

#960827

Report
ADOPTED
OCT 15 1997
LOS ANGELES CITY COUNCIL

AGENDA NO. 47 YES: 11 NO: 0 ABS: 4 10/15/97 TIME: 11 14 53

ALARCON.....YES	ALATORRE.....YES	BERNSON.....YES	CHICK.....YES
FEUER.....YES	GALANTER.....YES	HERNANDEZ....YES	HOLDEN.....YES
MISCIKOWSKI..YES	SVORINICH....YES	FERRARO.....YES	GOLDBERG.....ABS
RIDLEY-THOMASABS	WACHS.....ABS	WALTERS.....ABS	

HOUSING AND COMMUNITY REDEVELOPMENT COMMITTEE
SUGGESTED NOTIFICATION OF COUNCIL ACTION

Council File No. 96-0827

- [ ] Petitioner/Communicant _____
- [ ] Council Member(s) _____
- [ ] Mayor (with/without file)
- [x] Community Redevelopment Agency (Office of Administrator)
- [x] Community Redevelopment Agency (Budget Office, 5th Floor)
- [ ] City Administrative Officer
- [x] Chief Legislative Analyst
- [x] City Attorney
- [ ] Community Development Department
- [ ] Los Angeles Housing Department
- [ ] Housing Authority of the City of L.A.
- [ ] Department of Transportation
- [ ] City Planning Department
- [ ] Department of Building and Safety
- [x] Controller - Accounting and Disbursement
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____

J. MICHAEL CAREY
City Clerk

When making inquiries relative to this matter refer to File No.

CITY OF LOS ANGELES
CALIFORNIA

RICHARD J. RIORDAN
MAYOR

Office of
CITY CLERK
Council and Public Services
Room 395, City Hall
Los Angeles, CA 90012
Council File Information - (213) 485-5703
General Information - (213) 485-5705

Pat Healy
Chief Legislative Assistant

96-0827

CDs 8 & 9

October 8, 1997

HOUSING & COMMUNITY REDEVELOPMENT COMMITTEE

In accordance with Council Rules, communication from the Community Redevelopment Agency relative to Loan Agreement with Figueroa Corridor Partnership for start-up administrative costs of the Figueroa Corridor Business Improvement District, was referred on October 8, 1997, to the HOUSING & COMMUNITY REDEVELOPMENT COMMITTEE.

J. Michael Carey

City Clerk
amm

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REPORT OF THE CHIEF LEGISLATIVE ANALYST

13

October 8, 1997

TO: Housing and Community Redevelopment Committee

FROM: Ronald F. Deaton RFD by SJ
Chief Legislative Analyst

RE: CRA Loan Agreement with the Figueroa Corridor Partnership

SUMMARY

The Community Redevelopment Agency (CRA) is requesting authority to negotiate and execute a $50,000 loan bearing a 3% interest rate with the Figueroa Corridor Partnership for start-up administrative costs of the Figueroa Corridor Business Improvement District (Figueroa BID). The loan period will terminate in April 1998 upon repayment of the loan by the Figueroa Corridor Partnership. The loan will be repaid through the property tax assessments raised by the Figueroa BID.

RECOMMENDATION

That the City Council authorize the Community Redevelopment Agency Administrator, or designee, to negotiate and execute a short term loan bearing a 3% interest rate, for a period ending upon repayment of the loan in April 1998, with the Figueroa Corridor Partnership for a total amount not to exceed $50,000 of Agency funds for start-up costs of the Figueroa Corridor Partnership Business Improvement District.

FISCAL IMPACT

There is no impact to the City's General Fund. The $50,000 needed to execute the loan agreement with the Figueroa Corridor Partnership are contained in the Community Redevelopment Agency's 1997-1998 budget under work objective HO 3020 ($149,600). The funds will be repaid at a 3% interest rate at the beginning of the 1998 second quarter (April).

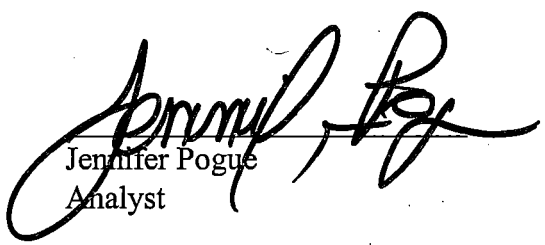
BACKGROUND

On August 5, 1997, the City Council adopted an Ordinance and took other actions that established the property-based Figueroa Corridor Business Improvement District for a period of five years. The nonprofit governing body of the Figueroa BID is the Figueroa Corridor Partnership. The Figueroa BID covers a 40 block area bounded by Flower Street on the east, Figueroa Boulevard on the west, Santa Monica Freeway on the north, and Martin Luther King, Jr. Boulevard on the south.

Property-based assessments are scheduled to begin on January 1, 1998. It is estimated that the first

year of assessments will total $496,370. However, the CRA proposes to loan the Figueroa Corridor Partnership $50,000 at 3% interest for start-up costs (administration at $30,000, a clean program at $5,000, and a safety program at $15,000) through April 1998. The source of funds for the loan is the CRA 1997-1998 budget work objective HO 3020. The CRA indicates that the loan will not cause a disruption in Fiscal Year 1998 Hoover program activities.

The Figueroa BID assessments will be collected by the County Tax Assessor and distributed through the City Clerk's Office. At the end of the first quarter, March 31, 1998, total assessments collected should approximate 25% of the $496,370 estimated assessments to be collected, or $124,092.50. Of this amount, the City Clerk will provide the CRA with the Figueroa Corridor Partnership's loan repayment in the amount of $50,000 at 3% interest before the City Clerk issues funds to the Figueroa Corridor Partnership.



Jennifer Pogue
Analyst

jp:\figbidloan

Community Redevelopment Agency

of the City
of Los Angeles

354 South Spring Street
Suite 800
Los Angeles
California 90013-1258

213 977 1600

Fax
Number 213 977 1665

An Affirmative Action
Equal Opportunity
Employer

Date Oct. 7, 1997

File Code 2325

Council File No. _____
Council District: 8 & 9
Contact Person: Oscar Jauregui
977-1691

Honorable Council of the City of Los Angeles
Room 395, City Hall

COUNCIL TRANSMITTAL:

LOAN AGREEMENT WITH FIGUEROA CORRIDOR PARTNERSHIP FOR START-UP ADMINISTRATIVE COSTS OF THE FIGUEROA CORRIDOR BUSINESS IMPROVEMENT DISTRICT

CRA
LA

Hoover Redevelopment Project

RECOMMENDATION

That the City Council review and approve the Agency's action of October 1, 1997 to authorize the Agency Administrator or designee to negotiate and execute a short term loan agreement with the Figueroa Corridor Partnership (FCP) for a total amount not to exceed $50,000 of Agency funds for start-up costs of the Figueroa Corridor Partnership Business Improvement District (FCPBID), and to take such other actions as may be necessary to carry out the agreement.

ENVIRONMENTAL REVIEW

The above action does not constitute a project as defined under the California Environmental Quality Act (CEQA).

FISCAL IMPACT STATEMENT

There is no fiscal impact to the City's General Fund as a result of the recommended action.

SUMMARY

On August 5, 1997, the City Council approved the formation of the FCPBID. Approval of this recommendation would authorize the Agency to provide a short term loan of $50,000 to FCP, the nonprofit governing body of the FCPBID. The CRA loan of $50,000 would enable the newly formed FCPBID to "jump start" its administrative activities and have sufficient funds for administrative costs during the first three months of operation. The FCPBID will provide an array of services and programs including public safety and maintenance, marketing and economic development, community service coordination and special projects. The FCPBID will become operational in January 1998, for a five year period.

Christine Essel
Chair

Juanita G. Chavez
Mee Hae Lee
Peggy Moore
Christine M. Robert
Armando Vergara, Sr.

John E. Molloy
Administrator

OCT 8 1997

Please see the attached Board memorandum of October 2, 1997, under "Summary" and "Background" for pertinent facts and information.

John E. Molloy, Administrator

cc: Councilmember Mark Ridley-Thomas, CD 8
Bill Speedie, Office of the City Clerk (10 copies)
Kelly Martin, Office of the Mayor
Karen Kalfayan, Office of the CAO
Sharon Tso, Office of the CLA (2 copies)
James Santa Maria, CD 15 (2 copies)
Dr. Will T. Washington
Rita Walters, CD 9

CRA
LA

THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF LOS ANGELES, CALIFORNIA

6

M E M O R A N D U M

DATE: OCTOBER 2, 1997 HO 3020

TO: AGENCY COMMISSIONERS

FROM: JOHN E. MOLLOY, ADMINISTRATOR

SUBJECT: LOAN AGREEMENT WITH THE FIGUEROA CORRIDOR PARTNERSHIP FOR START-UP ADMINISTRATIVE COSTS OF THE FIGUEROA CORRIDOR BUSINESS IMPROVEMENT DISTRICT (CD 8 and 9)

RECOMMENDATION

That the Agency, subject to City Council approval, authorize the Agency Administrator or designee to negotiate and execute a short term loan agreement with the Figueroa Corridor Partnership (FCP) for a total amount not to exceed $50,000 of Agency funds for start-up costs of the Figueroa Corridor Partnership Business Improvement District (FCPBID), and to take such other actions as may be necessary to carry out the agreement.

RE

Initial action.

SOURCE OF FUNDS

Hoover Series D Bond

ENVIRONMENTAL REVIEW

The proposed action does not constitute a "project" as defined by CEQA.

SUMMARY

On August 5, 1997, the City Council approved the formation of the FCPBID. Approval of this recommendation would authorize the Agency to provide a short term loan of $50,000 to FCP, the nonprofit governing body of the FCPBID, for start-up activities.

The newly formed, property based, FCPBID will serve a 40 block area along the Figueroa/Flower Street corridor just south of the Santa Monica Freeway to Martin Luther King Jr. Boulevard. The FCPBID will provide an array of services and programs including public safety and maintenance, marketing and economic development, community service coordination and special projects. The FCPBID will become operational in January 1998, for a five year period.

Funding for the FCPBID will be from assessments levied upon real property that benefit from FCPBID services. Actual collections are estimated to be $496,370 for the first year. This same amount is budgeted for the first year program activities. Assessment funds will be apportioned to the BID by the County Tax Assessor, through the Office of the City Clerk.

During the period following City Council approval and through the first three months of operation, the CRA loan of $50,000 would enable the newly formed FCPBID to "jump start" its administrative activities and have sufficient funds for administrative costs during the first three months of operation. Use of Agency loan funds would be restricted to administrative activities including salaries, office rent, stationery, general supplies, computer hardware, uniforms, etc. No Agency loan funds would be used for program delivery activities.

Proposed terms and conditions of the recommended loan would include a maximum loan amount of $50,000 bearing a 3% interest rate for a period to terminate on March 31, 1998. FCP, as the governing body of the FCPBID, would be the borrower. FCP is a non profit 501c6 organization. Loan funds will be repaid to the Agency utilizing an internal transfer through the City Clerk's office to an account identified by the CRA, thereby guaranteeing repayment to the Agency. There will be no disruption of FY98 Hoover program activities since the loan funds will be restored by the end of the third quarter FY98 fiscal year.

PUBLIC BENEFIT

The recommended actions will allow the newly formed FCPBID to utilize the period between City Council approval and its effective start date of January 1998, to organize their administrative offices and to initiate program activities with assessment receipts as early as January. This will maximize the beneficial impact of the FCPBID in the Hoover Redevelopment Project Area, by advancing start-up activities by approximately six months. This effort is consistent with the Agency objective to revitalize the Figueroa Corridor.

PROGRAM AND BUDGET IMPACT

Funds for this activity are carried in the approved FY98 Budget and Work Program under HO 3020 (Figueroa Corridor Revitalization). Given that funds will be restored by the end of the 3rd quarter, there will be no impact on programmed Agency activities.

BACKGROUND

Business Improvement Districts (BIDs) have become an effective way of bringing about enhanced improvements and activities for commercial areas. The International Downtown Association estimates that more than 1000 property based BIDs currently operate through out the United States and Canada. BIDs were authorized in 1995 by California state law. The law allows for an assessment on commercial property with proceeds used to finance a variety of services. Recognizing BID formations as an effective mechanism to address and solve problems affecting business vitality, the City Council has approved several BIDs throughout the City.

About a year ago the Community Development Department provided $75,000 in Consultant services to a task force of interested property owners along the Figueroa Corridor south of the Santa Monica Freeway, for the purpose of organizing and formulating a BID in the area. Formation of a BID requires property owner petition support of 50% plus one dollar of the total assessments. The Figueroa Corridor Bid received an overwhelming support of approximately 65% of the property assessments.

The FCPBID, which was approved by City Council on August 5, 1997 is approximately 40 Blocks and is bounded roughly by Flower Street to the east, Martin Luther King Jr. Boulevard to the South, Figueroa Street to the west and the Santa Monica Freeway to the north.

In order to expedite the implementation of FCPBID activities, FCP has requested a short term loan of $50,000 to start-up the BID.

The FCP proposed budget for the $50,000 loan provides for the following:

CRA Loan Request
Start Up Budget

Administration Expenses:	**$30,000**
Executive director	
Office expenses	
Office equipment	
Clean Program:	**$ 5,000**
Radios	
Uniforms	
Cleaning Materials	
Truck lease Down payment	
Safety Program:	**$15,000**
Uniforms/B.P. Vests	
Bikes	
Car lease	
Radios	
Training/manuals	
One time start up costs	
Total Loan Request	**$50,000**

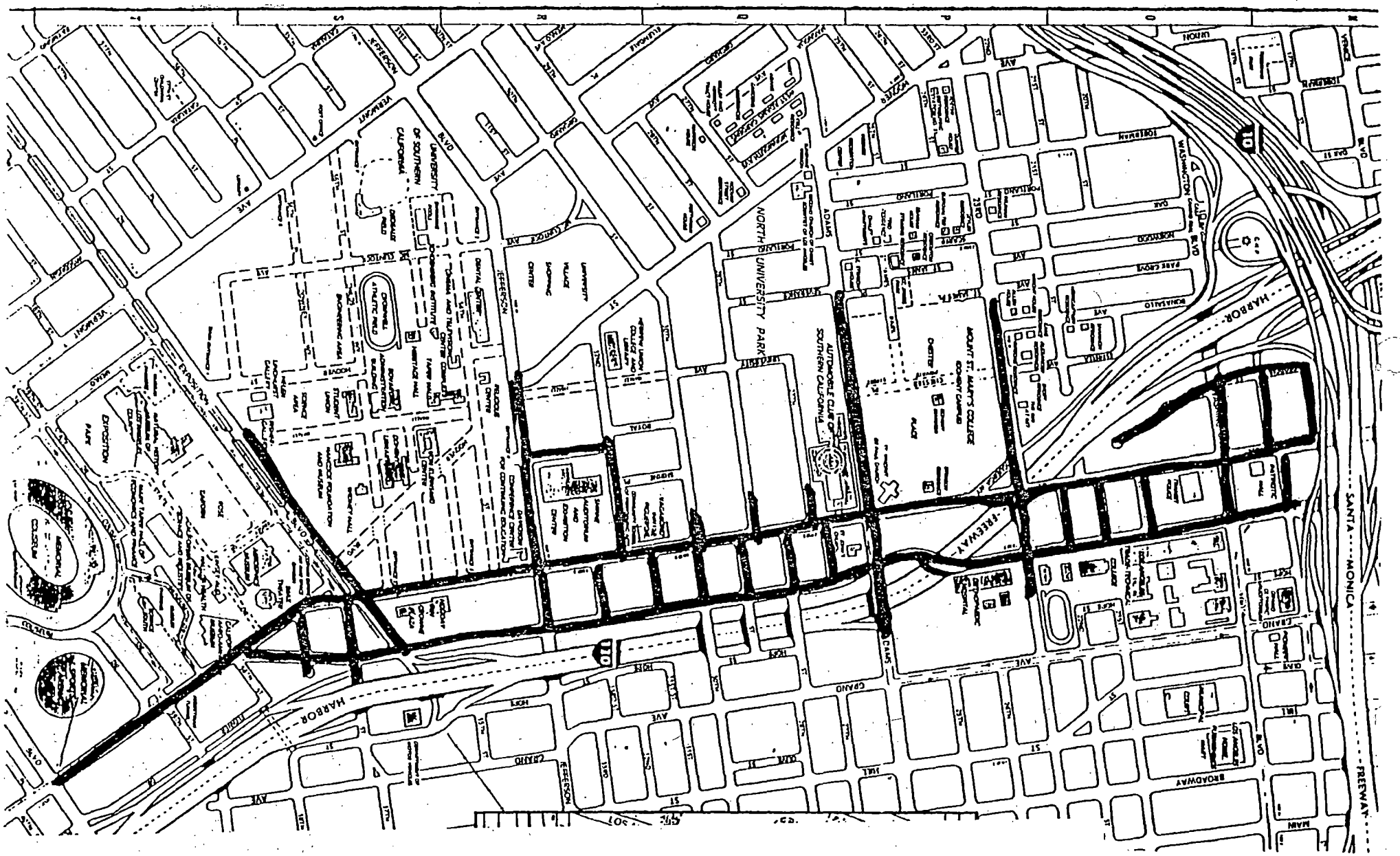
Developed by a coalition of Corridor property and Business owners, the FCPBID will provide new improvements and activities, including maintenance, security, economic development and marketing above and beyond those currently provided by the City. This approach will create a positive image, attract new customers and increase sales, occupancies and property values. It is consistent with and complements the Agency's ongoing efforts to revitalize the Figueroa Corridor.

The Hoover Project Area Committee has been informed of this recommendation. Both Councilmembers Rita Walters and Mark Ridley-Thomas have also been made aware of and support the recommendation.

John E. Molloy

Attachment

There is no conflict of interest known to me which exists with regard to any Agency officer or employee concerning this action.



FIGUEROA CORRIDOR PARTNERSHIP
BUSINESS IMPROVEMENT DISTRICT

J. MICHAEL CAREY
City Clerk

When making inquiries relative to this matter refer to File No.

CITY OF LOS ANGELES
CALIFORNIA

RICHARD J. RIORDAN
MAYOR

Office of
CITY CLERK
Council and Public Services
Room 395, City Hall
Los Angeles, CA 90012
Council File Information - (213) 485-5703
General Information - (213) 485-5705

Pat Healy
Chief Legislative Assistant

96-0827

CDs 8 and 9

August 25, 1997

Councilperson Walters
Councilperson Ridley-Thomas
City Attorney
Controller: Room 220
Accounting Division, F&A
Disbursement Division
City Clerk, Mike Carey
cc: Mike Vitkievicz
City Administrative Officer
Chief Legislative Analyst

PLACE IN FILES
AUG 26 1997

RE: ESTABLISHING A PROPERTY AND BUSINESS IMPROVEMENT DISTRICT TO BE KNOWN AS THE FIGUEROA CORRIDOR BUSINESS IMPROVEMENT DISTRICT

At the meeting of the Council held August 5, 1997, the following action was taken:

Attached Motion (Walters - Ridley-Thomas) adopted	X
Ordinance adopted	X
Ordinance number	171692
Publication date	8-25-97
Effective date	9-25-97

Said Ordinance was presented to the Mayor on August 7, 1997; the Mayor returned said Ordinance to the City Clerk on August 15, 1997, pursuant to City Attorney ruling (Opinion No. 97:2) that the Mayor was disqualified from acting on the matter. The Ordinance was transferred to the Board of Referred Powers which failed to act within the 10 days (August 18, 1997), provided by Sections 28.1 and 30 of the City Charter, and said Ordinance shall become effective and be as valid as if the Board had approved and signed it. X

J. Michael Carey

City Clerk
et
steno\960827

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Mayor's Time Stamp

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'97 AUG -7 P1:21

DEPUTY MAYOR

TIME LIMIT FILES
ORDINANCES

FORTHWITH

City Clerk's Time Stamp

FILED
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'97 AUG -7 P4:11
CITY CLERK

COUNCIL FILE NUMBER 96-0827 COUNCIL DISTRICTS 8 & 9

COUNCIL APPROVAL DATE August 5, 1997 LAST DAY FOR MAYOR TO ACT AUG 18 1997

ORDINANCE TYPE: __ Ord of Intent __ Zoning __ Personnel __ General

X Improvement __ LAMC __ LAAC __ CU or Var Appeals - CPC No

BY

SUBJECT MATTER: Establishing the Figueroa Corridor Property and Business Improvement District and confirming the assessments to be levied upon properties within the District, as described in the Management Plan, attached to file.

RECOMMENDATIONS:	**APPROVED**	**DISAPPROVED**
PLANNING COMMISSION		
DIRECTOR OF PLANNING		
CITY ATTORNEY	X	
CITY ADMINISTRATIVE OFFICER		
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE	X	
CITY CLERK	X	
MOTION (WALTERS - RIDLEY-THOMAS)	X	

DATE OF MAYOR APPROVAL, DEEMED APPROVED OR *VETO:
*VETOED ORDINANCES MUST BE ACCOMPANIED WITH OBJECTIONS IN WRITING PURSUANT TO CHARTER SEC. 29

(CITY CLERK USE ONLY PLEASE DO NOT WRITE BELOW THIS LINE)

DATE RECEIVED FROM MAYOR 8-15-97 ORDINANCE NO. 171692

DATE PUBLISHED 8-25-97 DATE POSTED EFFECTIVE DATE 9-25-97

ORD OF INTENT: HEARING DATE ASSESSMENT CONFIRMATION

shells\ordtime

ORDINANCE NO._____

An Ordinance of the City of Los Angeles establishing a Property and Business Improvement District to be known as the Figueroa Corridor Business Improvement District.

WHEREAS, the Property and Business Improvement District Law of 1994 (California Streets and Highways Code sections 36600 et seq.) authorizes cities to establish property and business improvement districts for the purpose of levying special assessments on real property for certain purposes; and

WHEREAS, a petition has been filed by property owners who will pay more than 50 percent of the total amount of assessments to be levied, requesting the City Council to establish such a district; and

WHEREAS, after a public hearing the City Council on June 10, 1997 adopted a Resolution of Intention to establish a property and business improvement district to be known as the Figueroa Corridor Business Improvement District; and

WHEREAS, the tabulation of ballots received as required pursuant to California Constitution Article XIIID has not resulted in a majority protest,

THE PEOPLE OF THE CITY OF LOS ANGELES DO ORDAIN AS FOLLOWS:

Section 1. Pursuant to the provision of Section 36600 et seq. of the California Streets and Highways Code (the "Act"), the City Council hereby establishes a property and business improvement district to be named the Figueroa Corridor Business Improvement District (the "District").

Section 2. The Management District Plan, which is attached hereto and incorporated by reference as though fully set forth herein, contains the following information as required by the Act:

(a) A map of the district in sufficient detail to locate each parcel of property within the district.
(b) The name of the proposed district.
(c) A description of the boundaries of the district, including the boundaries of any benefit zones, proposed for establishment or extension in a manner sufficient to identify the lands included.
(d) The improvements and activities proposed for each year of operation of the district and the maximum cost thereof.
(e) The total annual amount proposed to be expended for improvements, maintenance and operations in each year of operation of the district.
(f) The proposed source or sources of financing including the proposed method and basis of levying the assessment in sufficient detail to allow each property owner to calculate the amount of the assessment to be levied against his or her property.
(g) The time and manner of collecting the assessments.
(h) The specific number of years in which assessments will be levied.
(i) The proposed time for implementation and completion of the management district plan.

(j) Any proposed rules and regulations to be applicable to the district.

(k) A list, by assessor's parcel number, of the properties to be benefited, and a statement of the method or methods by which the expenses of the district will be imposed upon benefited real property, in proportion to the benefit received by the property, to defray the cost thereof, including operation and maintenance.

Section 3. It is the intent of the Council that the level of services presently being provided by the City in the area within the proposed district ("baseline service level") will not be affected by the creation of the district or the levying of the proposed assessments.

Section 4. A public hearing was conducted before the City Council on June 10, 1997 in the Council Chambers in Room 340 at City Hall, 200 North Spring Street, Los Angeles, California 90012, at which time the City Council adopted a Resolution of Intention to establish the District.

Section 5. A public meeting was conducted before the City Council on July 1, 1997 in the Council Chambers in Room 340 at City Hall, 200 North Spring Street, Los Angeles, California 90012, at which time the City Council allowed public testimony and comments regarding the proposed special assessment.

Section 6. A public hearing was conducted before the City Council on August 5, 1997 in the Council Chambers in Room 340 at City Hall, 200 North Spring Street, Los Angeles, California 90012, at which time the City Council heard all interested persons for or against the establishment of the District, the extent of the District, and the furnishing of specified types of improvements or activities.

Section 7. Written protests against formation of the District were not received from the owners of real property which would pay fifty percent or more of the proposed assessment. In addition, ballots submitted in opposition to the District did not exceed ballots submitted in favor of the District. In tabulating the ballots received, the ballots were weighted according to the proportional financial obligation of the affected property.

Section 8. The properties in the District, as established by this Ordinance, shall be subject to any amendments of the applicable State code.

Section 9. The improvements and activities to be provided in the District will be funded by the levy of a special assessment. Revenue generated within the District by the assessment shall not be used to provide improvements or activities outside of the District, or for any purpose other than the purposes specified in the Resolution of Intention, as adopted by the City Council at the hearing concerning establishment of the District.

Section 10. The City Council hereby finds that the property within the District will be benefited by the improvements and activities to be funded by the levy of the special assessment.

Section 11. The assessment authorized by the adoption of this Ordinance shall be collected and placed in a Special Fund to be established and to be known as the Figueroa Corridor Business Improvement District Fund. All interest and other earnings attributable to assessments, contributions and other revenue deposited in the Special Fund shall be credited to the Fund.

Section 12. The City Clerk shall certify the passage of this Ordinance and shall cause the same to be published in some daily newspaper printed and published in the City of Los Angeles.

I certify that the foregoing Ordinance was introduced at a meeting of the City Council of the City of Los Angeles and was adopted at its meeting of:

_____.

J. MICHAEL CAREY, City Clerk

By_____

Approved as to Form and Legality

Aug 7 1997

JAMES K. HAHN, City Attorney

_____

RICHARD J. RIORDAN, Mayor

By_____

KENNETH H. CIRLIN
Assistant City Attorney

_____

Date

Council File No. 96-0827

MV\BID\FIG97\ORD

Figueroa



Corridor

Partnership

1998 Annual Report of the Executive Director

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Nineteen ninety-eight has been a remarkable year for the Figueroa Corridor Partnership. It was a year of successes and a year of challenges. Since our inauguration kickoff in March 1998, the community ambassador, the clean team and the marketing programs have laid the groundwork for continued success and growth in the Figueroa Corridor.

Our mission statement reads in part that the "...Partnership is committed to Figueroa Corridor's development as a safe, clean, economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship or reside." To accomplish our mission, it is critically important that we continue to build and expand upon our successes by further perfecting our safety and maintenance operations. It is also vital that our marketing efforts proceed to close the gap between public perception of the Figueroa Corridor and the reality that "Its Happening!". The Figueroa Corridor is on its way to becoming what the Board of Directors and myself know it can be – a vital and successful business district.

This report details the activities of the Figueroa Corridor Partnership in 1998 and provides a road map for 1999 and beyond. This report will also provide the occasion for us to pause and reflect upon our accomplishments. It will help us to see where we succeeded and where we could have done more.

The Figueroa Corridor Partnership is more than its programs, more than its directors, officers, staff and stakeholders. In fact, it is the partnership of all of these individuals together, working toward a common goal with purpose and perseverance that has made this BID the success it has been.

You are now invited to turn the page and **"Discover the Difference!"**

Ashod Mooradian
Executive Director

1998 – A YEAR IN REVIEW

1998 witnessed the launch of the Figueroa Corridor Partnership Business Improvement District (FCPBID). The FCPBID established a safety patrol and maintenance program. It also conducted various community events that have begun to reshape the negative perceptions and misgivings that the Figueroa Corridor district has long been struggling against. For the first time, the tide has begun to turn. The FCPBID is showing all of Los Angeles that "Its Happening"! The buzz of our success is beginning to break new ground for Figueroa Corridor stakeholders and institutions.

FCPBID OPERATIONS

COMMUNITY AMBASSADORS

The mission of the Figueroa Corridor Community Ambassador program is to provide safety patrols consistent with the development of the Figueroa Corridor as a safe, clean, economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship or reside.

The Ambassadors are a friendly face from which visitors, shoppers, employees and students can get information about the various landmarks and events occurring in the Figueroa Corridor, or directions to any property or venue within the Figueroa Corridor district. Their goal is to reduce both the actual levels of crime and unwanted behavior as well as creating and sustaining a positive perception of safety for visitors to the Figueroa Corridor.

The Ambassadors wear the distinctive teal and beige uniforms of the Figueroa Corridor Partnership. Throughout the day, Ambassadors make a concerted effort to be friendly to visitors and helpful to shoppers as well as getting to know each and every tenant or employee within the Figueroa Corridor. Over time, the Ambassadors have become a welcome and important facet of life in the Figueroa Corridor Partnership as well as a positive contribution to the Figueroa Corridor's development and transformation.

Further, the Ambassadors have also been the eyes and ears of the property owners throughout the Figueroa Corridor area, providing information and assistance to the Los Angeles Police Department, USC Public Safety officers, and the Exposition Park State Police.

SCHEDULE OF OPERATIONS

The current schedule of operations for the Community Ambassador program is Monday through Sunday, from 9:00 am to 1:00 am, year-round. These hours of operations are optimal for the efficient allocation of our budget dollars.

The day shift, which runs from 9:00 am to 5:00 p.m., is manned by our bicycle patrols. The Ambassadors use state-of-the-art electric bicycles to make their rounds throughout the Figueroa Corridor. Always in teams of two, the ambassador teams patrol the area in a

quick and efficient pattern that is very effective and very high profile. The presence of our Ambassadors has proved to be an important part of the reshaping of negative perceptions about the safety of the Figueroa Corridor.

The night shift, which begins at 5:00 p.m. and runs until 1:00 am, is handled by our Auto Patrol. Driving in a team of two, the night patrol Ambassadors play a critical role in maintaining a safety presence after daylight. The effect has been very impressive.

PERFORMANCE STATISTICS AND REPORTING

The Ambassadors keep detailed daily contact and incident logs. Tracking various quality of life indicators as well as crime prevention factors, these performance statistics paint a picture of the success and quality of the Community Ambassador program. The following is a table of selected categories of daily contacts for the period beginning on June 8, 1998 through January 3, 1999.

1998	Visitor Greeting	Student	FCP Inquiry	Transient	Info & Assistance	FCP Partner	Total Contacts
June	78	8	57	97	51	101	476
July	81	0	61	120	125	184	785
August	59	7	58	82	158	393	991
September	38	6	33	94	97	384	920
October	47	8	32	176	143	667	1571
November	63	15	54	183	161	714	1789
December	72	5	41	195	180	750	1983
Totals	438	49	336	947	915	3193	8515

In sum the Ambassadors have become a fixture in the daily life of the Figueroa Corridor. Also, the relationships that have been established and nurtured with the business owners have increased the effectiveness of our safety patrols dramatically. It is usually the case that the Ambassadors are the first on the scene when an incident occurs. By the same token, the Ambassador's approach is proactive and friendly. In their daily patrols they can been seen interacting with visitors, greeting them, giving them directions and answering their questions. The very outlook on life and business has changed for the better and the reason for it is plain. The Figueroa Corridor Community Ambassadors. Anyone who visits the Figueroa Corridor will "Discover the Difference".

FIGUEROA CORRIDOR CLEAN TEAM

The Figueroa Corridor Clean Team maintenance program consists of three cleaners, one field supervisor and a truck driver who makes trash pickups twice daily. The field supervisor monitors the cleaners and the performance of the program as a whole on a daily basis and reports directly to the Executive Director.

The mission of the Figueroa Corridor Clean Team is to provide cleaning and maintenance in the Figueroa Corridor such that the development of the Figueroa Corridor district as a safe, clean, economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship or reside is positively enhanced.

The Clean Team maintains and cleans the Figueroa Corridor district in a professional and efficient manner, with an eye towards detail and with high standards of cleanliness. The Clean Team employees are a friendly face for all visitors, shoppers, employees and students in the Figueroa Corridor district.

Further, the Clean Team members are a source of information for visitors, shoppers, employees and students, being knowledgeable about the various landmarks and events occurring in the Figueroa Corridor. They are able to give directions to any property or venue within the Figueroa Corridor. The main focus of the Clean Team, however, is to improve the perception of cleanliness in the Figueroa Corridor district.

The Clean team has become a welcome and important facet of life in the Figueroa Corridor Partnership and they are a positive contribution to the Corridor's development and transformation into a thriving and important destination in downtown Los Angeles.

SCHEDULE OF OPERATIONS

The current schedule of operations for the Clean Team program is Monday through Friday, from 8:00 am to 4:00 p.m., year-round. These hours of operations are optimal for the efficient allocation of our budget dollars. The services performed by the Clean Team are as follows:

- **Litter Pick-up**
- **Street Sweeping**
- **Graffiti removal**
- **Removal of posted materials**
- **Light pole maintenance**
- **Tree branch/Weed removal**
- **Landscaping**
- **Paint Beautification**
- **Pressure washing**
- **Maintaining trash receptacles**
- **Illegal Dumping Patrol**
- **Dead Animal/Rodent removal**

SPECIAL BEAUTIFICATION PROJECTS

The Clean Team undertook several special beautification projects throughout the Figueroa Corridor district. The results gained from these special beautification projects are truly remarkable. One such example of a successful special beautification project is the Lovelace Street project. This street was graffiti-ridden with trash spread all over the street and sidewalk. This area was avoided by all visitors and pedestrians and was overrun by vandals and gang members. This street was a hotbed of illegal and illicit transactions and a nuisance to the businesses in the immediate area and for the Figueroa Corridor district as a whole.

The Clean began with an intensive program of street sweeping, litter pickup and graffiti removal. Once this was completed, the fence that runs along most of Lovelace Street was painted and the adjacent wall was adorned with the logo of the Figueroa Corridor Partnership.

The Lovelace Street project is also a wonderful example of how the Community Ambassadors and the Clean Team work together. After, we had painted our logo on the Lovelace wall, the Ambassadors were assigned to patrol the street to keep vandals and taggers away. The Ambassadors' presence on Lovelace helped to transform the activity on the street. Although the wall was vandalized with graffiti from time to time, the dogged determination of the Clean Team to continually repaint the fence and wall logo has kept Lovelace Street clean, bright and safe.

The result has been a new buzz of activity on Lovelace. Whether it is a sidewalk sale at Bisou Bisou, or the training maneuvers of the US Tow Service vehicles, the transformation on Lovelace Street over the last 9 months is nothing short of miraculous.

Another special beautification project was the repainting of approximately 1000 feet of the 110 Harbor Freeway overcrossing handrails. These steel rails were covered with rust, dirt and graffiti. The Clean Team systematically painted them a bright white color and has maintained them in this condition for the past six months.

A further example of a special beautification projects are the landscaping projects that were completed on 23rd Street and in the 30th Street Alley found between Figueroa and Flower street.

PERFORMANCE STATISTICS AND REPORTING

The Clean Team members must keep detailed daily activity logs. They track daily contacts with the general public and keep track of any new conditions that may require maintenance (i.e., new graffiti, overgrown weeds, illegal dumping, etc.).

These daily logs provide performance statistics that measure the success and quality of the Clean Team program. The following table shows selected categories of relevant statistics from the Clean Team Daily Contact logs for the period beginning on June 1, 1998 through December 31, 1998.

1998	Total Contacts	Total Work Orders	Calls to the Hotline	Monthly Bag Count
June	43	6	32	541
July	67	15	23	806
August	62	8	22	860
September	49	11	17	1083
October	66	10	19	1504
November	84	18	27	1595
December	71	22	31	1947
Totals	442	90	171	8336

In summary, both the Community Ambassador and Clean Team programs have delivered the stakeholders of the Figueroa Corridor Partnership a much higher level of service than required by the Management Plan. The clean and safe programs of the FCPBID have achieved performance goal after performance goal. But the best indicators of the effectiveness of the clean and safe programs are the complements that are heaped on by visitors, employees, property owners, police officers and students in the Figueroa Corridor. Especially those who have been in the district long enough to know that significant changes have been wrought. In sum, the gains of the clean and safe programs in 1998 are noteworthy but do not begin to indicate what can still be achieved in 1999 and the years that follow.

FCPBID MARKETING

The Marketing program of the Figueroa Corridor Partnership during 1998 consisted of a series of kickoff events designed to establish district identity and promote the Figueroa Corridor as a downtown destination. Our marketing program promoted events that demonstrated the Figueroa Corridor's involvement in the local community.

COMMUNITY EVENTS

The participation of the Figueroa Corridor Partnership with several community organizations and their events and our support of Figueroa Corridor stakeholders and businesses in their events was part of an overall approach to marketing. The FCPBID marketing strategy seeks to leverage the base of other organizations and their events with our own base and resources thereby creating a new and greater impact than either group

could have attained on its own. This approach allows us to build partnerships that last and gain experience and knowledge with minimum exposure or risk of failure.

The inauguration of the FCPBID was held on March 18, 1998 in the atrium of the historic Automobile Club of Southern California building, located in the heart of our district. Over 200 people listened to opening remarks by the Figueroa Corridor Chair, Darryl Holter, as he explained that the process of seeing the BID through conception into reality has been exhilarating. Other speakers were the Honorable Rita Walters, councilmember, eighth council district, A. Bingham Cherrie of USC, Eloise Helwig of the Orthopaedic Hospital and Executive Director Ashod Mooradian. This event also introduced our Community Ambassadors and Clean Team members to the Figueroa Corridor stakeholders and local community.

Another event, the 1998 Clean-Up Day, was planned as an event that would foster the Figueroa Corridor Partnership's involvement in the local community. On October 24, 1998, 35 participants from various community organizations, such as Youth Empowerment Project, USC CAST program and members of the Board of Directors joined together to make the Figueroa Corridor district a cleaner and more involved community. The focus of the Clean-Up Day was on the southern extreme of our district, extending from Martin Luther King Jr. Boulevard to Exposition Boulevard. The volunteers painted light poles, pressure washed sidewalks, landscaped various locations throughout the district, contributed to paint beautification projects and placed plastic placards with the FCPBID logo on all the trash receptacles in the Clean-Up Day area.

This event was financed through a grant by the Community Redevelopment Agency of Los Angeles, whose involvement in the Figueroa Corridor has been vital to the growth of our BID. All in all, the event was a success and each participant was recognized with a certificate of appreciation and an official Figueroa Corridor Partnership cotton T-shirt.

Another event sponsored by the Figueroa Corridor Partnership Marketing program was in celebration of the installation and lighting of the newly renovated 1906 historic street lamps near the intersection of Adams Boulevard and Figueroa Street. The Figueroa Corridor Partnership showed its civic pride by hosting a sidewalk event to mark the completion of a project long sought after by the stakeholders and businesses in the immediate area.

The Figueroa Corridor Partnership Marketing efforts also included the support and partnering with community organizations who were having community events of their own. A prime example of this would be the Orthopaedic Hospital's "Discover a Healthy Lifestyle" community fair. This event featured healthy lifestyle tips and strategies for the working professional in downtown Los Angeles. This event was a huge success and the Figueroa Corridor Partnership was proud to support the Orthopaedic Hospital in its community outreach.

A further example of the partnership building strategy of the Figueroa Corridor Marketing program was its role in hosting a public hearing for the Metropolitan Transit Authority (MTA) and Los Angeles Department of Transportation (LADOT) Figueroa Street improvement proposal. Held at the historic Patriotic Hall, this event was an opportunity for stakeholders and business owners to have their views heard by city decision makers regarding the possible impact the MTA/LADOT proposal would have on their properties and businesses.

DISTRICT PROMOTION – TELLING THE STORY

The FCPBID also has pursued various methods of promotion for our business district. One such promotion is the Sponsored Banner program. These banners feature the Figueroa Corridor Partnership logo with an area reserved below for the sponsor name or institution. The goal of the program was to seek out sponsors for 150 banners and also purchase another 150 banners that use our marketing slogans of "Discover the Difference" and "Its Happening!".

Another component of this promotion strategy is the *Discover* newsletter. With its first edition published in the fall of 1998, this newsletter will be published on a bimonthly basis. The newsletter will inform the stakeholders and the general public of Figueroa Corridor Partnership events and news. In addition to this newsletter, 1999 will also see the publishing of a quarterly Calendar of Events. This promotion tool will inform visitors to the district as well as the population of the greater Los Angeles area of the events that will take place over the next three months. The distribution of this Calendar of Events is going to be very extensive with 10,000 copies being distributed county-wide through mailings and newspaper inserts.

The Figueroa Corridor Partnership has also pursued involvement in community-based initiatives and organizations. For example, the Figueroa Corridor Partnership has partnered with the:

- USC Family of Five Schools Safety Task force
- USC Civic and Community Relations
- USC Advisory council
- Community Guidance clinic of Los Angeles
- Inn at 657
- USC Business Expansion Network
- Central City Association
- Confederation of Downtown Associations

1999 – KEEPING THE STORY ALIVE

From a public relations standpoint, the most significant accomplishment of the Figueroa Corridor Partnership marketing and promotions was the establishment and maintenance of a positive identity, first within our BID boundaries and second for downtown Los Angeles in general. This was a critical first step, but our efforts in year two must be geared toward building upon this base by reaching out to a cultural community partner such as a museum or performing arts school to establish the Figueroa Corridor district as a new center for culture and the performing arts in Los Angeles. Under this approach, the public impressions of an area were overcome through the infusion of cultural arts. The concept is that if the people change their minds and begin to visit, then the developers and business tenants will not be too far behind. This formula has worked across the country in several cities and the Figueroa Corridor is the best-positioned BID to pull it off in Los Angeles.

MARKETING PROGRAMS FOR 1999

Discover Newsletter

Although the first issue of *Discover* was published in October 1998, the continued success of the newsletter will depend mainly on a consistent release of the publication every two months and proactive encouragement of submissions from stakeholder organization sot that greater community involvement is fostered. Also, the release and dissemination of information to the public regarding the FCPBID's upcoming projects, important contributions to the community and the BID's positive impact will enhance the appeal of the business district to visitors, tenants and developers.

Calendar of Events

The Calendar of Events will be the primary means by which our marketing efforts will coordinate and supplement the efforts of our stakeholders. The success of the Calendar will depend mainly on its widespread distribution (at least 10,000 copies) in the downtown Los Angeles area and then to surrounding areas such as Hollywood, West Los Angeles, Santa Monica, Pasadena, Glendale and the San Fernando communities.

Banner Sponsorships

The Banner Sponsorship program's primary purpose is the strengthening and maintenance of the identity of the Figueroa Corridor BID, its area boundaries and its community presence. This program's initial goals have been accomplished in 1998. For year 1999, the program must expand to include more stakeholder sponsors, more flexibility in design and the introduction of a few corporate sponsors. The success of the Banner Sponsorship program depends on diligent year-round sponsor recruitment and careful accounting of proceeds and banner placement.

Adopt-A-Planter

The Adopt-A-Planter program will supplement the purpose and goals of the Banner Sponsorship program. With this program, however, lies the opportunity to interface its implementation with the MTA/LADOT street improvement project implementation. Once the project is approved, the MTA/LADOT project team will hold a series of public meetings to determine various aesthetic details such as the type and quantity of street lighting, type and quantity of planted trees and shrubs and the type and color of the various bus benches, waste baskets, etc. called for by the project. We should propose to the MTA/LADOT project team that our Adopt-A-Planter program be coordinated with the start and completion of construction as goodwill to the community as well as an opportunity for press coverage and public relations management.

Figueroa Corridor BID Map

The purpose of producing a map for the Figueroa Corridor BID is to provide all visitors a guide through our area. It also is very useful as a first contact tool for our Community Ambassadors. The Ambassadors will be able to assist any visitor having trouble finding an event or stakeholder property by using the map. The success of the map will depend mainly on producing a functional and aesthetically pleasing product and widespread distribution (at

least 5000 copies) first throughout the BID, then in the downtown Los Angeles area hotels, visitor bureaus and travel agencies.

Clean-Up Day 1999 Quarterly Events

The Clean-Up Day events will occur on a quarterly basis throughout 1999. These events are designed with a twofold purpose. First, to foster goodwill and involvement from BID stakeholder organizations, its employees, university students and local residents. Second, to accomplish tasks that are cannot be accomplished by the Clean Team program alone because of resource or manpower constraints. The success of these Events will depend mainly on thorough planning and getting the "word out" through PR and press releases to the media and stakeholders.

Surveys & Pedestrian Counts

Surveys and Pedestrian counts together will be tools by which our marketing programs will be gauged for their impact in the BID area. The Surveys fall into two major categories, annual surveys and post-event surveys.

The annual surveys will eventually be used for comparison with the previous year and the post-event surveys are more geared at measuring public awareness of the events as well as the public impression of the event, whether a success or failure.

Pedestrian counts must be done in the same key locations each time, for one hour at a time, three times a day, such as morning, afternoon and evening and three days a week, such as Tuesday, Thursday, Saturday or Monday, Wednesday, Friday.

Both of these tools together will provide the Figueroa Corridor BID the benchmarks for success that can be used to measure the relative success of future events. Also, these measures provide an opportunity for grant proposals through a partnership with an academic researcher or institution that is interested in downtown revitalization and redevelopment.

Press Releases and Press Book

Another important tool for our marketing efforts is the production of frequent press releases that coincide with the time prior to an event and time after an event or accomplishment. The Press Book on the other hand, is a collection of all articles and press releases regarding FCP for a given year. Taken together, these tools are helpful in explaining the story and successes of the Figueroa Corridor Partnership.

CONCLUSION

The future of the Figueroa Corridor district is very bright. Through the efforts of the Figueroa Corridor Partnership and the strategies that were outlined in this report, the opportunity that lies ahead is tantalizing to say the least. If 1998 represented our first steps, 1999 will be when we learn to walk and then run. And in the future, we may one day learn to fly.

Figueroa Corridor Partnership
Board of Directors

Darryl Holter
The Shammas Group

A. Bingham Cherrie
University of Southern California

James R. Gilson
Los Angeles Museum of Natural History

Eska Wilson
John Tracy Clinic

Margaret Farnum
Los Angeles Memorial Coliseum Commission

Bill Wiley
Hankey Investment Co.

Eloise L. Helwig
Orthopaedic Hospital Foundation

Peter Dauterive
California Science Center

Andy Stamatin
Shrine Auditorium

David Nisenbaum
Bisou Bisou

Marc Needleman
Denmarst, Ltd.

Diane Price
Automobile Club of Southern California

Father David Pansini
Congregation of the Mission California

Steve Miller
California Tool Company

Tim Delaney
Neighborhood Housing Services

Albert A. Salah
Raddison Hotel

Maria Lyons
Mount Saint Mary's College

Tony Villari
Bank of America

Fred Yadegar
Sibelle of California

Advisory Board

Bill Wiley
Hankey Investment Company

A. Bingham Cherrie
University of Southern California

James Garity
John Tracy Clinic

Peter Dauterive
California Science Center

Albert Salah
Radisson Midtown Hotel

Diane Price
Automobile Club of Southern California

Eloise Helwig
Orthopaedic Hospital Foundation

Executive Committee

Darryl Holter
The Shammas Group

A. Bingham Cherrie
University of Southern California

James R. Gilson
Los Angeles Museum of Natural History

Eska Wilson
John Tracy Clinic

Margaret Farnum
Los Angeles Memorial Coliseum Commission

Bill Wiley
Hankey Investment Company

Operations Committee

Darryl Holter
The Shammas Group

A. Bingham Cherrie
University of Southern California

Bill Wiley
Hankey Investment Company

Marc Needleman
Denmarst, Ltd.

Diana Price
Automobile Club of Southern California

Marketing Committee

Darryl Holter
The Shammas Group

A. Bingham Cherrie
University of Southern California

Andy Stamatin
Shrine Auditorium

Diana Price
Automobile Club of Southern California

Dennis Needleman
Denmarst, Ltd.

Eloise Helwig
Orthopaedic Hospital Foundation

David Nisenbaum
Bisou Bisou

Flower Street Task Force

Darryl Holter
The Shammas Group

A. Bingham Cherrie
University of Southern California

Albert Salah
Radisson Midtown Hotel

Marc Needleman
Denmarst, Ltd.

Eloise Helwig
Orthopaedic Hospital Foundation

Fred Yadegar
Sibelle of California

APPENDICES

APPENDIX A – FCPBID DISTRICT BOUNDARIES

An approximately 40-block area has been identified for the Figueroa Corridor Partnership. It is bounded roughly by Flower Street to the east, Martin Luther King Jr. Boulevard to the south, Figueroa Street to the west and the Santa Monica Freeway to the north. Because of the linear nature of the district and the dominance of both Figueroa and Flower Streets, the district is organized around the street frontage rather than land area or building square footage. The following street frontage is located within the district:

- Both sides of Figueroa street from the Santa Monica Freeway to Martin Luther King Jr. boulevard;
- Both sides of Flower street from the Santa Monica Freeway to its' termination at Figueroa and 38th streets, with the exception of the east side of Flower street from Washington boulevard to 23rd street;
- Georgia street between 17th street and Washington boulevard;
- Lovelace street south of Washington boulevard;
- 17th street between Georgia and Figueroa streets;
- 18th street between Georgia and Flower streets;
- Washington boulevard between Georgia and Flower streets;
- 20th, 21st 22nd streets between Figueroa and Flower streets;
- 27th, 29th, 31st, 33rd, 37th streets and 37th place between Figueroa and Flower streets;
- 23rd street from St. James place to Hope street;
- Adams boulevard from Severance street to Hope street
- 32nd street from Royal to Figueroa streets;
- Jefferson boulevard from Hoover to Flower streets;
- Exposition boulevard from Hoover to Figueroa streets.

APPENDIX B

FIGUEROA CORRIDOR PARTNERSHIP

1998 Budget vs. Actual

	Budget 1998	Actual 1998
INCOME		
1st installment 3/3/98 –assessment		$164,016.33
2nd installment 7/22/98		$224,663.94
3rd installment 10/16/98		$ 40,527.78
Gross amount collected		$429,208.05
Less city fees		$ (6,277.04)
Net assessment collected	**496,370.00**	**422,931.01**
CRA Grant for Clean-Up Days		$ 24,000.00
Interest income		$ 4,227.49
Banner Sponsorship income		$ 9,750.00
Total Income	**496,370.00**	**460,908.50**
EXPENSES		
Security	$244,763.00	$ 171,026.98
Maintenance	$ 84,577.00	$ 47,520.00
Marketing		
Consultant(s)	$ 25,000.00	$ 15,000.00
Banners	$ 35,000.00	$ 17,856.00
Other	$ 20,000.00	$ 9,361.00
Sub-total	$ 80,000.00	$ 42,217.00
Administration		
Salaries & Benefits	$ 62,500.00	$ 55,751.00
Consultant		$ 9,476.00
Rent		$ 1,100.00
Insurance		$ 5,964.00
Office expenses	$ 24,500.00	$ 10,157.00
Legal fees		$ 3,417.00
Contingency		$ 6,418.00
Sub-total	$ 87,000.00	$ 92,700.00
Special Programs		
Clean-Up Day expenses		$ 8,872.00
Total Expenses	**496,340.00**	**362,335.98**
Net excess income over expenses Carried forward to next year	$ 30.00	$ 98,572.52

VERBAL MOTION

I HEREBY MOVE that Council ADOPT the following recommendations in connection with Item No. 3 (CF 96-0827) on today's Council agenda relative to establishing the Figueroa Corridor Property and Business Improvement District (BID), pursuant to Section 54954.6 of the Government Code, Section 36600 et seq. of the Streets and Highways Code and Article XIIID of the California Constitution, as follows:

1. DENY the protests (14.4%) as reported by the City Clerk in the Ballot Tabulation transmittal which indicates that a majority of the property owners support the Figueroa Corridor Property and BID.

2. APPOINT the members of the Figueroa Corridor BID Advisory Board as named in the communications received by the City Clerk.

3. PRESENT and ADOPT accompanying ORDINANCE establishing the Figueroa Corridor Property and Business Improvement District and confirming the assessments to be levied upon properties within the District, as described in the Management Plan.

4. DIRECT the Controller, upon receipt of a request from the City Clerk, to establish a new trust fund to be entitled "Figueroa Corridor BID Fund."

5. AUTHORIZE the City Clerk, subject to the approval of the City Attorney, to prepare, execute and administer an operating agreement between the City and the Figueroa Corridor BID, or other nonprofit management entity as appropriate, for administration of the program.

PRESENTED BY _____
RITA WALTERS
Councilmember, 9th District

SECONDED BY _____
MARK RIDLEY-THOMAS
Councilmember, 8th District

MOTION ADOPTED
AUG 0 5 1997
LOS ANGELES CITY COUNCIL

August 5, 1997

CF 96-0827

calagend\96-0827.mot

ORDINANCE ADOPTED – TO THE MAYOR FORTHWITH

Motion (Walters - R-T) Adopted to deny the Protest & Adopt the recommendation 3 - Figueroa Corridor Property & BID

TIME:

AGENDA NO. 3 YES: 14 NO: 0 ABS: 1 08/05/97 10 42 50

ALARCON.....YES	ALATORRE.....YES	BERNSON.....YES	CHICK.....YES
FEUER.....YES	GALANTER.....YES	HERNANDEZ....YES	HOLDEN.....YES
MISIKOWSKI..YES	RIDLEY-THOMASYES	SVORINICH....YES	WACHS.....YES
WALTERS.....YES	FERRARO.....YES	GOLDBERG.....ABS	

Ord Adopted - Forth to Mayor

J. MICHAEL CAREY
CITY CLERK

CITY OF LOS ANGELES
CALIFORNIA

OFFICE OF THE
CITY CLERK
ROOM 395, CITY HALL
LOS ANGELES, CA 90012
(213) 485 5708
FAX (213) 237-0636

RICHARD J. RIORDAN
MAYOR

BALLOT TABULATION AND PROTEST CERTIFICATION
Figueroa Corridor Business Improvement District

Section 1. Results of mail ballot tabulation procedure, as required pursuant to California Constitution Article XIIID.

Number of Ballots Received	Weighted Value
OPPOSING ("NO") VOTES: 29	$ 71,214.12
SUPPORTING ("YES") VOTES: 47	323,630.43

The weighted value of the supporting ballots exceeds the dollar value of the opposing ballots; a majority protest as defined in Section 4(e) of Article XIIID is not found to exist and the proposed assessment may be authorized by the City Council, subject to Section 2, below.

Section 2. Results of protest tabulation procedure, as required pursuant to Section 36600 et seq. of the California Streets and Highways Code.

Protest Value	$71,214.12	= .1435 = 14.4% protest level
Total Assessment	496,370.00	

The tabulated protest level does not exceed the upper limit as defined in the legislation; a majority protest as defined in Section 36625 of the California Streets and Highways Code is not found to exist and the proposed assessment may be authorized by the City Council, subject to Section 1, above.

BY: APPROVED:

Mike Vitkievicz
Mike Vitkievicz
Deputy City Clerk

J. MICHAEL CAREY
City Clerk

8-5-97
Date

Date

Recyclable and made from recycled waste

#3

May 22, 1997

Mike Vitkievicz
City Clerks Office, Special Assessments Unit
316 W. Second St. Suite 210
Los Angeles, Calif. 90012

Re: Figueroa Corridor Business Improvement District Advisory Board

The Figueroa Corridor Steering Committee would like to recommend the following individuals to serve as the Improvement District Advisory Board for the Figueroa Corridor:

Bill Wiley	Hankey Investment Company
A. Bingham Cherrie	University of Southern California
Eloise Helwig	Orthopaedic Hospital
Jim Garrity	John Tracy Clinic
Peter Dauterive	California Museum of Science and Industry
Albert Salah	Crown Plaza Hotel (business owner)
Susan Dabinett	Automobile Club of Southern California

Thank You for your consideration of our request.

RECEIVED
MAY 2 3 1997
SPECIAL ASSESS.

Sincerely,

Darryl

Darryl Holter
Chairman Steering Committee

1

CITY OF LOS ANGELES SPEAKER CARD

Date: AUG. 5, 1997

Council File No., Agenda Item, or Case No.: 96-0827 3

I wish to speak before the FIGUEROA Corridor Property & Bus. Improvement District
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? ( ) For proposal (X) Against proposal ( ) General comments

Name: Yukio SADAMURA

Business or Organization Affiliation: _____

Address: 2813 So. Flower St. (Street) L.A (City) CA. (State) 90007 (Zip)

Business phone: _____ Representing: _____

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW: ☐

Client Name: _____ Phone #: _____

Client Address: _____
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

2

CITY OF LOS ANGELES SPEAKER CARD

Date: 8-5-97

Council File No., Agenda Item, or Case No.: ITEM # 3

I wish to speak before the Council
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? (✓) For proposal ( ) Against proposal ( ) General comments

Name: DARRYL HOLTER

Business or Organization Affiliation: FIGUEROA CORRIDOR B.I.D.

Address: 440 S. McCadden Pl. (Street) LA (City) CA (State) 90020 (Zip)

Business phone: 747-6492 Representing: SHAMMAS GROUP

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW: ☐

Client Name: _____ Phone #: _____

Client Address: _____
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

3

CITY OF LOS ANGELES SPEAKER CARD

Date 8/5/97

Council File No., Agenda Item, or Case No. 3 (plus 4&5)

I wish to speak before the ~~Public~~ L.A. City Council
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? ( ) For proposal ( ) Against proposal (✓) General comments

Name: LEONARD SHAPIRO

Business or Organization Affiliation: Daily Times

Address: 18333 HATTERAS ST TARZANA 9135 6
Street City State Zip

Business phone: 818 609 0249 Representing: Self

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW: ☐

Client Name: _____ Phone #: _____

Client Address: _____
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

ITEMS SCHEDULED FOR PUBLIC HEARING (Items 2-5)

ITEM NO. (2) - Motion Required

97-0870 - HEARING PROTESTS and ORDINANCE against annual assessment for the operation and maintenance of 92 separate street lighting districts for Fiscal Year 1997-98 in accordance with Division 6, Chapter 3, Article 1 of the Administrative Code, Government Code Sections 50078.6, 54960.1 and Proposition 218 (Articles XIII C and XIII D of the California State Constitution and Ordinance of Intention No. 171643 adopted June 24, 1997.

PRESENT and ADOPT accompanying ORDINANCE ordering the maintenance work to be done and the assessments to be levied, if protests denied.

Fiscal Impact Statement: Approval will result in assessment revenue of $130,856 to the Street Lighting Maintenance Assessment, the same as for Fiscal Year 1996-97 of the first assessment of these districts.

[Testimony Hearing held on July 29, 1997, pursuant to Government Code Section 50078.6, 54954.6 and 54960.1, and Proposition 218]

ITEM NO. (3) - Motion Required

96-0827 - PUBLIC HEARING, PROTESTS AND BALLOT TABULATION, ADVISORY BOARD NOMINATIONS and ORDINANCE relative to establishing the Figueroa Corridor Property and Business Improvement District (BID), pursuant to Section 54954.6 of the Government Code, Section 36600 et seq. of the Streets and Highways Code and Article XIIID of the California Constitution.
CD's 8 &9

Recommendations for Council action, if protests denied and ballot tabulation indicates majority support:

1. APPOINT the members of the Figueroa Corridor BID Advisory Board as named in the communications received by the City Clerk.

2. PRESENT and ADOPT accompanying ORDINANCE establishing the Figueroa Corridor Property and Business Improvement District and confirming the assessments to be levied upon properties within the District, as described in the Management Plan.

3. DIRECT the Controller, upon receipt of a request from the City Clerk, to establish a new trust fund to be entitled "Figueroa Corridor BID Fund."

4. AUTHORIZE the City Clerk, subject to the approval of the City Attorney, to prepare, execute and administer an operating

(continued to next page)

(continued from previous page)

agreement between the City and the Figueroa Corridor BID, or other nonprofit management entity as appropriate, for administration of the program.

Fiscal Impact Statement: The City Clerk states that direct costs associated with Department administrative expenses will be charged to the District and will be recovered from assessments collected; the estimated amount of recoverable costs for the first year of District operations is $6,000.

(Testimony Hearing held July 1, 1997, pursuant to Government Code Section 54954.6)

ITEM NO. (4) - Motion Required

96-1477 - CD 4 PUBLIC HEARING, PROTESTS AND BALLOT TABULATION, ADVISORY BOARD NOMINATIONS and ORDINANCE relative to establishing the Larchmont Village Property and Business Improvement District (BID), pursuant to Section 54954.6 of the Government Code, Section 36600 et seq. of the Streets and Highways Code and Article XIIID of the California Constitution.

Recommendations for Council action, if protests denied and ballot tabulation indicates majority support:

1. APPOINT the members of the Larchmont Village BID Advisory Board as named in the communication received by the City Clerk.

2. PRESENT and ADOPT accompanying ORDINANCE establishing the Larchmont Village Property and Business Improvement District and confirming the assessments to be levied upon properties within the District, as described in the Management Plan.

3. DIRECT the Controller, upon receipt of a request from the City Clerk, to establish a new trust fund to be entitled "Larchmont Village BID Fund".

4. AUTHORIZE the City Clerk, subject to approval of the City Attorney, to prepare, execute and administer an operating agreement between the City and the Larchmont Village BID, or other nonprofit management entity as appropriate, for administration of the program.

Fiscal Impact Statement: The City Clerk states that direct costs associated with Department administrative expenses will be charged to the District and will be recovered from assessments collected; the estimated amount of recoverable costs for the first year of District operations is $1,570.

(Testimony Hearing held July 1, 1997, pursuant to Government Code Section 54954.6)

3

ELIAS MARTINEZ
CITY CLERK

J. MICHAEL CAREY
EXECUTIVE OFFICER

CITY OF LOS ANGELES
CALIFORNIA

RICHARD J. RIORDAN
MAYOR

OFFICE OF THE
CITY CLERK
ROOM 395, CITY HALL
LOS ANGELES, CA 90012
(213) 485-5708

96-0827

CDs 8 & 9

June 13, 1997

PLACE IN FILES
JUN 19 1997
DEPUTY

Councilmember Ridley-Thomas
Councilmember Walters
Chief Legislative Analyst
City Administrative Officer
City Attorney
City Clerk, Mike Carey
cc: Mike Vitkievitz

RE: ESTABLISHMENT OF THE FIGUEROA CORRIDOR BUSINESS IMPROVEMENT DISTRICT

At the meeting of the Council held June 10, 1997, the following action was taken:

Attached report adopted	
Attached motion ( ) adopted	
Attached Resolution of Intention adopted	X
Motion adopted to approve attached report	
Motion adopted to approve attached communication	X
To the Mayor FORTHWITH	
Findings adopted	
Negative Declaration adopted	
Categorically exempt	
Generally exempt	
EIR certified	
Set for Hearing	7-1-97 & 8-5-97

J. Michael Carey

City Clerk
et

steno\960827

6-19-97

AN EQUAL EMPLOYMENT OPPORTUNITY – AFFIRMATIVE ACTION EMPLOYER

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53

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE
Report/Communication for Signature

Council File Number 96-0827

Committee Meeting Date 6-2

Council Date 6-10

COMMITTEE MEMBER	YES	NO	ABSENT
COUNCILMEMBER HERNANDEZ, Chair	✓		✓
COUNCILMEMBER ALARCON			
COUNCILMEMBER WACHS			

6/5

Remarks Fig Corridor BID

Adrienne Bass, Legislative Assistant ♦♦♦♦♦ Telephone 237-0379

COMMUNICATION

TO: LOS ANGELES CITY COUNCIL FILE NO. 96-0827

FROM: COUNCIL MEMBER MIKE HERNANDEZ, Chair
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

	Yes	No
Public Comments		xx

COMMUNICATION FROM CHAIR, COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE relative to the establishment of the Figueroa Corridor Business Improvement District.

Recommendations for Council action:

1. FIND that the petitions submitted on behalf of proponents of the proposed Figueroa Corridor Business Improvement District are signed by property owners who will pay more than fifty percent of the assessments proposed to be levied.

2. ADOPT the attached Resolution of Intention to establish the Figueroa Corridor Business Improvement District.

3. DIRECT the City Clerk to prepare, publish and mail the public meeting and hearing notice in a format approved by the City Attorney and scheduled as required by the provisions of Section 54954.6 of the Government Code, Article XIII of the California Constitution, and Section 36600 et seq. of the Streets and Highways Code.

4. INSTRUCT the City Clerk to prepare an Ordinance establishing the Figueroa Corridor Business Improvement District and confirming the five year program.

5. AUTHORIZE the City Clerk, subject to approval of the City Attorney, to prepare, execute and administer an operating agreement between the City and the Figueroa Corridor Business Improvement District, or other nonprofit management entity as appropriate, for administration of the program if the Ordinance is adopted.

Fiscal Impact Statement: The City Clerk states that direct costs associated with Department administrative expenses will be charged to the district and will be recovered from assessments collected; the estimated amount of recoverable costs for the first year of district operations is $6,000.

SUMMARY

The proposed Figueroa Corridor Business Improvement District (BID) is expected to generate approximately $500,000 per year in private sector funding over a five year period. BID assessment revenue is budgeted to support a variety of services and activities within the Figueroa

Corridor including maintenance, public safety, community services coordination, marketing, economic development and streetscape planning.

The assessment formula is based on the street frontage of the parcels in the 40 block district area. The assessment rate has been set at $15.83 per linear foot for parcels with frontage on Figueroa Street, $12.53 per linear foot for parcels with frontage on Flower Street and $4.15 per linear foot for parcels on other streets within the district.

The City Clerk will arrange to have the BID assessments included on the Los Angeles County property tax bills; assessment revenue will be collected by the County and will then be transmitted from the County to the City, for disbursement to the BID to support district operations.

The BID will be governed by an advisory board consisting of area property and business owners. A roster of proposed advisory board members is attached for Council consideration. The advisory board is required to be appointed by the City Council prior to establishment of the district.

Respectfully submitted,

COUNCIL MEMBER MIKE HERNANDEZ, Chair
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

AB
CD 8 & 9
6-5-97

MOTION ADOPTED TO APPROVE COMMUNICATION RECOMMENDATION

ADOPTED

JUN 10 1997

LOS ANGELES CITY COUNCIL

RESOL. OF INTENT ADOPTED

SET FOR HEARING July 1, 1997
August 5, 1997

JUL 01 1997 - PUBLIC HEARING HELD -
2ND HRG SCHEDULED AUG. 5, 1997

AGENDA NO. 53-55	YES: 15	NO: 0	ABS: 0	06/10/97	TIME: 11 04 48
ALAROON.....YES	ALATORRE.....YES	BERNSON.....YES	BRAUDE.....YES		
CHICK.....YES	FEUER.....YES	GALANTER.....YES	GOLDBERG.....YES		
HERNANDEZ....YES	HOLDEN.....YES	RIDLEY-THOMASYES	SVORINICH....YES		
WACHS.....YES	WALTERS.....YES	FERRARO.....YES			

1

CITY OF LOS ANGELES SPEAKER CARD

Date: 7/1/97

Council File No., Agenda Item, or Case No.: #1

I wish to speak before the City Council
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? (✓) For proposal ( ) Against proposal ( ) General comments

Name: DARRYL HOLTER

Business or Organization Affiliation: SHAMANS GROUP

Address: 714 W. OLYMPIC (Street) LA (City) CA (State) 90015 (Zip)

Business phone: 213-747-6492 Representing: Figueroa Corridor BID

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW: ☐

Client Name: _____ Phone #: _____

Client Address: _____
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

CITY OF LOS ANGELES SPEAKER CARD

Date 7/1/97

Council File No., Agenda Item, or Case No. Agenda 1

I wish to speak before the Council
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? (X) For proposal ( ) Against proposal ( ) General comments

Name: James R. Gilson

Business or Organization Affiliation: Natural History Museum of LA County Fndn.

Address: 900 Exposition Bl. LA CA 90007
Street City State Zip

Business phone: (213) 763-3305 Representing: LA Co Mus. of Natural History Fndn.

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW: ☐

Client Name: _____ Phone #: _____

Client Address: _____
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

3

CITY OF LOS ANGELES SPEAKER CARD

Date 7/1/97

Council File No., Agenda Item, or Case No. 8

I wish to speak before the City Council
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? (X) For proposal ✓
( ) Against proposal
( ) General comments

Name: Rev. F. David PANSINI, C.M.

Business or Organization Affiliation: Congregation of the Mission in CA.

Address: 649 W. Adams (Street) LA (City) CA (State) 90007 (Zip)

Business phone: _____ Representing: _____

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW: ☐

Client Name: _____ Phone #: _____

Client Address: _____
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

4

CITY OF LOS ANGELES SPEAKER CARD

Date 7/1/97

Council File No., Agenda Item, or Case No. 1

I wish to speak before the CITY COUNCIL
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? (X) For proposal ( ) Against proposal ( ) General comments

Name: ANDY STAMATIN

Business or Organization Affiliation: SHRINE AUDITORIUM

Address: 649 W JEFFERSON BLD (Street) LA (City) CA (State) 90007 (Zip)

Business phone: 213) 748-5116 Representing: FIGUEROA CORRIDOR (BID)

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW: ☐

Client Name: _____ Phone #: _____

Client Address: _____
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

5

CITY OF LOS ANGELES SPEAKER CARD

Date: 7-1-97

Council File No., Agenda Item, or Case No.: 1

I wish to speak before the City Council
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? (X) For proposal ( ) Against proposal ( ) General comments

Name: Margaret Darnum

Business or Organization Affiliation: L.A. Coliseum Comm

Address: 3911 La Digueroa, L.A. 90037
Street City State Zip

Business phone: (213) 765-6711 Representing:

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW: ☐

Client Name: _____ Phone #: _____

Client Address: _____
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

6

CITY OF LOS ANGELES SPEAKER CARD

Date	Council File No., Agenda Item, or Case No.

I wish to speak before the City Council
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? (✓) For proposal
( ) Against proposal
( ) General comments

Name: William Wiley

Business or Organization Affiliation: Hankey Investment Company

Address: 137 N. Virgil Av. #101 LA CA 90004
Street City State Zip

Business phone: 213-738-7311 Representing:

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW: ☐

Client Name: Phone #:

Client Address:
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

7

CITY OF LOS ANGELES SPEAKER CARD

Date 7-1-97

Council File No., Agenda Item, or Case No.

I wish to speak before the Council
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? (✓) For proposal
( ) Against proposal
( ) General comments

Name: Bing Cherrie

Business or Organization Affiliation: USC

Address: University Park
Street City State Zip

Business phone: 213 740 4540 Representing: _____

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW: ☐

Client Name: _____ Phone #: _____

Client Address: _____
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

9

CITY OF LOS ANGELES SPEAKER CARD

Date: JULY-1-97

Council File No., Agenda Item, or Case No.: 1

I wish to speak before the _____
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? ( ) For proposal (1) Against proposal ( ) General comments

Name: BARRY REEVES

Business or Organization Affiliation: RESIDENT, PROPERTY OWNER

Address: 3907½ S. FLOWER DR LA CA 90037
Street City State Zip

Business phone: 213-749-9031 Representing: SELF

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW: ☐

Client Name: _____ Phone #: _____

Client Address: _____
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

9

CITY OF LOS ANGELES SPEAKER CARD

Date July 1, 1997

Council File No., Agenda Item, or Case No. /

I wish to speak before the City Council
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? ( ) For proposal ( ) Against proposal (X) General comments

Name: Craig Zobelein

Business or Organization Affiliation: Zobelein Company Inc

Address: 3762 S. Flower St. #1, L.A. CA 90007
Street City State Zip

Business phone: 213-746-6501 Representing: Zobelein Company

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW: ☐

Client Name: _____ Phone #: _____

Client Address: _____
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

10

CITY OF LOS ANGELES SPEAKER CARD

Date 7-1-97

Council File No., Agenda Item, or Case No. 1

I wish to speak before the _____
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? ( ) For proposal (X) Against proposal ( ) General comments

Name: Jesse HIZAMI

Business or Organization Affiliation: PARKING LOT OWNER

Address: 3850 So FIG (Street) LA (City) CA (State) 90037 (Zip)

Business phone: 213-7489073 Representing: _____

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW: ☐

Client Name: _____ Phone #: _____

Client Address: _____
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

LARKIN B. REEVES
3907 1/2 S. FLOWER DR.
LOS ANGELES, CA 90037
(213)749-9031

ITEM # 1

RECEIVED
JUL 1 1997

June 27, 1997

Office Of The City Clerk
Room 395
City Hall, Los Angeles, Calif. 90012

Subj.: "Proposed Figueroa Corridor Bid Process."
Request this letter be attached to City Council File #96-0827 and be made part of the City Council Public-Record File.

To Whom It May Concern:

My wife and I have been apartment owners, managers and area residents over thirty (30) years. We currently own twenty-two (22) parcels, between 38th and 39th Streets, on Flower Dr. and Figueroa St. Six (6) of these parcels are located on Figueroa St. and are a part of the newly "Proposed Figueroa Corridor Bid Process."

We have strived to operate and maintain our properties in a positive and acceptable manner for ourselves, our tenants and the community.

Eliminating graffiti, removal of site and street debris including property surveillance are part of the task we perform on an on-going basis without government or other outside assistance. We would prefer to continue performing these functions without such assistance.

Some of our OBJECTIONS to the "Proposed Bid Process" are as follows:

(1) As owners of vacant parking lots, we feel that the proposed services are unwanted and unnecessary, at least on our blocks.

(2) The different assessment rates for various streets are unfair.

(3) There is a large number of non-profit organizations that cannot be forced to be a part of this or be forced to pay their share, since they do not appear on the tax rolls.

(4) The small property owners were not a part of the initial planning and discussion process; Perhaps this was by design.

(5) Each property owner in fairness should be entitled to one (1) vote for each parcel owned.

(6) The largest property owners easily make up the 51% requirement in terms of total linear ft. owned. Therefore the small property owner's vote is of little or no value. This is unfair and was by design.

(7) As an owner, resident and P.A.C. member in the Extended Hoover Redevelopment Project Area I feel that the system has once again failed us by allowing the C.C.A. to take control of our area.

(8) The Harbor Fwy. HOV improvements have been under heavy construction for the past three (3) years, at 39th Street and Flower Dr. Thereby greatly affecting our business operations both on Flower Dr. and Figueroa. Our businesses are still recovering from these problems only to be hit with this new assessment.

(9) The Los Angeles Coliseum Commission, which leased several lots on Flower Dr. and Figueroa, decided to cancel it's ten (10) year lease with us based on reduced events activities and proposed relocation of the new Sports Arena.

(10) This new assessment will cause us to modify our plans and limit available funds designated for future area development.

(11) This new assessment will also cause us to reduce our employees and subcontract work load.

(12) This new assessment will cause us to reduce and eliminate future improvements and scheduled repairs.

(13) This assessment basically locks us in for a five year term, weather it proves effective or not.

The properties South of Exposition Blvd. are mainly parking lots and apartments buildings. These owners are presently removing their graffiti and policing their own businesses. Why do we need to pay an extra assessment when we are doing our own work?

We are hereby requesting that this letter be attached to The City Council File #96-0827 "Proposed Figueroa Corridor Business Improvement District", and be made a part of the City Council Public Record File.

Sincerely,

Larkin B. Reeves

cc: Rita Walters, council member

CITY OF LOS ANGELES
RESOLUTION OF INTENTION

A Resolution of the City of Los Angeles declaring its intention to establish a Property and Business Improvement District to be known as the "Figueroa Corridor Business Improvement District".

WHEREAS, the Property and Business Improvement District Law of 1994 (California Streets and Highways Code sections 36600 et seq.) authorizes cities to establish property and business improvement districts for the purpose of levying assessments on real property for certain purposes; and

WHEREAS, a petition has been filed by property owners who will pay more than 50 percent of the total amount of assessments to be levied, requesting the City Council to establish such a district to be named the Figueroa Corridor Business Improvement District.

THE CITY COUNCIL OF THE CITY OF LOS ANGELES DOES RESOLVE AS FOLLOWS:

Section 1. Pursuant to the provision of Section 36600 et seq. of the California Streets and Highways Code (the "Act"), the City Council declares its intent to consider the establishment of a property and business improvement district to be named the Figueroa Corridor Business Improvement District (the "District").

Section 2. The Management District Plan, which is attached hereto as "Exhibit A" and incorporated herein by reference as though fully set forth herein, contains the following information as required by the California Streets and Highways Code Section 36622:

(a) A map of the district in sufficient detail to locate each parcel of property within the district.
(b) The name of the proposed district.
(c) A description of the boundaries of the district, including the boundaries of any benefit zones, proposed for establishment or extension in a manner sufficient to identify the lands included.
(d) The improvements and activities proposed for each year of operation of the district and the maximum cost thereof.
(e) The total annual amount proposed to be expended for improvements, maintenance and operations in each year of operation of the district.
(f) The proposed source or sources of financing including the proposed method and basis of levying the assessment in sufficient detail to allow each property owner to calculate the amount of the assessment to be levied against his or her property.
(g) The time and manner of collecting the assessments.
(h) The specific number of years in which assessments will be levied.
(i) The proposed time for implementation and completion of the management district plan.
(j) Any proposed rules and regulations to be applicable to the district.
(k) A list, by assessor's parcel number, of the properties to be benefited, and a statement of the method or methods by which the expenses of the district will be imposed upon benefited real property, in proportion to the benefit received by the property, to defray the cost thereof, including operation and maintenance.

Section 3. It is the intent of the Council that the level of services presently being provided by the City in the area within the proposed district will not be affected by the creation of the district or the levying of the proposed assessments.

Section 4. One public meeting and one public hearing shall be conducted before the City Council. The public meeting shall be held on Tuesday, July 1, 1997 at 10:00 a.m., or as soon thereafter as this matter may be heard, in the Council Chambers in Room 340 at City Hall, 200 North Spring Street, Los Angeles, California 90012. The public hearing shall be held on Tuesday, August 5, 1997, or as soon thereafter as this matter may be heard, in the Council Chambers in Room 340 at City Hall, 200 North Spring Street, Los Angeles, California 90012.

At the public meeting, the City Council will hear testimony regarding the proposed assessment. At the public hearing, the City Council will hear all interested persons for or against the establishment of the District, the extent of the District, and the furnishing of specified types of improvements or activities. The City Council may waive any irregularity in the form or content of any written protest and at the public hearing may correct minor defects in the proceedings.

Section 5. Protests against formation of the District may be made verbally or in writing. Written protests can be submitted on a form supplied by the City Clerk (form number SAU 143A). The form may be obtained in Room 395 at City Hall, 200 North Spring Street, Los Angeles, California 90012 or by telephoning (213) 237-0996. Protests should identify the reason the protestor is against formation of the District. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which objection is made.

Written protests must contain the following certification: "I certify that I am the owner of the property described herein and that the property is located within the boundaries of the proposed Figueroa Corridor Business Improvement District." All written protests, whether on the City Clerk form or in a form prepared by the property owner, must contain the following information: property address; assessor parcel number; name of property owner (printed); signature of property owner; and, date of protest. If a person subscribing a protest is not shown on official City records or Los Angeles County Assessor property ownership records as the owner of the property within the proposed District, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the property. Protests will not be considered valid unless signed by the property owner. Written protests which do not comply with these requirements shall not be counted in determining whether or not a majority protest is found to exist.

Written protests shall be filed with the City Clerk in Room 395 at City Hall, at or before the time fixed for the hearing. A protest may be withdrawn in writing at any time before the conclusion of the public hearing. Persons wishing to withdraw a written protest may use City Clerk form number SAU 143C, "Withdrawal of Declaration of Protest." The form may be obtained at the public counter in Room 395 at City Hall, 200 North Spring Street, Los Angeles, California 90012, or by telephoning (213) 237-0996. If written protests are received from the owners of real property in the proposed District who will pay fifty percent (50%) or more of the assessment proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50 percent (50%), no further proceedings to establish the District shall be taken for a period of one year from the date of the finding of a majority protest by the City Council. If the majority protest is only against the furnishing of a specified type or types of improvements or activities within the District, only those types of improvements or activities shall be eliminated.

Section 6. Any person having a question or comment regarding the meeting or hearing proceedings, or regarding the establishment of the proposed District may telephone (213) 237-0996 [facsimile (213) 237-0674] and state such question or comment to the Deputy City Clerk assigned to answer inquiries.

Section 7. The City Clerk is directed to give notice of the public meeting and the public hearing as provided in Section 54954.6 of the California Government Code, Section 4 of Article XIIID of the California Constitution, and Section 36623 of the Act, which includes the publication of this Resolution of Intention once in a newspaper of general circulation in the City of Los Angeles at least seven days before the public meeting and the mailing of the notice together with a complete copy of this Resolution of Intention by first-class mail to each property owner in the District not later than ten days before the public meeting and forty-five days before the public hearing.

I certify that the foregoing resolution was passed by the Council of the City of Los Angeles at its meeting of:

JUN 10 1997.

J. MICHAEL CAREY, City Clerk

By Martha L. Rueda

Approved as to Form and Legality

MAY 29 1997

May 29, 1997

JAMES K. HAHN, City Attorney

By

KENNETH H. CIRLIN, Assistant City Attorney

Council File No. 96-0827

MV\BID\FIG\ROI

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE
SUGGESTED NOTIFICATION OF COUNCIL ACTION
Council File No. _____

- [x] Council Member(s) CD 8 + 9
- [ ] Interested Department
- [ ] Mayor (with/without file)
- [x] Chief Legislative Analyst
- [x] City Administrative Officer
- [ ] Controller
- [ ] Treasurer
- [x] City Attorney with/without file)
- [ ] General Services Department
- [ ] Department of Transportation
- [ ] City Planning Department
- [ ] Community Development Department
- [ ] Community Redevelopment Agency
- [ ] Board of Public Works
- [ ] Private Industry Council
- [x] City Clerk - attn: Mike Carey
- [x] City Clerk - attn: Mike Vitkievitz
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]

ELIAS MARTINEZ
City Clerk

J. Michael Carey
Executive Officer

When making inquiries relative to this matter refer to File No.

CITY OF LOS ANGELES
CALIFORNIA

RICHARD J. RIORDAN
MAYOR

Office of
CITY CLERK
Council and Public Services
Room 395, City Hall
Los Angeles, CA 90012
Council File Information - (213) 485-5703
General Information - (213) 485-5705

Pat Healy
Chief Legislative Assistant

96-0827

June 2, 1997

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

In accordance with Council Rules, communication from the City Clerk relative to Figueroa Corridor Business Improvement District, was referred on May 30, 1997, to the COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE.

J. Michael Carey
City Clerk
amm

Recyclable and made from recycled waste.

J. MICHAEL CAREY
CITY CLERK

CITY OF LOS ANGELES
CALIFORNIA

OFFICE OF THE
CITY CLERK
ROOM 395, CITY HALL
LOS ANGELES, CA 90012
(213) 485-5708
FAX (213) 237-0636

RICHARD J. RIORDAN
MAYOR

May 28, 1997

Honorable Members of the Community and Economic Development Committee
Room 238, City Hall
200 North Spring Street
Los Angeles, California 90012

REGARDING: FIGUEROA CORRIDOR BUSINESS IMPROVEMENT DISTRICT, COUNCIL FILE 96-0827

Honorable Members:

On May 21, 1996 the City Council adopted a Motion to approve a Communication from the Community and Economic Development Committee relative to the proposed Figueroa Corridor Business Improvement District (BID). The Communication instructed the City Clerk to assist the BID proponent group with the preparation of various documents and issues related to establishment of the district.

The Figueroa Corridor BID is being organized under the 1994 state BID law, which allows for the creation of a district whose operations would be supported primarily by revenue collected from property owners in the district. In order to move forward with the establishment process, the proponent group needed to secure written support for the project in the form of petitions signed by property owners who will pay more than fifty percent of the assessments proposed to be levied.

The Figueroa Corridor BID Steering Committee has presented to this Office a set of petitions which support establishment of the BID. The petitions have been examined for validity, using various City and County sources. In addition, the accuracy of the assessment calculations was reviewed. The petitions represent affirmative financial support of the project in an amount equivalent to $316,645.81. This represents 64% of the first year program budget of $496,370.00, as listed in the BID Management Plan.

Due to the requirements of Article XIIID of the California Constitution (Proposition 218), the formation of this BID is contingent upon the City's receipt of a weighted majority of financially supportive ballots, as submitted by the affected property owners. The City Clerk will tabulate the ballots received and will present the findings to the City Council at a public hearing to be scheduled for consideration of the BID establishment ordinance.

The proposed Figueroa Corridor BID is expected to generate approximately $500,000 per year in private sector funding over a five year period. BID assessment revenue is budgeted to support a variety of services and activities within a 40 block area including maintenance, public safety, community services coordination, marketing, economic development and streetscape planning. Direct costs associated with Department administrative expenses will be charged to the district and will be recovered from assessments collected; the estimated amount of recoverable costs for the first year of operations is $6,000 or 1.2 percent of BID revenue.

The BID will be governed by an advisory board consisting of area property and business owners. A roster of proposed advisory board members is attached for Committee consideration. The Advisory Board is required to be appointed by the City Council prior to establishment of the district.

COMNTY & ECON DEV
MAY 30 1997

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The Figueroa BID assessment formula is based on the street frontage of the parcels involved and has been set at $15.83 per linear foot for parcels with frontage on Figueroa Street, $12.53 per linear foot for parcels with frontage on Flower Street, and $4.15 per linear foot for parcels with frontage on other streets in the district. The City Clerk will arrange to have the BID assessments included on the Los Angeles County property tax bills; assessment revenue will be collected by the County and will then be transmitted from the County to the City, for disbursement to the BID to support district operations.

RECOMMENDATIONS FOR COMMITTEE ACTION:

1. RECOMMEND that the City Council proceed with the Figueroa Corridor BID establishment process, which includes the following:

2. FIND that the petitions submitted on behalf of proponents of the proposed Figueroa Corridor Business Improvement District are signed by property owners who will pay more than fifty percent of the assessments proposed to be levied.

3. ADOPT a Resolution of Intention to establish the Figueroa Corridor Business Improvement District.

4. APPOINT the Figueroa Corridor BID Advisory Board members, as named in the communication dated May 22, 1997 received by the City Clerk.

5. DIRECT the City Clerk to prepare, publish and mail the public meeting and hearing notice in a format approved by the City Attorney and scheduled as required by the provisions of Section 54954.6 of the Government Code, Article XIIID of the California Constitution, and Section 36600 et seq. of the Streets and Highways Code.

6. INSTRUCT the City Clerk to prepare an Ordinance establishing the Figueroa Corridor Business Improvement District and confirming the five year program.

7. AUTHORIZE the City Clerk, subject to approval of the City Attorney, to prepare, execute and administer an operating agreement between the City and the Figueroa Corridor Business Improvement District, or other nonprofit management entity as appropriate, for administration of the program if the Ordinance is adopted.

Sincerely,

J. Michael Carey

J. MICHAEL CAREY
City Clerk

May 22, 1997

Mike Vitkievicz
City Clerks Office, Special Assessments Unit
316 W. Second St. Suite 210
Los Angeles, Calif. 90012

Re: Figueroa Corridor Business Improvement District Advisory Board

The Figueroa Corridor Steering Committee would like to recommend the following individuals to serve as the Improvement District Advisory Board for the Figueroa Corridor:

Bill Wiley	Hankey Investment Company
A. Bingham Cherrie	University of Southern California
Eloise Helwig	Orthopaedic Hospital
Jim Garrity	John Tracy Clinic
Peter Dauterive	California Museum of Science and Industry
Albert Salah	Crown Plaza Hotel (business owner)
Susan Dabinett	Automobile Club of Southern California

Thank You for your consideration of our request.

RECEIVED
MAY 2 3 1997
SPECIAL ASSESS.

Sincerely,

Darryl Holter
Chairman Steering Committee

CITY OF LOS ANGELES
RESOLUTION OF INTENTION

A Resolution of the City of Los Angeles declaring its intention to establish a Property and Business Improvement District to be known as the "Figueroa Corridor Business Improvement District".

WHEREAS, the Property and Business Improvement District Law of 1994 (California Streets and Highways Code sections 36600 et seq.) authorizes cities to establish property and business improvement districts for the purpose of levying assessments on real property for certain purposes; and

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I certify that the foregoing resolution was passed by the Council of the City of Los Angeles at its meeting of:

_____.

J. MICHAEL CAREY, City Clerk

By_____

Approved as to Form and Legality

_____
JAMES K. HAHN, City Attorney

By_____
KENNETH H. CIRLIN, Assistant City Attorney

Council File No._____

MV\BID\FIG\ROI

Management Plan

for the

Figueroa Corridor
Business Improvement District

Los Angeles, California

Prepared pursuant to the State of California
Property and Business Improvement Law of 1994
to create a business improvement district in
the Figueroa Corridor, Los Angeles

Prepared for the

Figueroa Corridor BID
Steering Committee

by

Urban Management and Marketing Collaborative

March 1997

MANAGEMENT PLAN
for the
FIGUEROA CORRIDOR
BUSINESS IMPROVEMENT DISTRICT

March 1997

CONTENTS

Section Number		Page Number
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4.	Business Improvement District Boundary	5
5.	BID Improvement and Activity Plan	7
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7.	BID Assessment Methodology	15
8.	BID Governance	19
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Appendix

Exhibit "A"	Focus Group Survey Results
Exhibit "B"	Safety Program Budget
Exhibit "C"	Maintenance Program Budget
Exhibit "D"	List of properties to be benefited
Exhibit "E"	Map with parcel detail
Exhibit "F"	Benefit assessment analysis
Exhibit "G"	AB 3754 & amendments, Property and Business Improvement District Law of 1994

Section 1

What is a Property Based Business Improvement District?

The International Downtown Association estimates that more than 1000 property based business improvement districts (PBID) currently operate throughout the United States and Canada. A PBID provides enhanced improvements and activities, such as security, maintenance and marketing, in addition to those provided by local government.

A Property Based Business Improvement District (PBID) is based upon the "benefit assessment district" concept, which provides for an assessment on commercial property to be raised within a specific geographic district with the proceeds directed back to the district to provide services that benefit the district.

The Figueroa Corridor PBID is being formed pursuant to a new state law. The "Property and Business Improvement District Law of 1994", which became effective on January 1, 1995 and ushers in a new generation of BIDs in California.

Some of the advantages of a PBID are:

- o A PBID allows a wide range of service options, including security, maintenance, marketing, economic development special events, etc.
- o It is designed and created by those who will pay the assessment.
- o It is governed by those who pay through a property and business owner advisory board that supervises operations and submits a yearly service plan.
- o It is implemented by those who pay...through a non profit, private sector, management organization.
- o To be established it requires petition support from private property owners paying more than 50% of the proposed private property assessments.
- o Provides up to a 5 year life for a PBID and requires a new petition process to renew a district.

The "Property and Business Improvement District Law of 1994" is available upon request from the Figueroa Corridor Project office.

Section 2

Why a Management District for The Figueroa Corridor

There are several reasons that have convinced Figueroa Corridor business owners, property owners and educational institutions that now is the right time to form a private sector business improvement district in the Figueroa Corridor.

1. The need to reverse the negative image and create a positive identity for the Figueroa Corridor by:

a. reducing crime and creating a safe business environment.

b. reducing inappropriate street behavior, ie. panhandling and illegal vending.

c. creating a zero tolerance graffiti free zone.

d. increasing the general level of maintenance in the district.

e. creating a positive image marketing campaign based on real changes to the district.

2. An Opportunity to Establish Private Sector Management and Accountability in the Figueroa Corridor.

A Figueroa Corridor Business Improvement District will be managed by an advisory board consisting of corridor property and business owners. Annual district work plans and budgets will be developed by the advisory board with direct accountability to those who are paying into the district. New services provided under the implementation and activity plan will be subject to private sector performance standards and controls.

3. Strengthen the Clout and Leverage of the Corridor Business and Property Owner Community.

By creating a Figueroa Corridor BID and investing new private money into the Corridor the property owners will be looked upon as a strong partner in negotiations with both the City and County. This partnership will have the ability to leverage the property owners investment with additional public investment both in terms of capital improvements and services.

Section 3

Management Plan Summary

Developed by a coalition of Corridor property and business owners, the Figueroa Corridor Business Improvement District is a benefit assessment district proposed to improve and convey special benefits to properties located within the Figueroa Corridor district. The Business Improvement District will provide new improvements and activities, including maintenance, security, economic development and marketing above and beyond those currently provided by the City. This approach has been used successfully in other business districts to create a positive image, attract new customers and increase sales, occupancies and property values.

Location:

Approximately 40 blocks, an area bounded roughly by Flower to the east, Martin Luther King to the south, Figueroa to the west and the Santa Monica Freeway to the north.

Improvements and Activities:

Security Programs to establish a Figueroa Corridor Patrol to deal with crime and inappropriate conduct in the corridor. This patrol would work closely with the Los Angeles Police Department and the USC security forces to coordinate security activities within the Corridor.

Maintenance Programs to increase effectiveness of graffiti removal, landscape care, sidewalk cleaning and litter removal.

Marketing, Communication and Economic Development programs to create a positive image for the corridor based upon the positive changes that are taking place. Programs designed to attract new investors and customers to the corridor.

Planning and Streetscape Improvement programs are currently being developed for the corridor. The management district would take a leadership position and work to intensify and coordinate these efforts.

Method of Financing:

A levy of assessments upon real property that benefits from the improvements and activities.

Budget:

Total district budget for its first year of operation is approximately $496,370. Over the five year life of the district the approximate total budget is $2,500,000.

Cost:

Annual assessments based upon an allocation of program costs and a calculation of district wide assessable footage. One property assessment variable, street front footage, will be used. First year assessments will not exceed:

Figueroa Frontage	$15.83 per linear foot
Flower Frontage	$12.53 per linear foot
All Other Street Frontage	$ 4.15 per linear foot

Cap: Assessments may be subject to changes in the Los Angeles Consumer Price Index (CPI) for all urban consumers, or 3% which ever is less.

City Services:

The Los Angeles City Council has established a policy that aims to ensure that existing City services will continue to be provided within a BID District.

District Formation:

District formation requires submission of petitions from property owners representing more than 50 % of total assessments and the return of mail ballots evidencing a majority in favor of the assessment.

Duration: The district will have a 5 year life beginning January 1, 1998. After 5 years, the petition process must be repeated for the district to continue.

Governance: Management District budgets and policies will be developed by an Advisory Board composed of property and business owners located within the District.

A new private non-profit management organization will be created to deliver the services which are defined by the Figueroa Corridor Implementation and Activity Plan.

Section 4

Figueroa Corridor Business Improvement District Boundary

4.1 Overall Boundary

An approximately 40 block area has been identified for the Figueroa Corridor BID. It is bounded roughly by Flower to the east, Martin Luther King to the south, Figueroa to the west and the Santa Monica Freeway to the north. Because of the linear nature of the district and the dominance of both Figueroa and Flower Streets the district is organized around street frontage rather than land area or building square footage. The following street frontage is located within the district:

- Both sides of Figueroa St. from the Santa Monica Freeway to Martin Luther King Blvd.
- Both sides of Flower St. from the Santa Monica Freeway to its' termination at Figueroa and 38th St., with the exception of the east side of Flower from Washington to 23rd St.
- Georgia St. between 17th and Washington, Lovelace St. south of Washington
- 17th St. between Georgia and Figueroa
  18th St. between Georgia and Flower
  Washington Blvd between Georgia and Flower
  20th, 21st, 22nd, between Figueroa and Flower.
- 27th, 29th, 31st, 33rd, 37th, 37th place between Figueroa and Flower
- 28th and 30th St. from the back property line of property fronting on the west side of Figueroa to Flower St.
- 23rd St. from St. James Place to Hope St.
- Adams from Severance St. to Hope St.
- 32nd St. from Royal to Figueroa St.
- Jefferson from Hoover to Flower
- Exposition Blvd from Hoover to Figueroa

HARBOR
110
10
SANTA MONICA FREEWAY
NORTH UNIVERSITY PARK
MOUNT ST. MARY'S COLLEGE
AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA
EXPOSITION PARK
UNIVERSITY OF SOUTHERN CALIFORNIA
JEFFERSON BLVD
ADAMS BLVD
VERMONT AVE
GRAND AVE
HILL ST
MAIN ST
BROADWAY
FIGUEROA
FREEWAY
LOS ANGELES

Section 5
Figueroa Corridor
District Improvement and Activity Plan

Process to Establish the Improvement and Activity Plan
Through a series of focus groups and one-on-one meetings beginning in September of 1996 through March of 1997, Figueroa Corridor stakeholders collectively determined the priority for improvements and activities to be delivered by the Business Improvement District. The primary needs as determined by the stakeholders were: safety/security, maintenance, streetscape improvements, social services and marketing/promotions (see appendix "A"). It is recommended that over the five year life of the Business Improvement District all five of these areas should be addressed.

5.1 Public Safety

Reality of Safety
Safety/Security was rated as the number one issue for the Figueroa Corridor. Without exception, each focus group rated safety and security as the biggest impediment to the corridors successful development. This issue for the corridor is both one of reality and perception. Crime exists in the corridor, as it does in downtown as a whole. The level of crime is not dramatically greater than in many other sections of downtown or the city as a whole.

Perception of Safety
As important as the actual level and type of crime in the corridor is, the perception that the corridor is not safe and therefore not a place to conduct business, attend school, enjoy a sporting event, or go for health services is even more important. Both the University of Southern California and Mount Saint Marys encounter parents that think the corridor is not an appropriate location in which to educate their children. Businesses constantly struggle to survive because of the negative perception of the area. General Motors recently suggested that Felix Chevrolet relocate to a better neighborhood if it wanted to continue to have a successful operation. Even the National Football League has used the negative perception of the area as a reason why a football team should not play in the Coliseum.

Figueroa Corridor Safety Patrol.
In order to begin dealing with the reality of crime and inappropriate conduct in the corridor a Figueroa Corridor Patrol force will be deployed in the corridor under the direction of the Figueroa Corridor Property Owners. A program similar to that being recommended for the corridor has been operating in the Fashion District of Los Angeles since January of 1996. In the first six months of operation crime was reduced by 20% in the Fashion District. Similar positive results have been achieved by these programs in other cities across North America.

The Figueroa Corridor Patrol force would consist of a day time bike patrol operating 8 hours per day, 7 days a week and a night time armed auto patrol operating 10 hours per day, 6 days a week. There would be active security coverage in the district for 18 hours each day of the week. See Appendix "D" for detailed security budget and hours.

Patrol members would wear uniforms that are similar to police and/or private security forces. Weapons would be carried by patrol members including batons by bicycle patrols and firearms by the auto patrols. Joint training by the Los Angeles Police Department and a central dispatch system would ensure close coordination with the LAPD. In addition cooperative efforts with the USC security force and the Exposition Park security force would leverage the efforts of the Figueroa Corridor Patrol.

Closed Circuit Video Surveillance System. Although not funded within the BID budget it is recommended that additional funding sources be developed to install a closed circuit system along Figueroa. A similar system could also be developed for the Exposition Park/Coliseum area. Installation of a system would provide 24 hour coverage of portions of the corridor. A CCV system would also allow more effective utilization of the bike and auto patrols.

Downtown Baltimore has installed a video system on one of its most troublesome downtown streets and has experienced a significant drop in street crime and inappropriate behavior. Additionally, video tape of crime has increased the success rate in obtaining convictions.

5.2 Community Service Coordination...Social Issues.

Homelessness, panhandling, and unacceptable street behavior are very complex issues in todays urban districts. In conjunction with the Figueroa Corridor Patrol, a program will be developed that calls upon the resources and expertise of existing service organizations to cooperatively address these issues. It is no longer acceptable to simply move the problem. Coordinated efforts must be undertaken to begin to reduce the problem.

5.3 Maintenance

The Corridor Property Owners ranked maintenance a strong second in terms of services that should be provided by the business improvement district. Maintenance and security are almost always linked together. If a district is dirty and full of graffiti it is not only a place that is uncomfortable to use, but the message to users is that no one cares for the area, no one is in charge. Physiologically, an area that is not maintained feels unsafe.

Figueroa Corridor Clean Team. In order to consistently deal with maintenance issues a Figueroa Corridor Clean Team will be established. This team will consist of a maintenance crew of 3 individuals working 5 days a week. See Appendix "E" for a detailed Clean Team budget and hours.

The first year the Clean Team will concentrate on:

- graffiti removal
- sidewalk pressure cleaning
- trash and debris removal
- periodic sidewalk and gutter sweeping
- limited landscape maintenance

Graffiti will be removed on a 5 day a week basis which would allow the graffiti to be removed within 24 hours of it being installed.

It is further recommended that the district negotiate with CalTrans to develop a contract which would allow the district to provide the maintenance for the freeway ramps that are located within the district.

5.4 Marketing/Economic Development

It is important to not only deal with the reality of crime, but also to address the perception of crime. Once the Figueroa Corridor Patrol is deployed and showing success at reducing crime and inappropriate behavior, it becomes essential to spread the "good news".

Investing money and energy in creating a safe and clean environment for the Figueroa Corridor will not achieve the goal of reversing the negative image of the district unless the potential investors, users and critics of the district are made aware of the changes.

Tell the story...again and again and again. The marketing program that is developed to tell the story of change and improvement in the Figueroa Corridor will be one of the most important parts of the improvement plan. Several types of marketing activities are proposed.

- Development of a five year marketing plan to provide the basic foundation for the districts marketing activities over the next five years.

- Installation of distinctive, colorful banners throughout the district that will begin to define the district and its' image.

- Production of communication pieces such as newsletters, press releases, district directories and district activity updates to inform the community of the changes in the district.

- o Hold small scale promotional activities designed to invite targeted audiences into the district to experience the changes first hand.

- o Facilitate the use of the district by other organizations to hold events, parades, etc.

Encourage New Investment. A program will be developed to create partnerships with commercial real estate brokers in order to attract new investment and businesses into the district. A data base of property, rental and business opportunities will be developed to facilitate broker involvement. Collateral material will be developed telling the story of the district and the investment opportunities provided by the district.

5.5 Streetscape Improvements/Planning

There currently exists an intense planning effort facilitated by the Central City Association and the Community Redevelopment Agency, with the goal of installing streetscape improvements along Figueroa. The Figueroa Corridor district, and the new management organization created to run the district, will take a lead position in the planning, design and construction of improvements to the corridor. The chief role of the district will be to insure that the quality of the improvements meet district standards and enhance the goals of the district. The district marketing plan including banners and image materials will be coordinated with the streetscape project.

The district management organization will act as the "Keeper of the Vision" for the Figueroa Corridor. This responsibility will require that the staff and property owners work closely with various City departments and the Exposition Park entities to insure that the Vision for Figueroa is maintained.

5.6 Administration

The Figueroa Corridor improvements and activities will be managed by a professional staff that will require centralized administrative support. The current administration budget includes: A full time Executive Director, who will also serve as the operations manager to oversee implementation of the safety and maintenance programs. There will also be a part time bookkeeper/clerical position to support the Executive Director. Additionally, the safety budget provides for a full time dispatcher to coordinate the safety and maintenance efforts and assist with office functions.

5.7 City and County Administrative Costs

The administrative budget includes funds to reimburse cost incurred by the City and County to administer the collection and disbursement of BID assessments.

Section 6

Operating Budget

6.1 1998 Operating Budget Summary

The summary of the 1998 operating budget for the Figueroa Corridor Business Improvement District is provided on page 13. The total improvement and activity plan budget for 1998 is projected at $496,370 made up of the following components:

- **Public Safety**

  The public safety programs are designed to improve both the reality and perception of safety in the Figueroa Corridor. A consistent and visible uniformed presence is required throughout the district. During daylight and peak activity hours, a Figueroa Corridor Patrol will be deployed on bicycles. In the evening the Figueroa Patrol will be deployed in automobiles.

  For Corridor bicycle and auto patrols 376 hours of labor, or 9.4 full time equivalent positions are projected each week. The budget for the public safety program is $244,793 or 49.3% of the total budget. See Appendix "B" for detailed budget.

- **Maintenance**

  In order to establish and maintain a uniform standard of cleanliness throughout the Corridor the maintenance program will remove graffiti, remove trash and debris, provide sidewalk sweeping, sidewalk pressure washing and limited landscape maintenance. To provide BID maintenance services, 124 hours of labor or 3 full time equivalent positions are projected each week. The budget for the maintenance program is $84,577 or 17.1% of the budget. See Appendix "C" for detailed budget.

- **Marketing/Economic Development**

  Marketing and economic development programs will aim to improve the Corridors overall image and create programs to retain and recruit businesses. The budget for the marketing and economic development program is $80,000 or 16.1% of the budget.

- **Administration**

  In order to manage the day to day activities of the BID a small, professional administrative staff and office is necessary to insure the delivery of quality services. The staff consists of a full time Executive Director. The Executive Director will be the only supervisory position overseeing the public safety, maintenance and marketing programs.The budget for administration including labor, office rent, insurance, utilities, supplies, etc., is $87,000 or 17.5% of the budget.

6.2 Five Year Operating Budget

A projected five year operating budget for the Figueroa Corridor Business Improvement District is provided on page 14. The projections are based upon the following assumptions.

- Total program revenue may be adjusted each year by the annual change in the Los Angeles Consumer Price Index (CPI) for all urban consumers, or 3% whichever is less. Actual annual increases will range from 0% to 3% and will be subject to the annual review and approval of the Figueroa Corridor BID Advisory Board. The projections illustrate a 3% annual increase.

- Revenues for specific programs may be reallocated among District activities from year to year based upon District needs and budgets developed by the BID Advisory Board.

Figueroa Corridor...Improvement and Activity Budget 1998

Elements of Activity Plan	Annual cost	Figueroa Allocation	Flower Allocation	Other Streets Allocation
Safety & Security				
Figueroa Corridor Patrol	$222,643			
Security Equipment	$22,150			
Total Security Program	$244,793	$134,636	$55,078	$55,078
Maintenance				
Figueroa Corridor Clean Team	$75,192			
Maintenance Equipment	$9,385			
Total Maintenance Program	$84,577	$46,517	$19,030	$19,030
Marketing/Economic Development				
Five year marketing plan	$25,000	$7,950	$4,200	$12,850
Banner Program	$35,000	$24,500	$10,500	
Communication Material	$15,000	$4,770	$2,520	$7,710
Planning/Streetscape	$5,000	$3,500	$1,500	
Promotional Activities	$0	$0		
Total Marketing Program	$80,000			
Administration				
Executive Director	$50,000			
Taxes and Benefits	$12,500			
Office Expense	$24,500			
Total Administration	$87,000	$47,850	$19,575	$19,575
Total Plan Budget	$496,370			
Streets Share of Budget		$269,724	$112,403	$114,243
Cost Per Foot		Figueroa	Flower	Other Streets
Total District Footage	53515	$15.83	$12.53	$4.15
Figueroa Front Footage	17035			
Flower Front Footage	8971			
Other Streets Front Footage	27509			

Figueroa Corridor...Improvement and Activity Budget 1998..2002

Elements of Activity Plan	1998	1999	2000	2001	2002
Safety & Security					
Figueroa Corridor Patrol	$222,643				
Security Equipment	$22,150				
Total Security Program	$244,793	$252,137	$259,701	$267,492	$275,517
Maintenance					
Figueroa Corridor Clean Team	$75,192				
Maintenance Equipment	$9,385				
Total Maintenance Program	$84,577	$87,114	$89,728	$92,420	$95,192
Marketing/Economic Development					
Five year marketing plan	$25,000	$0			
Banner Program	$35,000	$20,000			
Communication Material	$15,000	$45,000			
Planning/Streetscape	$5,000	$5,000			
Promotional Activities	$0	$12,400			
Total Marketing Program	$80,000	$82,400	$84,872	$87,418	$90,041
Administration					
Executive Director	$50,000				
Taxes and Benefits	$12,500				
Office Expense	$24,500				
Total Administration	$87,000	$89,610	$92,298	$95,067	$97,919
Total Plan Budget	$496,370	$511,261	$526,599	$542,397	$558,669

Section 7

Assessment Methodology

7.1 Assessment Methodology

Figueroa Corridor property owners and business owners have emphasized that the assessment formula for the Management District must be fair, balanced and have a direct relationship to benefits received. The State enabling legislation also states,"Assessments levied on real property shall be levied on the basis of the estimated benefit to the real property within the district."

In California, assessed value cannot be used as an assessment variable due to uneven valuations arising from Proposition 13. While properties with consistent ownerships have experienced controlled valuations since 1978, others that have been constructed or purchased since that time have been assessed at higher market values.

The recommended methodology for the Figueroa Corridor is to use street front footage as the only assessment vehicle. This reflects the fact that services delivered to property in the corridor will have the greatest benefit to properties in relation to their exposure on the streets. The properties on Figueroa and Flower Streets will receive a higher level of services and benefit from district services and will therefore pay a higher level of assessment than those on the east/west streets.

7.2 Service Cost Allocations

Security, maintenance, marketing, economic development and management services are proposed for all areas throughout the district. The application of the security program varies within the 3 street groupings in the District. Figueroa St., because of higher use receives the highest application, Flower St., with the next highest use receives the next highest application, with the east/west "Other streets" receiving the lowest application per foot. A detailed cost allocation for each street type is included in the BID plan budget on page 13.

Maintenance is allocated in the same manner as security with Figueroa receiving the highest level, Flower 2nd and the "Other streets" receive proportionally less.

Marketing is allocated both district wide and by street type. Specific programs that only affect specific streets are allocated to that street, such as banners are allocated specifically to Figueroa st. and Flower st.

The biggest share of the administration effort is overseeing the security and maintenance programs. The cost of administration is allocated on the same basis as security and maintenance.

7.3 Calculation of Assessments

The preceding methodology is applied to a database that has been constructed by the Figueroa Corridor Property Owners and its consultant team. The process for compiling the property database includes the following steps:

- Property data was first obtained from the County of Los Angeles Assessor's Office.

- County assessor property data was cross-checked with reliable private sector data sources including a title company and a real estate information service.

- Data verification forms were sent to all property owners to verify initial front footage figures.

- An extensive site survey was undertaken to verify data on a block-by-block basis.

- As an attachment to the Management Plan, an assessment notice will be sent to all property owners within the proposed BID. The assessment notice will contain property front footage information. Property owners may request final verification of data on or before June 1, 1997 which is two months prior to the submission of assessment information to the County Assessor.

  A list of properties to be included within the BID is provided within Exhibit "D"

Based upon the methodology as set forth in 7.1 together with property data and the BID District budget presented on page 13, approximate annual street front footage assessments are established for the district.

	Total Footage	Assessment Rate
Front Footage on Figueroa	17,035	$15.83
Front Footage on Flower	8,971	$ 12.53
Front Footage on Other Streets	27,509	$ 4.15

In future years, assessments may change, up or down, if front footage information changes and/or BID budgets change pursuant to the Consumer Price Index adjustment. Assessments will in any event not exceed the limits described in the following section of this Plan.

7.4 Annual Assessment Adjustments

CPI Adjustment

For the five year term of the BID, annual assessments may be adjusted by the Figueroa Corridor Advisory Board for annual changes in the CPI or 3% which ever is less. Actual annual adjustments may range from 0% to 3% as determined by the Figueroa Corridor Advisory Board with consent from City Council. In any event, assessments will not exceed the following levels.

Program Year	Figueroa Assessment Per Foot	Flower Assessment Per Foot	Other Streets Assessment Per Foot
Year 1 (1998)	$15.83	$12.53	$ 4.15
Year 2 (1999)	$16.30	$12.91	$ 4.27
Year 3 (2000)	$16.79	$13.29	$ 4.40
Year 4 (2001)	$17.30	$13.69	$ 4.54
Year 5 (2002)	$17.82	$14.10	$ 4.67

A budget exhibit illustrating program budget adjustments with a 3% yearly adjustment is provided on page 14.

Minimum Wage adjustment

During the five year life of the BID, program budgets and assessments may be changed within the limits of the CPI adjustment to accommodate any changes in local, state or federal minimum wage legislation.

Budget Adjustments

Any annual budget surplus or deficit will be rolled into the following year's BID budget. Assessments will be set accordingly, within the constraints of the CPI adjustment, to adjust for surpluses or deficits that are carried forward.

7.5 Time and Manner for Collecting Assessments

As provided by state law, the Figueroa Corridor BID assessment will appear as a separate line item on annual property tax bills prepared by the County of Los Angeles. Existing laws for enforcement and appeal of property taxes apply to the BID assessments.

7.6 Disestablishment

State law provides for the disestablishment of a BID pursuant to an annual review process. There will be an annual 30 day period during which the property owners will have the opportunity to request disestablishment of the district. This 30 day period begins each year on the anniversary day that the district was first established by the City Council.

Within the 30 day period, if a written petition is submitted by the owners of real property who pay more than 50 percent of the assessments levied, the BID may be disestablished. The City Council will hold a public hearing on disestablishing the BID prior to actually doing so.

7.7 Government Assessments

The Figueroa Corridor BID Management Plan does not assume, with the exception of the Exposition Park assessment which is included, that the City of Los Angeles and other government entities will pay assessments for property owned within the boundaries of the BID. However, Article XIII D of the California Constitution was added in November of 1996 to provide for these payments:

> *"Parcels within a district that are owned or used by any agency, the State of California or the United States shall not be exempt from assessments unless the agency can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit."*

The BID Steering Committee has determined that if assessments are paid by the City and other governmental agencies, the improvement and activity plan budget will be increased accordingly.

Section 8

Governing the Business Improvement District

Consistent with business improvement district (BID) legislation throughout the nation, California's "Property and Business Improvement District Law of 1994" establishes a BID governance framework that allows property owners who pay assessments to determine how the assessments are used. The following components are required within a BID governing structure.

8.1 City Council

Following the submission of petitions from property owners representing more than 50% of the assessments to be paid, the City Council holds a public hearing and then may form the BID. The BID is established by an ordinance of the City Council, with the power to levy assessment on property.

8.2 District Advisory Board

It is recommended that BID District assessments, budgets and policies be developed by a 9 to 11 member Advisory Board composed of property and business owners located within the boundaries of the District. State law also requires that the Advisory Board obtain approval of the annual budget from the Los Angeles City Council.

The Advisory Board will also monitor the performance of the management organization to insure district standards are met in the delivery of services. Implementation of the BID District Improvement and Activity Plan and the delivery of services detailed within the Plan will be the responsibility of a new private sector, nonprofit management organization.

It is recommended that members of the Advisory Board be nominated by property owners who are paying the assessment within the management district. Nominees, per State law, must then be appointed by the City Council. To insure broad representation and accountability the following Advisory Board composition is recommended:

- Representatives from each of the geographic areas of the District

  Figueroa St. north and south
  Flower St. north of Adams
  Adams Blvd.
  Jefferson Blvd.
  Other streets

- Representatives by type of use within the District

  Exposition Park entities
  Educational entities
  Religious entities
  Non profit service providers
  Retail businesses
  Manufacturing/Wholesales businesses

As required by State law, at least one member of the Advisory Board must be a district business licensee who is not a property owner.

The Advisory Board will be appointed by the City Council prior to the establishment of the BID. Initial nominations for Advisory Board members will be submitted by the BID Formation Steering Committee plus at-large nominations from assessment payers.

In subsequent years, nominations for Advisory Board members would be submitted to the City Council by the existing Advisory Board and at-large nominations from assessment payers. City Council would then appoint the Advisory Board.

8.3 Private Sector, BID Management Organization

The Advisory Board described in 8.2 will influence the development of District policies, budgets and assessments, but it will not be a legal entity with the ability to contract and implement day to day services. A private non-profit management organization will be created to implement the day to day improvements and activities as defined in the Figueroa Corridor Management District Improvement and Activity Plan.

The Advisory Board will recommend to the City Council the budget, assessments and work plan for the District and will make recommendations as to the organization that will have the responsibility for delivery of the services within the work plan. After approving the District budget the City Council will contract with the new private non-profit management organization to deliver the services detailed in the management district plan.

The management organization will be governed by a new and independent board of directors that is representative of private, nonprofit and public interests in the Figueroa Corridor. The initial board of directors and corporate structure of the new management organization will be developed by the BID Formation Steering Committee prior to the establishment of the BID.

Section 9

Continuation of City Services

Throughout the process to establish the Figueroa Corridor Business Improvement District (BID), business and property owners have voiced concerns that the City of Los Angeles maintain existing services at verifiable "baseline" service levels. A formal baseline levels of service policy ensures that existing City services are enhanced and not replaced by new BID improvements and activities.

The following City participation issues will be resolved prior to establishment of the BID:

- The Los Angeles City Council has established a policy that aims to ensure that existing City services will continue to be provided within a BID District.

  "It is the intent of the Council that the level of services presently being provided by the City in the area within the proposed district will not be affected by the creation of the district or the levying of the proposed assessments."

  (from the Resolution of Intention forming the Downtown Fashion District BID, April 1995)

  A similar commitment will be formalized prior to the establishment of the Figueroa Corridor BID.

- The BID will be created by City ordinance, therefore the City will have the responsibility to contract with an entity to deliver improvements and activities. To encourage cost effective operations, maximize stakeholder accountability and encourage a unified management structure, the City will be encouraged to contract with the new management organization described in Section 8.3 to undertake the day-to-day activities of the BID.

Section Ten

Business Improvement District Rules and Regulations

Pursuant to the Property and Business Improvement law of 1994, a business improvement district (BID) may establish rules and regulations that uniquely apply to the district. The Figueroa Corridor District has adopted the following rules:

10.1 Assessment Policy on 501(c)(3) Organizations

An owner of real property located within the Property and Business Improvement District may reduce the amount of the assessment to be levied if all of the following conditions are met:

a. The property owner is a non-profit corporation which has obtained federal tax exemption under Internal Revenue Code Section 501(c)(3) or California Franchise tax exemption under Revenue and Taxation code Section 23701d.

b. The class or category of real property is eligible for exemption, in whole or in part, from real property taxation.

c. The property owner makes the request in writing to the BID prior to the submission of the BID assessment rolls to the County Assessor, accompanied by documentation of the tax exempt status of the property owner and the class or category of real property.

If all of these conditions are met, the amount of the assessment to be levied shall be reduced in the same proportion to the real property tax exemption granted to the property.

10.2 Competitive Bidding

Following the formation of the BID, the Advisory Board shall develop a policy for competitive bidding when purchasing substantial amounts of services, products and/or equipment. The policy will aim to maximize service, quality, efficiency and cost effectiveness.

10.3 Treatment of Residential Housing

A 1996 revision to the Property and Business Improvement District Law of 1994 clarifies that properties zoned exclusively for residential use are exempt from BID assessments.

Properties not zoned exclusively for residential use, rental apartment residential buildings are considered commercial income properties and subject to assessments. Owner occupied residential condominiums will not be subject to assessments.

Section 11

Implementation Timetable

The Figueroa Corridor Business Improvement District (BID) us expected to be operational by January 1, 1998. In order to meet this goal, the following procedural timetable is anticipated:

April 1, 1997	Initiate property owner petition drive to form BID
First week of May	Submit completed petitions to City Council. Review by City Council Committee.
First week of June	City Council adopts resolution expressing intention to form the BID. Notice of public hearing and assessment ballot are mailed to property owners within the BID.
Third week of July	City Council conducts a public hearing on BID formation and the assessment and approves establishment of the BID.
August 1	Assessment data submitted to the City Clerk.
August 30	City Clerk submits assessment role to the County Assessor.
January 1, 1998	Figueroa Corridor BID begins operations.

Pursuant to state law, the Figueroa Corridor BID will initially have a five year life through the end of the year 2002. In order to continue the BID, the preceding petition and public hearing process must be repeated.

EXHIBIT "A"

Summary of Figueroa Corridor Focus Groups

Individuals were asked to rate their priority for services from a list of 11 possible bundles of services that could be provided. They were also instructed to only rate those that they would be willing to pay for. The lower the number the higher the priority that was placed on the service.

Of the eleven choices, five received enough votes to be considered as significant needs as expressed by the stakeholders. Following is the results of the survey:

Service/Need	Rating
Safety/Security	2.8
Maintenance	4.6
Streetscape Improvements	5.9
Social Services	7.5
Marketing/Promotions	7.7

Figueroa Corridor Safety Program **EXHIBIT B**

	Rate per hour inc tax & ben	Hour/we	cost/week
Bike Patrol	$10.87	224	$2434.88
Armed Auto	$12.25	96	$1176.00
Dispatch	$10.50	56	$588.00
Employee Training	$0.22	376	$82.72
Total Weekly		376	4281.6
Total Annual			$222,643.20
Equipment	Cost item	# of items	
Patrol Cars/month	$500.00	1	$6000.00
Bullet Proof Vests/	$400.00	6	$2400.00
Mountain Bike/each	$800.00	5	$4000.00
Radios/each	$200.00	5	$1000.00
One Time Start Up	$8000.00	1	$8000.00
Uniforms/each	$50.00	15	$750.00
Total Equipment			$22,150.00
Total Safety Program			$244,793.20
Bike Patrol	4 officers per day, 7 days a week		
Armed Auto	1 car, 2 officers 6 nights a week		

Figueroa Corridor Clean Program **EXHIBIT C**

Clean Program	Rate per hour inc tax & ben	Hour/week	Cost Per Week
Maintenance Crew			
Lead	$10.65	40	$426.00
2 Entry Level	$7.25	80	$580.00
Pressure Mach/week	$240.00	0.5	$120.00
Dumping fees	$80.00	4	$320.00
Total Clean Labor/Week		124.5	$1446.00
Total Annual Labor			$75192.00
Equipment	Cost item	# of items	
Sweepers Carts	$150.00	2	$300.00
Push Vacuum	$1485.00	1	$1485.00
Blowers	$350.00	1	$350.00
Radios/each	$200.00	4	$800.00
Uniforms/each	$50.00	9	$450.00
Truck/month	$500.00	1	$6000.00
Total Equipment			$9,385.00

Appendix D

Parcel Number	Site Address
5037-000-000	Exposition and Figueroa
5037-029-001	3760 S Figueroa St
5037-029-002	3703 S Figueroa St
5037-029-003	3722 S Figueroa St
5037-029-004	3714 S Figueroa
5037-029-005	3714 S Figueroa St
5037-029-006	3708 S Figueroa
5037-029-007	3702 S Figueroa St
5037-029-008	37th St
5037-029-010	W 37th St
5037-029-011	3701 S Flower St
5037-029-014	461 W 37 Pl
5037-029-015	463 W 37 Pl
5037-029-016	W 37th Pl
5037-029-017	3721 S Flower St
5037-029-018	3601 S Flower St
5037-029-019	3727 S Flower St
5037-030-016	459 W 38 St
5037-030-021	Flower & W 37th Sts.
5037-030-022	Flower St
5037-030-901	Flower St
5037-031-013	3800 S Figueroa
5037-031-014	3816 S Figueroa
5037-031-015	3822 S Figueroa
5037-031-016	Figueroa St.
5037-031-017	3830 S Figueroa St
5037-031-018	3836 S Figueroa St
5037-031-019	3840 S Figueroa
5037-031-020	3844 S Figueroa
5037-031-021	3850 S Figueroa St
5037-031-023	3800 S Figueroa St
5037-032-022	3916 S Figueroa St
5037-032-023	Figueroa & W 38th Sts.
5037-032-024	Figueroa St.
5037-032-025	3930 S Figueroa St
5037-032-026	Figueroa St.
5037-032-027	3940 S Figueroa St
5037-032-028	3944 S Figueroa St
5037-032-029	Figueroa St.
5037-032-030	3954 S Figueroa St
5037-032-031	Figueroa St.
5037-032-032	3964 S Figueroa St
5037-032-033	3970 S Figueroa St
5037-032-040	Figueroa St. & MLK Blvd
5037-032-045	Figueroa & W 39th Sts
5039-024-016	Figueroa St & Exposition
5123-003-022	W Adams Blvd
5123-009-001	3201 S Figueroa St
5123-009-002	Figueroa St.
5123-009-003	3211 S Figueroa St
5123-009-004	616 W 32 St
5123-009-007	624 W 32nd
5123-009-008	3219 S. Figueroa
5123-009-009	708 W 32 St
5123-009-010	665 W Jefferson Bl
5123-009-011	3233 S Figueroa St
5123-009-012	3245 S Figueroa St
5123-009-016	625 W Jefferson Bl
5123-009-017	665 W Jefferson Bl
5123-009-018	Royal St
5123-009-019	Royal St
5123-009-020	Royal St
5123-009-021	Royal & W 32nd Sts
5123-009-022	708 W 32 St
5123-009-023	W 32nd St
5123-009-024	624 W 32 St
5123-009-025	621 W Jefferson
5123-009-026	615 W Jefferson Blvd
5123-009-027	Figueroa St & Jefferson
5123-010-002	620 W 30 St
5123-010-003	626 W 30 St
5123-010-004	3025 S Figueroa St
5123-010-012	3131 S. Figueroa
5123-010-026	3101 S Figueroa St

Appendix

Parcel Number	Site Address
5123-010-027	3001 S Figueroa St
5123-014-016	2929 S Figueroa St
5123-014-021	2801 S Figueroa St
5123-015-001	2701 S Figueroa St
5123-015-016	2723 S Figueroa St
5123-017-004	605 W 27 St
5123-017-007	2601 S Figueroa St
5123-017-008	W Adams Blvd
5123-018-003	514 W Adams Bl
5123-018-008	527 W 27 St
5123-018-009	514 W Adams Bl
5123-018-010	515 W 27 St
5123-018-011	2700 S Figueroa
5123-018-012	Figueroa St
5123-018-014	2722 S Figueroa St
5123-018-015	2722 S Figueroa St
5123-018-016	27th Street
5123-018-017	27th Street
5123-018-018	508 W 27 St
5123-018-019	506 W 27 St
5123-018-020	W 28th St
5123-018-022	W 28th St
5123-018-023	2727 S Flower St
5123-018-024	515 W 27 St
5123-018-026	W Adams Blvd
5123-018-029	2718 S Figueroa St
5123-018-030	524 W Adams Bl
5123-019-004	2828 S Figueroa St
5123-019-005	2902 S Figueroa St
5123-019-010	2913 S Flower St
5123-019-011	2901 S Flower St
5123-019-012	2901 S Flower St
5123-019-014	2819 S Flower St
5123-019-016	2813 S Flower St
5123-019-019	2917 S Flower St
5123-019-023	2912 S Figueroa St
5123-019-025	2800 S Figueroa St
5123-019-027	2823 S Flower St
5123-020-001	3000 S Figueroa St
5123-020-004	3100 S Figueroa St
5123-020-005	516 W 31 St
5123-020-006	W 31st St
5123-020-007	3111 S Flower St
5123-020-008	3019 S Flower St
5123-020-009	505 W 31 St
5123-020-010	511 W 31 St
5123-020-011	515 W 31 St
5123-020-016	3200 S Figueroa St
5123-020-017	3200 S Figueroa St
5123-020-018	515 W 33 St
5123-020-019	505 W 33 St
5123-020-020	503 W 33 St
5123-020-021	3131 S Flower St
5123-020-022	3119 S Flower St
5123-020-023	3120 S Figueroa St
5123-020-024	3010 S Figueroa St
5123-020-025	3026 S Figueroa St
5123-020-026	512 W 30th St
5123-020-027	3001 S. Flower
5123-021-001	3322 S Figueroa St
5123-021-006	511 W Jefferson Bl
5123-021-007	504 W 33 St
5123-021-008	501 W Jefferson Bl
5123-022-002	3400 S Figueroa St
5123-022-003	3424 S Figueroa St
5123-022-004	3424 S Figueroa St
5123-022-005	3430 S Figueroa St
5123-022-012	3435 S Flower St
5123-022-024	3400 S Figueroa St
5123-022-025	456 E Jefferson Bl
5123-022-026	3584 S Figueroa St
5123-022-030	3440 S Figueroa St
5123-022-031	3540 S Figueroa St
5123-022-032	3401 S. Flower

Appendix

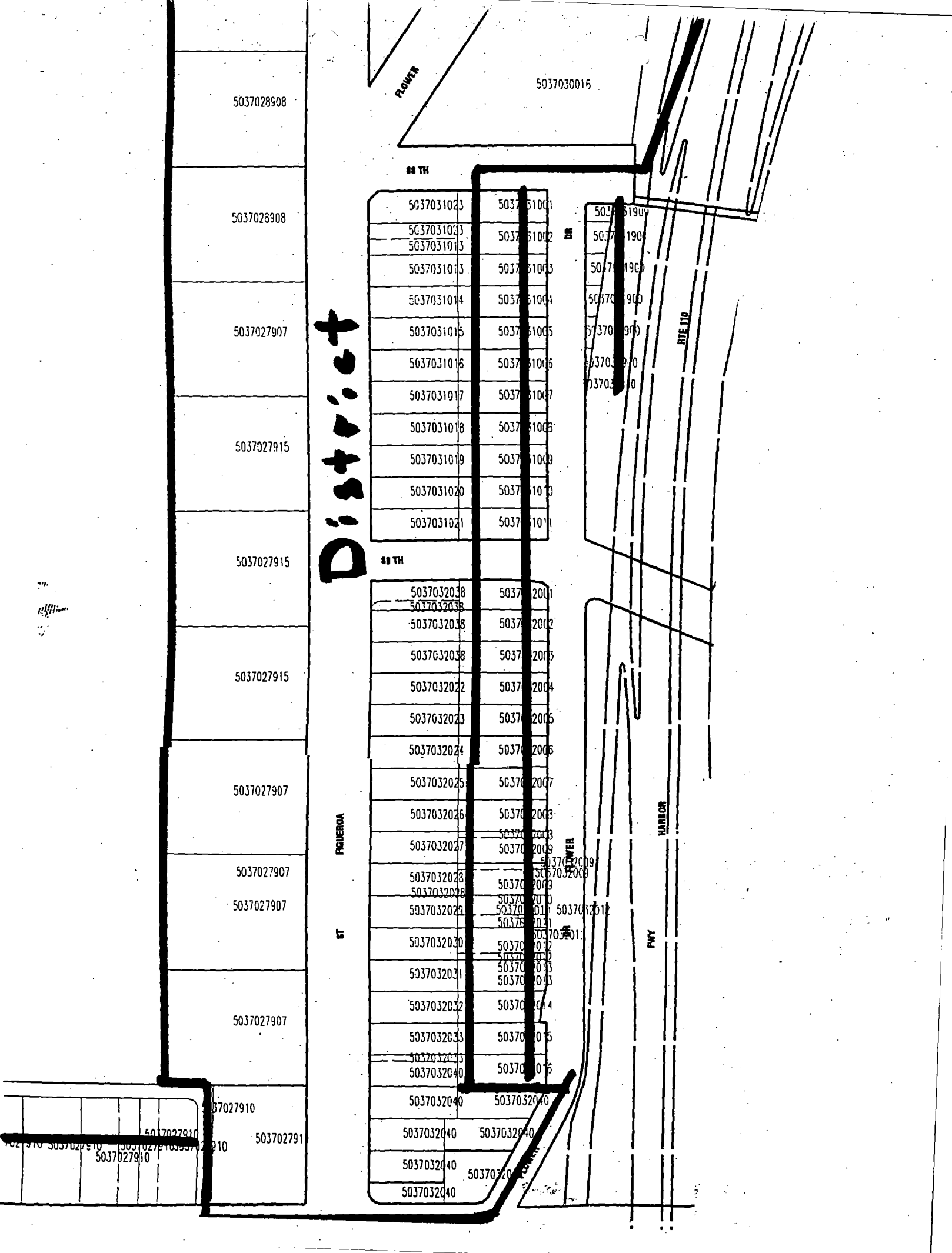
Parcel Number	Site Address
5123-022-034	3500 S Figueroa St
5123-022-035	3425 S Flower St
5123-022-036	Flower St
5123-022-038	441 Exposition Bl
5123-022-039	Figueroa
5123-023-024	663 W 34 St
5124-025-001	745 W Adams
5124-025-009	W Adams Blvd
5124-025-010	Adams Blvd
5124-026-004	649 W Adams Bl
5124-026-005	601 W Adams Blvd
5124-026-006	621 W Adams Bl
5124-026-008	W Adams Blvd
5124-026-013	W Adams Blvd
5124-026-014	2421 S Figueroa St
5124-027-015	2424 S Figueroa St
5124-027-016	2512 S Figueroa St
5124-027-017	2498 S Figueroa St
5124-028-006	W 23rd St
5124-028-007	W 23rd St
5124-028-008	2345 S Figueroa St
5124-028-009	2303 Figueroa Wy
5124-029-011	W 23rd St & Adams Blvd
5124-029-016	W 23rd St
5124-029-017	W 23rd St
5126-001-004	703 E 18 St
5126-001-005	702 E 17 St
5126-001-008	639 W 18 St
5126-001-009	637 W 18 St
5126-001-010	633 W 18 St
5126-001-011	629 W 18 St
5126-001-012	626 W 17 St
5126-001-013	622 W 17 St
5126-001-014	647 W 18 St
5126-001-015	657 W 18 St
5126-001-016	Georgia St.
5126-001-017	1717 S Figueroa St
5126-001-900	Georgia & 17th Sts
5126-002-001	651 W Washington Bl
5126-002-002	631 Washington Bl
5126-002-003	652 W 18 St
5126-002-004	1812 S. Georgia St.
5126-002-005	1816 Georgia St.
5126-002-007	625 W Washington Bl
5126-002-008	1805 S Figueroa St
5126-002-009	601 W Washington Bl
5126-002-013	18th St
5126-002-014	1801 Georgia St
5126-003-013	1932 Lovelace Av
5126-003-014	1935 S Figueroa St
5126-003-015	646 W Washington Bl
5126-003-016	1901 S Figueroa St
5126-003-017	1929 S Figueroa St
5126-003-018	Lovelace Ave
5126-003-019	1940 Lovelace Av
5126-003-024	1945 S Figueroa St
5126-003-025	2023 S Figueroa St
5126-003-026	2105 S Figueroa St
5126-003-028	2001 S Figueroa St
5126-005-001	520 W 23 St
5126-005-002	500 W 23 St
5126-005-003	2309 S Flower St
5126-005-004	2315 S Flower St
5126-005-005	Flower St
5126-005-006	2327 S Flower St
5126-005-007	Flower St
5126-006-004	516 W 22 St
5126-006-007	509 W 23 St
5126-006-013	2200 S Figueroa St
5126-006-014	2212 S Figueroa St
5126-006-016	2222 S Figueroa St
5126-006-017	2215 S Flower St
5126-006-018	2315 S Flower St
5126-007-008	W 21st & Flower Sts

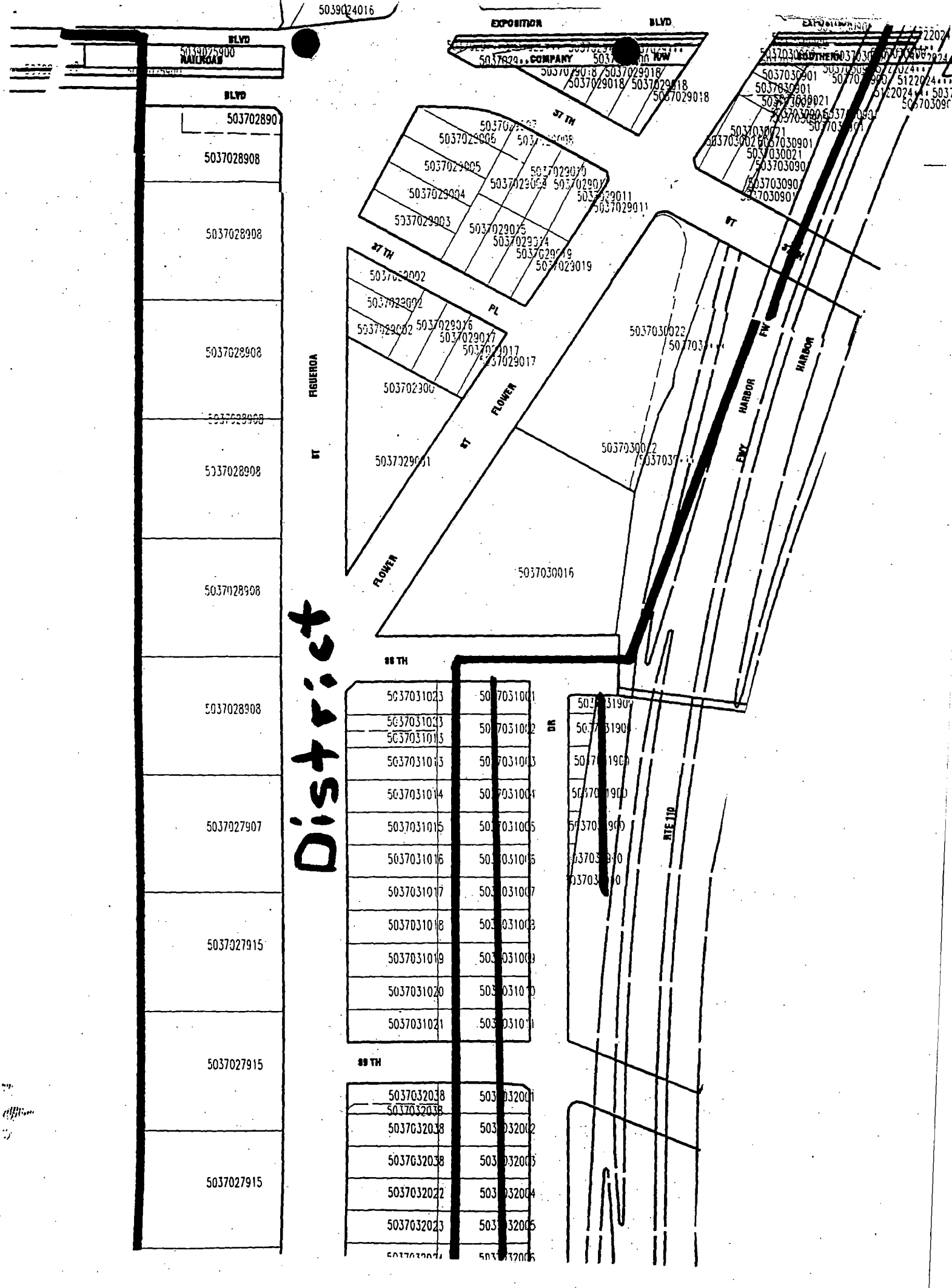
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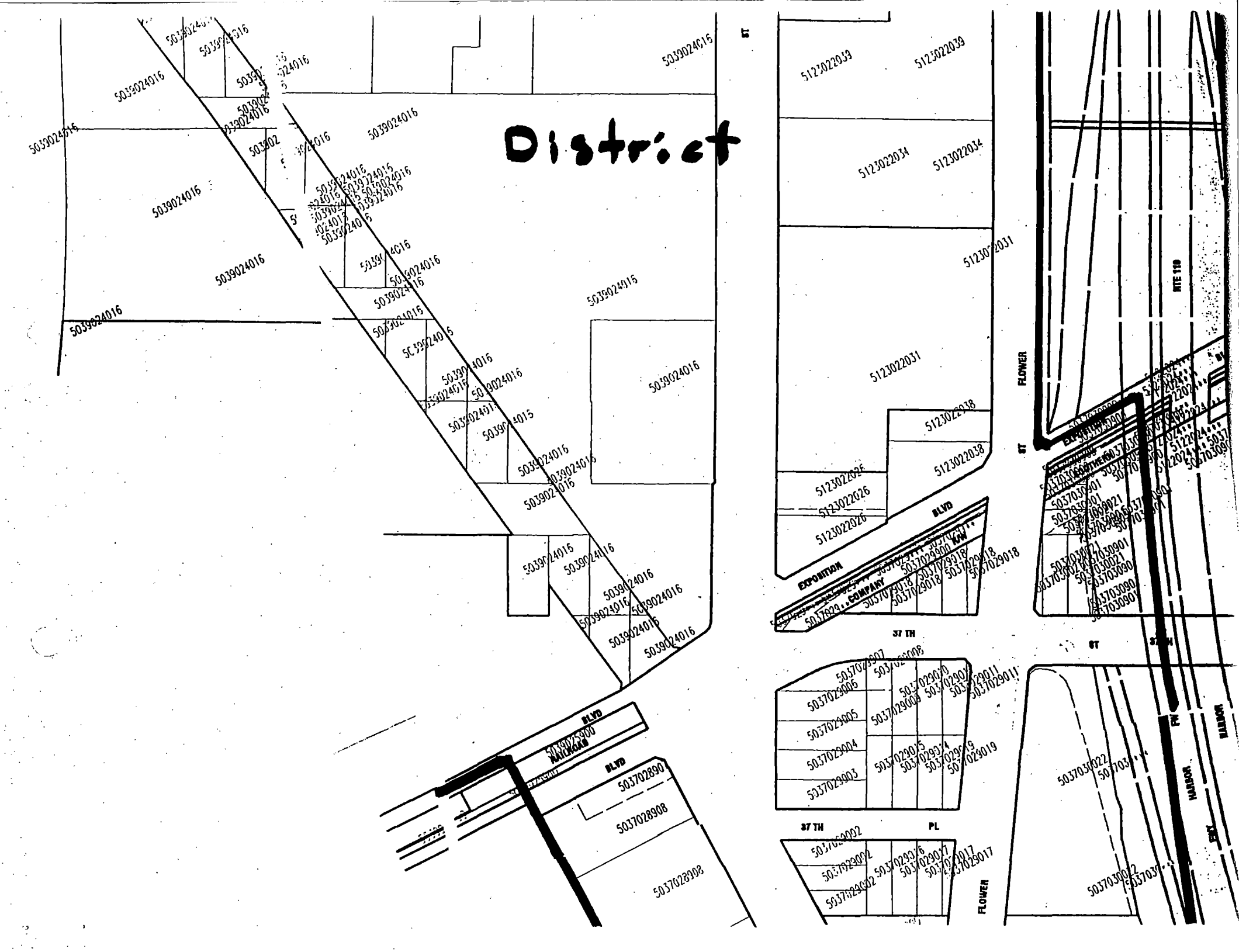
Parcel Number	Site Address
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5126-007-017	2119 S Flower St
5126-007-019	510 W 20 St
5126-007-027	517 W 22 St
5126-007-028	2100 Figueroa
5126-007-029	Figueroa & W 22nd Sts
5126-007-030	2000 S Figueroa St
5126-007-031	2014 S Figueroa St
5126-007-032	2020 S Figueroa St
5126-008-008	1936--40 S Figueroa St
5126-008-009	1941 S Flower St
5126-008-011	1936 S Figueroa St
5126-008-014	1916 S Figueroa St
5126-008-016	1900 S Figueroa St
5126-008-017	1944 S Figueroa St
5126-009-002	1834 S Figueroa St
5126-009-003	1830 S Figueroa St
5126-009-004	1826 S Figueroa St
5126-009-005	1800 S Figueroa St
5126-009-006	1801 S Flower St
5126-009-012	1833 S Flower St
5126-009-013	1837 S Flower St
5126-009-014	1841 S Flower St
5126-009-015	501 W Washington Bl
5126-009-016	1829 S Flower St
5126-009-018	1842 S Figueroa St
5126-009-900	1816 S Figueroa St
5126-009-901	Flower St.
5126-009-902	Flower St
5126-009-903	Flower St
5126-010-005	1706 S Figueroa St
5126-010-006	1721 S Flower St
5126-010-007	1708 S Figueroa St
5126-010-008	1721 S Flower St
5126-011-013	Flower St
5126-011-014	1828 S Flower St
5126-011-015	1820 S Flower St
5126-011-016	1816 S Flower St
5126-011-017	1812 S Flower St
5126-011-020	1800 S Flower St
5126-011-900	419 W Washington Bl
5126-011-901	1838 S Flower St
5126-017-014	2300 S Flower St
5126-017-015	2400 S Flower St

Exhibit "E"

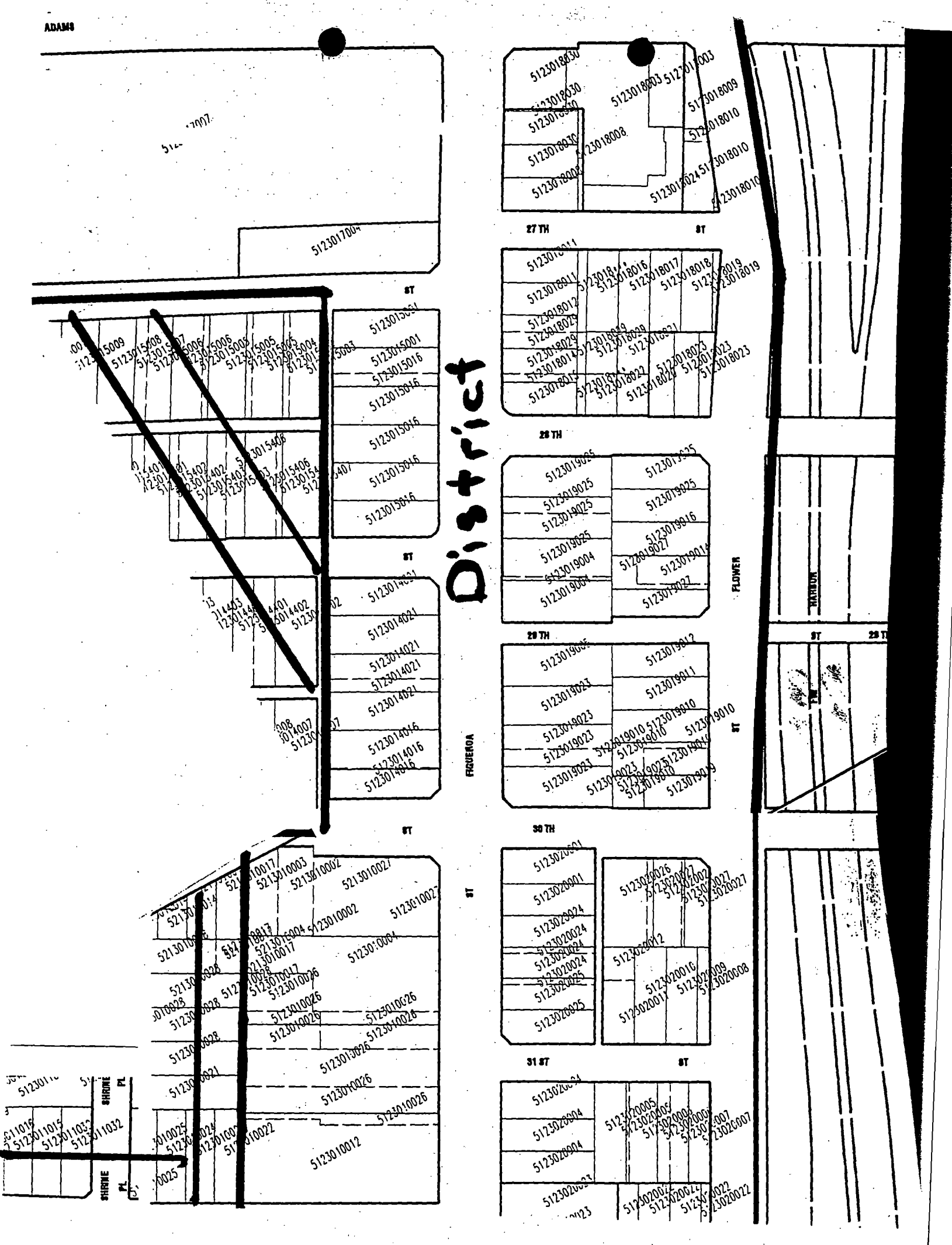
District Map With Parcel Detail

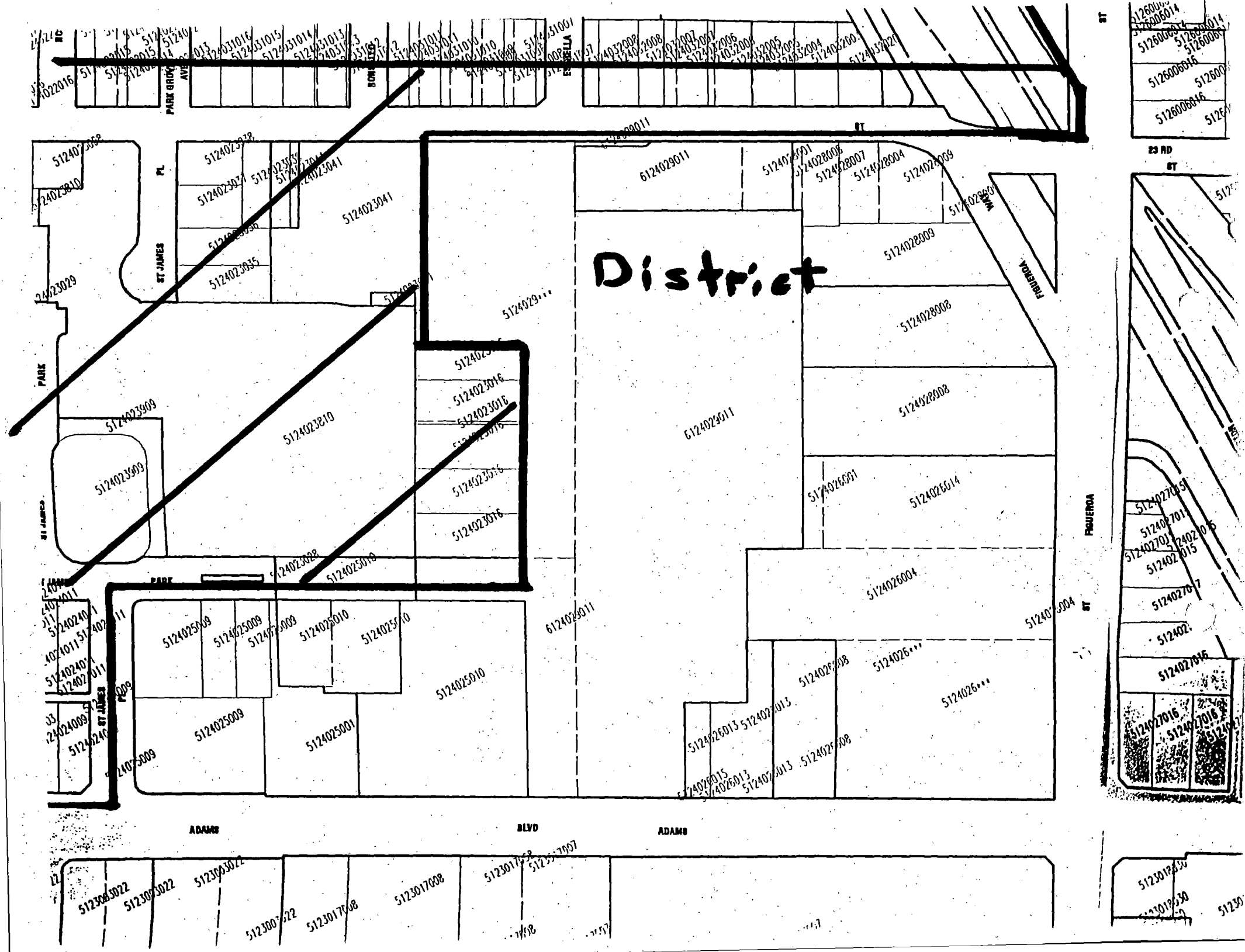

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5037030016
FLOWER
88 TH
5037031023
5037031033
5037031013
5037031013
5037031014
5037031015
503703101 6
5037031017
5037031018
5037031019
5037031020
5037031021
88 TH
5037032038
5037032038
5037032038
5037032022
5037032023
5037032024
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5037032029
5037032030
5037032031
5037032032
5037032033
5037032040
5037032040
5037032040
5037032040
5037032040
FIGUEROA
ST
FLOWER
ST
HARBOR
FWY
RTE 110
DR
District


5039024016
BLVD
5039025900
BLVD
503702890
5037028908
5037028908
5037028908
5037028908
5037028908
5037028908
5037027907
5037027915
5037027915
5037027915
EXPOSITION
BLVD
37 TH
37 TH
PL
FIGUEROA
ST
FLOWER
ST
FLOWER
ST
HARBOR
FWY
HARBOR
5037030022
5037030016
5037029031
503702900
88 TH
89 TH
DR
RTE 110
District


District
5039024016
5123022033
5123022039
5123022034
5123022031
5123022038
5123022026
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EXPOSITION BLVD
MAIN
37 TH PL
FLOWER
HARBOR FWY
RTE 110
5037029018
5037029900
5037029011
5037029019
5037029017
5037028908
5037028903
5037030022


District
ROYAL
32 ND ST
SHRINE PL
ROYAL ST
BLVD
33 RD ST
JEFFERSON
FIGUEROA
FLOWER ST
HARBOR


ADAMS
27 TH
ST
28 TH
29 TH
30 TH
31 ST
FIGUEROA
FLOWER
MARION
SHRINE PL
District


District
PARK
ST JAMES
PL
FIGUEROA
ADAMS
BLVD
23 RD
ST

ANALYSIS OF ASSESSMENT METHODOLOGY FOR FIGUEROA CORRIDOR BUSINESS IMPROVEMENT DISTRICT

INTRODUCTION AND PURPOSE

Developed by a coalition of Corridor property and business owners, the Figueroa Corridor Business Improvement District (BID) is a benefit assessment district proposed to improve and convey special benefits to properties located within the Figueroa Corridor district. The Business Improvement District will provide new improvements and activities, including maintenance, security, economic development and marketing above and beyond the services currently provided by the City. This approach has been used successfully in other business districts to create a positive image, attract new customers, and increase sales and occupancies.

The Figueroa Corridor BID Steering Committee proposes to finance the improvements and activities of the BID by placing an assessment on all parcels that receive benefit from these activities. In order to develop the BID assessment methodology, Terrance Lowell & Associates, Inc., assisted by Economic & Planning Systems, Inc., evaluated several methods of assessment for conveying special benefits from the type of improvements and activities described within the *Management Plan for the Figueroa Corridor Business Improvement District.* The method of assessment described in this report best allocates the benefit of the BID services to the assessed properties in direct relation to the benefit that each parcel receives from the proposed services. The Figueroa Corridor BID Steering Committee and the City of Los Angeles can rely on the engineer's opinion for the validity of the assessment methodology to reasonably allocate the benefit of the services provided by the BID.

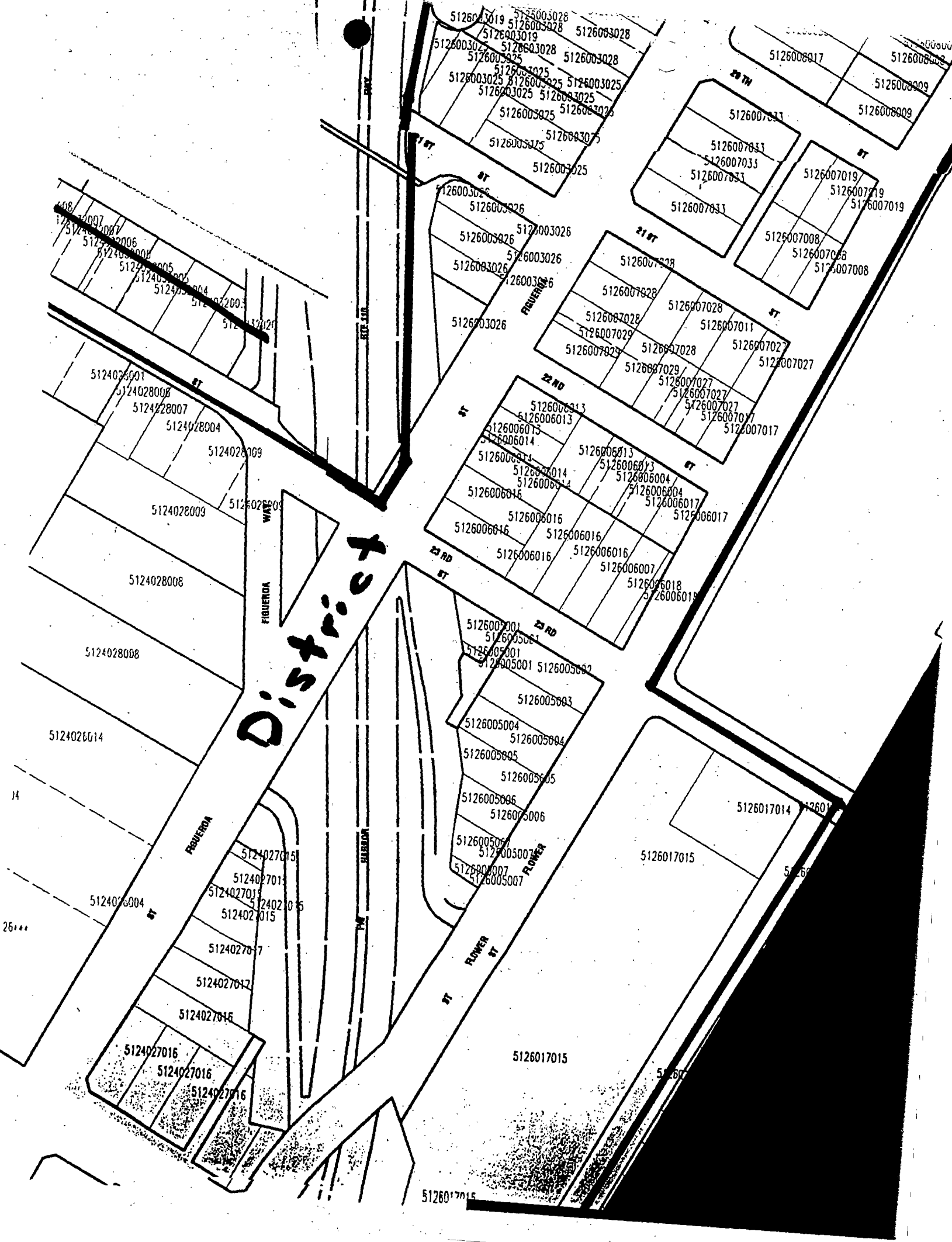
DISCUSSION OF METHODOLOGY

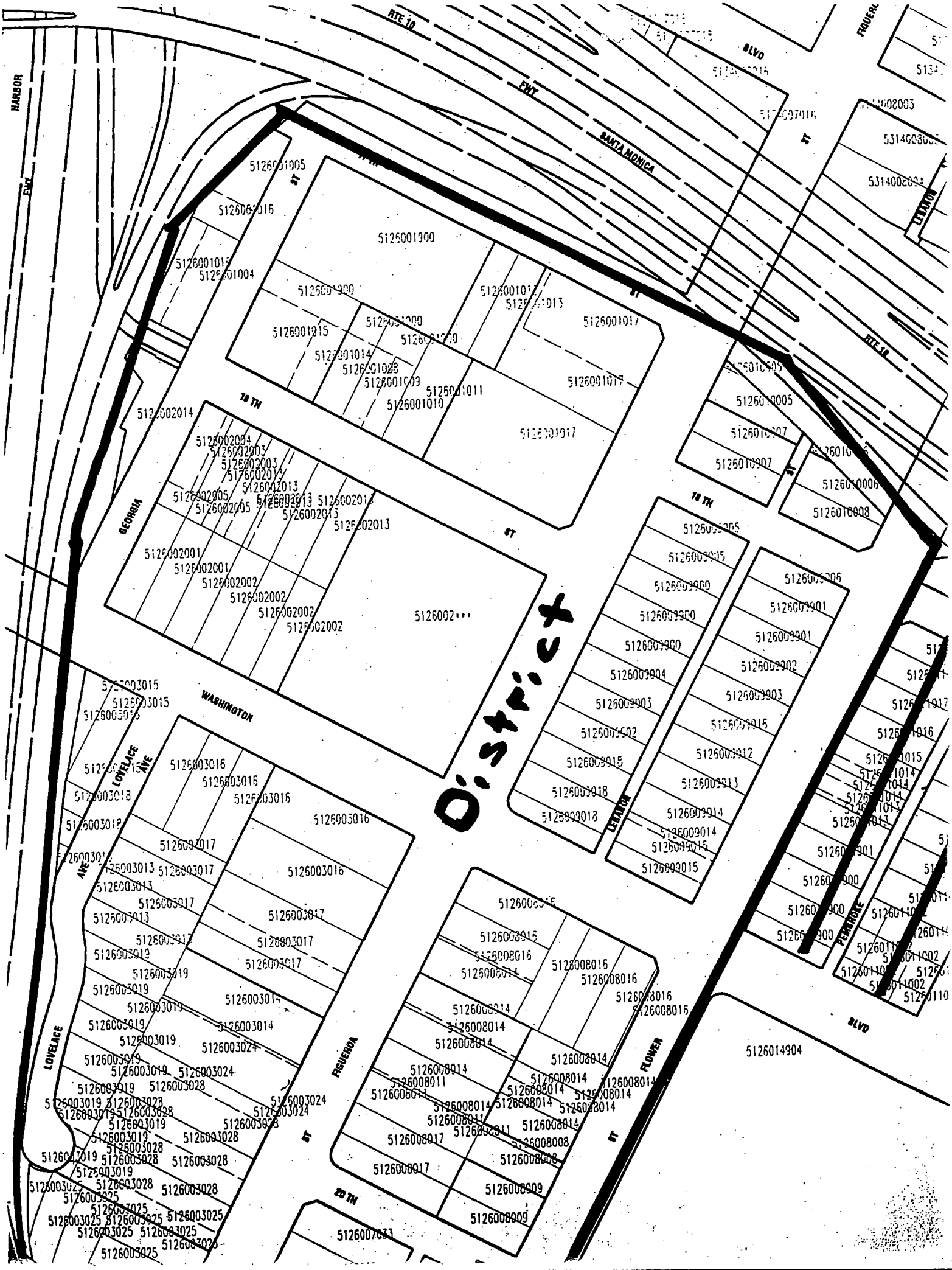
BID Budget and Cost Allocation

The total improvement and activity plan budget for 1998 is projected at $496,370 and will provide the following services: public safety, maintenance, marketing and economic development and management (administration).

- Public Safety. Public safety programs will establish the Figueroa Corridor Patrol to support crime prevention efforts. The patrol will work closely with the Los Angeles Police Department and the University of Southern California security forces to coordinate security activities within the Corridor.

- Maintenance. Maintenance services will be designed to increase effectiveness of graffiti removal, landscape care, sidewalk cleaning and litter removal.


District
FIGUEROA
FIGUEROA
FIGUEROA
FLOWER ST
FLOWER ST
HARBOR FWY
WATER
21 ST
22 ND
23 RD
5126003028
5126003019
5126003025
5126003026
5126007033
5126007019
5126007008
5126007028
5126007011
5126007029
5126007027
5126007017
5126006013
5126006014
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5124028004
5124028009
5124028014
5124027015
5124027016
5124027017


HARBOR FWY
RTE 10
FWY
SANTA MONICA
BLVD
FIGUEROA
ST
LEEANON
18 TH
GEORGIA
WASHINGTON
LOVELACE AVE
LOVELACE
FLOWER
PEMBROKE
O'strict
5126001005
5126001016
5126001900
5126001015
5126001014
5126001017
5126002014
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5126002003
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5126014904

- Marketing and Economic Development. Marketing and economic development services will be designed to create a positive image for the corridor associated with less crime and improved cleanliness. These services also aim to attract new investors and customers to the corridor.

- Management. In order to manage the day to day activities of the BID, a small, professional administrative staff and office will be necessary to insure the delivery of quality services.

Figure 1 shows costs allocation of the BID services. The costs are allocated to the properties fronting on Figueroa Street, Flower Street and the east/west streets (Other Streets) running between Figueroa and Flower Street, and are proportionate to the benefit the properties on each of these streets receive.

Figure 1
Figueroa Corridor BID
1998 Budget

BID Program Elements	Total Cost	Figueroa St. Allocation	Flower St. Allocation	Other Streets Allocation
Security	$244,793	$134,637	$55,078	$55,078
Maintenance	$84,577	$46,517	$19,030	$19,030
Marketing/Economic Development	$80,000	$40,720	$18,720	$20,560
Administration	$87,000	$47,850	$19,575	$19,575
Total	**$496,370**	**$269,724**	**$112,403**	**$114,243**

"budget"

Source: "Management Plan for the Figueroa Corridor BID, Los Angeles, March 1997" prepared by Urban Management and Marketing Collaborative.

Security, maintenance, marketing, economic development and management services are proposed for all areas throughout the District. The security, maintenance, and management services cost allocation varies within the three streets since some of the streets will receive more security and maintenance services than the others. The Figueroa Street is allocated the largest share of the cost (55%), while Flower and Other Streets receive equal share (22.5%), but significantly less than Figueroa Street. The cost allocation for these services is based on the level of service anticipated to be provided to each area in the District, and the expected level of benefit to each area from increased customer travel (automobile trips and pedestrian traffic). Marketing is allocated both

District-wide and by street type. Specific marketing services that are only provided to specific streets are allocated to that street only (e.g., banners will be provided only on Figueroa and Flower Streets and are therefore, allocated only to these two streets).

Assessment Methodology

Figueroa Corridor property owners and business owners have emphasized that the assessment formula for the Business Improvement District must be fair, balanced and commensurate with special benefits received. The method of assessment used in this analysis, allocates the benefit of the BID services to the assessed properties in direct relation to the benefit that each parcel receives from the proposed services.

The recommended methodology for the Figueroa Corridor is to use street front footage to spread the costs allocated to each service area. This reflects the fact that services delivered to property in the corridor will have the greatest benefit to properties in relation to their exposure on the streets. The properties on Figueroa and Flower Streets will receive a higher level of service and benefit from district services and will therefore, pay a higher assessment than those on the east/west street. The calculation of assessment rates is shown in **Figure 2**.

Figure 2
Figueroa Corridor BID
Assessment Rates per Linear Foot

Item	Figueroa Street Frontage	Flower Street Frontage	Other Streets Frontage	Total
1998 BID Budget	$269,724	$112,403	$114,243	$496,370
Front Footage	17,035	8,971	27,509	53,515
Assessment Rate per Linear Foot of Frontage	**$15.83**	**$12.53**	**$4.15**	

"assessment_rates"

Source: "Management Plan for the Figueroa Corridor BID, Los Angeles, March 1997" prepared by Urban Management and Marketing Collaborative.

Exhibit "F"

Benefit Assessment Analysis

Because the properties on Figueroa and Flower Streets will receive a significantly larger share of benefits than east/west streets, their assessment rates, $15.83 or $12.53 per linear foot of frontage are higher that the assessment rate for east/west streets: $4.15 per linear foot.

When weighting the relative benefit received by the property, based on the level of service provided and the benefits of those services, the following factors were considered.

- Primary benefit is the level of service received by each property. High levels of security and maintenance services will reduce crime and improve attractiveness of the District.

- Secondary benefit is that due to the security and maintenance services received through the BID, the property owners in the District will gain more customers and the area will attract new businesses. Figueroa Street is likely to benefit the most. Figueroa Street is a major connector between Downtown Los Angeles and University of Southern California, Exposition Park, and South-Central Los Angeles. The street carries larger volumes of traffic as compared to Flower and east/west streets (Other Streets).

- The businesses on Figueroa and Flower are predominantly car dealerships and fast-food restaurants and rely heavily on the attractiveness and security of the area. Therefore, the properties along Figueroa and Flower will receive the greatest benefit from the services offered through the BID.

Exhibit "G"

AB 3754 Property and Business Improvement District Law of 1994

AB 2575 Property and Business Improvement District Law Amendments 1996

(2) Those manufactured homes or mobilehomes have been approved by a city, county, or city and county pursuant to subdivision (d) of Section 17951 as an alternate which is at least the equivalent to the requirements prescribed in the California Building Standards Code or Part 1.5 (commencing with Section 17910) in performance, safety, and for the protection of life and health.

SEC. 9. Notwithstanding Section 17610 of the Government Code, if the Commission on State Mandates determines that this act contains costs mandated by the state, reimbursement to local agencies and school districts for those costs shall be made pursuant to Part 7 (commencing with Section 17500) of Division 4 of Title 2 of the Government Code. If the statewide cost of the claim for reimbursement does not exceed one million dollars ($1,000,000), reimbursement shall be made from the State Mandates Claims Fund. Notwithstanding Section 17580 of the Government Code, unless otherwise specified in this act, the provisions of this act shall become operative on the same date that the act takes effect pursuant to the California Constitution.

PROPERTY AND BUSINESS IMPROVEMENT DISTRICT LAW

CHAPTER 897

A.B. No. 3754

AN ACT to add Part 7 (commencing with Section 36600) to Division 18 of the Streets and Highways Code, relating to benefit assessments.

[Approved by Governor September 26, 1994.]

[Filed with Secretary of State September 27, 1994.]

LEGISLATIVE COUNSEL'S DIGEST

AB 3754, Caldera. Parking and business improvement areas: benefit assessments.

Under the Parking and Business Improvement Area Law of 1989, a parking and business improvement area may be established by a city to impose benefit assessments or charges on businesses in the area to fund specified improvements and activities.

This bill would enact a similar law, entitled the Property and Business Improvement District Law of 1994, to supplement previously enacted provisions of law that authorize cities to levy assessments within a business improvement area.

The people of the State of California do enact as follows:

SECTION 1. Part 7 (commencing with Section 36600) is added to Division 18 of the Streets and Highways Code, to read:

PART 7. PROPERTY AND BUSINESS IMPROVEMENT DISTRICT LAW OF 1994

CHAPTER 1. GENERAL PROVISIONS

Article 1. Declarations

36600. This part shall be known and may be cited as the "Property and Business Improvement District Law of 1994."

36601. The Legislature finds and declares all of the following:

(a) Businesses located and operating within the business districts of this state's communities are economically disadvantaged, are underutilized, and are unable to attract customers due to inadequate facilities, services, and activities in the business districts.

(b) It is in the public interest to promote the economic revitalization and physical maintenance of the business districts of its cities in order to create jobs, attract new businesses, and prevent the erosion of the business districts.

(c) It is of particular local benefit to allow cities to fund property related improvements, maintenance, and activities through the levy of assessments upon the real property that benefits from those improvements.

(d) Assessments levied for the purpose of providing improvements and promoting activities that benefit real property are not taxes for the general benefit of a city, but are assessments for the improvements and activities which confer special benefits upon the real property for which the improvement and activities are provided.

36602. The purpose of this part is to supplement previously enacted provisions of law that authorize cities to levy assessments within a business improvement area. This part does not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes.

36603. Nothing in this part is intended to preempt the authority of a charter city to adopt ordinances providing for a different method of levying assessments for similar or additional purposes from those set forth in this part. A property and business improvement district created pursuant to this part is expressly exempt from the provisions of the Special Assessment Investigation, Limitation and Majority Protest Act of 1931 (Division 4 (commencing with Section 2800)).

36604. This part is intended to be construed liberally and, if any provision is held invalid, the remaining provisions shall remain in full force and effect. Assessments levied under this part are not special taxes.

Article 2. Definitions

36605. "Advisory board" means the advisory board or commission appointed by the city council pursuant to Section 36631.

36606. "Assessment" means a levy for the purpose of acquiring, constructing, installing, or maintaining improvements and promoting activities which will benefit the properties located within a property and business improvement district.

36607. "Business" means all types of businesses and includes financial institutions and professions.

36608. "City" means a city, county, city and county, or an agency or entity created pursuant to Article 1 (commencing with Section 6500) of Chapter 5 of Division 7 of Title 1 of the Government Code, the public member agencies of which includes only cities, counties, or a city and county.

36609. "City council" means the city council of a city or the board of supervisors of a county, or the agency, commission, or board created pursuant to a joint powers agreement and which is a city within the meaning of this part.

36610. "Improvement" means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following:

(a) Parking facilities.

(b) Benches, booths, kiosks, display cases, pedestrian shelters and signs.

(c) Trash receptacles and public restrooms.

(d) Lighting and heating facilities.

(e) Decorations.

(f) Parks.

(g) Fountains.

(h) Planting areas.

(i) Closing, opening, widening, or narrowing of existing streets.

(j) Facilities or equipment, or both, to enhance security of persons and property within the area.

(k) Ramps, sidewalks, plazas, and pedestrian malls.

(l) Rehabilitation or removal of existing structures.

36611. "Property and business improvement district," or "district," means a property and business improvement district established pursuant to this part.

36612. "Property" means real property situated within a district.

36613. "Activities" means, but is not limited to, all of the following:

(a) Promotion of public events which benefit businesses or real property in the district.

(b) Furnishing of music in any public place within the district.

(c) Promotion of tourism within the district.

(d) Marketing and economic development, including retail retention and recruitment.

(e) Providing security, sanitation, graffiti removal, street and sidewalk cleaning, and other municipal services supplemental to those normally provided by the municipality.

(f) Activities which benefit businesses and real property located in the district.

36614. "Management district plan" or "plan" means a proposal as defined in Section 36622.

36615. "Property owner" or "owner" means any person shown as the owner of land on the last equalized assessment roll or otherwise known to be the owner of land by the city council. The city council has no obligation to obtain other information as to the ownership of land, and its determination of ownership shall be final and conclusive for the purposes of this part. A public agency is not a property owner of land for purposes of this part without the express consent of the agency.

36616. "Tenant" means an occupant pursuant to a lease of commercial space or a dwelling unit, other than an owner.

Article 3. Prior Law

36617. This part provides an alternative method of financing certain improvements and activities. The provisions of this part shall not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes. Every improvement area established pursuant to the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500) of this division) is valid and effective and is unaffected by this part.

CHAPTER 2. ESTABLISHMENT

36620. A property and business improvement district may be established as provided in this chapter.

36620.5. A county may not form a district within the territorial jurisdiction of a city without the consent of the city council of that city. A city may not form a district within the unincorporated territory of a county without the consent of the board of supervisors of that county. A city may not form a district within the territorial jurisdiction of another city without the consent of the city council of the other city.

36621. Upon the written petition, signed and acknowledged, of the property owners in the proposed district who will pay more than 50 percent of the assessments proposed to be levied, the city council may initiate proceedings to form a district by the adoption of a resolution expressing its intention to form a district. The amount of assessment attributable to property owned by the same property owner which is in excess of 40 percent of the amount of all assessments proposed to be levied, shall not be included in determining whether the petition is signed by property owners who will pay more than 50 percent of the total amount of assessments proposed to be levied. The petition of property owners shall include the management district plan. The resolution of intention shall contain all of the following:

(a) The management district plan.

(b) A time and place for a public hearing on the establishment of the property and business improvement district and the levy of assessments, which shall not be held more than 60 days after the adoption of the resolution of intention.

36622. The management district plan shall contain all of the following:

(a) A map of the district in sufficient detail to locate each parcel of property within the district.

(b) The name of the proposed district.

(c) A description of the boundaries of the district, including the boundaries of any benefit zones, proposed for establishment or extension in a manner sufficient to identify the lands included. Under no circumstances shall the boundaries of a proposed district overlap with the boundaries of another existing district created pursuant to this part. Nothing in this part prohibits the boundaries of a district created pursuant to this part to overlap with other assessment districts established pursuant to other provisions of law including, but not limited to, the Parking and Business Improvement Area Law of 1989.

(d) The improvements and activities proposed for each year of operation of the district and the maximum cost thereof.

(e) The total annual amount proposed to be expended for improvements, maintenance and operations in each year of operation of the district.

(f) The proposed source or sources of financing including the proposed method and basis of levying the assessment in sufficient detail to allow each property owner to calculate the amount of the assessment to be levied against his of [1] her property.

(g) The time and manner of collecting the assessments.

(h) The specific number of years, to a maximum of five, in which assessments will be levied. The management district plan may set forth specific increases in assessments for each year of operation of the district.

(i) The proposed time for implementation and completion of the management district plan.

(j) Any proposed rules and regulations to be applicable to the district.

(k) A list, by assessor's parcel number, of the properties to be benefited, and a statement of the method or methods by which the expenses of a district will be imposed upon benefited real property, in proportion to the benefit received by the property, to defray the cost thereof, including operation and maintenance. The plan may provide that all or any class or category of real property which is exempt by law from real property taxation may nevertheless be included within the boundaries of the district but shall not be subject to the assessment.

(*l*) Any other item or matter required to be incorporated therein by the city council.

36623. If a city council proposes to levy a new or increased benefit assessment, notice shall be given pursuant to Section 54954.6 of the Government Code. In addition, the city council shall publish the resolution of intention in a newspaper of general circulation in the city once, at least seven days before the public meeting, and shall mail the resolution of intention by first-class mail to each property owner in the district and to each local chamber of commerce and business organization known by the city council to be located within the proposed district not later than 10 days before the public meeting. Notice of all other public meetings and public hearings shall comply with both the following:

(a) The resolution of intention shall be published in a newspaper of general circulation in the city once, at least seven days before the public meeting; and

(b) A complete copy of the resolution of intention shall be mailed by first-class mail to each property owner in the district and each local chamber of commerce and business organization known by the city council to be located within the proposed district no later than 10 days before the public meeting.

36624. (a) At the public hearing, the city council shall hear and consider all protests against the establishment of the district, the extent of the district, or the furnishing of specified types of improvements or activities within the district. A protest may be made orally or in writing by any interested person. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made.

(b) Every written protest shall be filed with the clerk no later than thirty days after the resolution of preliminary adoption adopted pursuant to Section 36627. The city council may

[1] So in enrolled bill.

waive any irregularity in the form or content of any written protest and may correct minor defects in the proceedings. A protest may be withdrawn in writing at any time before thirty days after the conclusion of the last day of public hearing.

(c) Each written protest shall contain a description of the property in which the person subscribing the protest is interested sufficient to identify the property. A written protest which does not comply with this section shall not be counted in determining a majority protest.

36625. (a) If written protests are received from the owners of real property in the district who will pay 50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50 percent, no further proceedings to create the specified property and business improvement district or to levy the proposed assessment, as contained in the resolution of intention, shall be taken for a period of one year from the date of the finding of a majority protest by the city council. If the city council finds a majority protest in connection with a proposed modification pursuant to Section 36640 or 36642, then no further proceedings to establish the same or substantially similar modifications shall be taken for a period of one year from the date of the finding of a majority protest by the city council.

(b) If the majority protest is only against the furnishing of a specified type or types of improvement or activity within the district, only those types of improvements or activities shall be eliminated.

36626. (a) At the conclusion of the public hearing to establish the district, the city council may adopt, revise, change, reduce, or modify the proposed assessment or the type or types of improvements and activities to be funded with the revenues from the assessments. Proposed assessments may only be revised by reducing any or all of them. At the public hearing, the city council may only make changes in, to, or from, the boundaries of the proposed property and business improvement district that will exclude territory which will not benefit from the proposed improvements or activities. Any modifications, revisions, reductions, or changes to the proposed assessment district shall be reflected in the notice and map recorded pursuant to Section 36626.6.

(b) The city council shall not change the boundaries of the district to include any territory that will not, in its judgment, benefit by the improvement or activity. Any addition of territory to the proposed boundaries of the district may be made only upon notice to the owners of the property proposed to be added to the district, as provided in Section 36623, and upon a public hearing on the addition of territory, as provided in Section 36624.

36626.5. If the city council, following the public hearing, desires to establish the proposed property and business improvement district, and the city council has made changes pursuant to Section 36626, and the changes are not merely clerical changes or corrections, the city council shall adopt a resolution of preliminary adoption that shall contain all of the following:

(a) The management district plan.

(b) The number, date of adoption, and title of the resolution of intention.

(c) The time and place where the public hearing was held concerning the establishment of the district.

(d) A determination regarding any protests received.

(e) A statement that the properties in the district established by the resolution shall be subject to any amendments to this part.

(f) A statement that the improvements and activities to be provided in the district will be funded by the levy of the assessments. The revenue from the levy of assessments within a district shall not be used to provide improvements or activities outside the district or for any purpose other than the purposes specified in the resolution of intention, as modified by the city council at the hearing concerning establishment of the district.

(g) A finding that the property within the business and improvement area will be benefited by the improvements and activities funded by the assessments proposed to be levied.

36626.6. Following adoption of the resolution, the clerk or secretary of the local agency shall record a notice and map describing the assessment district pursuant to Division 4.5

(commencing with Section 3100). All the provisions of that Division 4.5 apply to the assessment district.

36626.7. Not earlier than 30 days after the resolution of preliminary adoption, if the city council decides to establish the proposed property and business improvement district, and if there is not a majority protest as described in Section 36625, the city council shall adopt a resolution consistent with the resolution of preliminary adoption. The adoption of the resolution and recordation of the notice and map pursuant to Section 36626.6 shall constitute the levy of an assessment in each of the fiscal years referred to in the management district plan. The resolution shall contain all of the following:

(a) The management district plan.

(b) The number, date of adoption, and title of the resolution of intention and resolution of preliminary adoption.

(c) The time and place where the public hearing was held concerning the establishment of the district.

(d) A determination regarding any protests received.

(e) A statement that a property and business improvement district has been established.

(f) A statement that the properties in the district established by the resolution shall be subject to any amendments to this part.

(g) A statement that the improvements and activities to be provided in the district will be funded by the levy of the assessments. The revenue from the levy of assessments within a district shall not be used to provide improvements or activities outside the district or for any purpose other than the purposes specified in the resolution of intention, as modified by the city council at the hearing concerning establishment of the district.

(h) A finding that the property within the property and business improvement district will be benefited by the improvements and activities funded by the assessments proposed to be levied.

36627. If the city council, following the public hearing, desires to establish the proposed property and business improvement district, and the city council has not made changes pursuant to Section 36626, or has made merely clerical changes or corrections, the city council shall adopt a resolution establishing the district. The resolution shall contain all of the information specified in subdivisions (a) to (h), inclusive, of Section 36626.7, but need not contain information about the preliminary resolution if none has been adopted.

36628. The city council may establish one or more separate benefit zones within the district based upon the degree of benefit derived from the improvements or activities to be provided within the benefit zone and may impose a different assessment within each benefit zone.

36629. All provisions of this part applicable to the establishment, modification, or disestablishment of a property and business improvement district apply to the establishment, modification, or disestablishment of benefit zones. The city council shall, to establish, modify, or disestablish a benefit zone, follow the procedure to establish, modify, or disestablish a parking and business improvement area.

36630. If a property and business improvement district expires due to the time limit set pursuant to subdivision (h) of Section 36622, a new management district plan may be created and a new district established pursuant to this part.

CHAPTER 3. ASSESSMENTS

36631. (a) Within 15 days of the receipt of the written petition described in Section 36621, the city council shall appoint an advisory board which shall make a recommendation to the city council on the expenditure of revenues derived from the levy of assessments pursuant to this part, on the classification of properties, as applicable, and on the method and basis of levying the assessments. The city council may designate existing advisory boards or commissions to serve as the advisory board for the district or may create a new advisory board for that purpose. At least one member of the advisory board shall be a business licensee within the district who is not also a property owner within the district.

(b) Any advisory board appointed by the city council pursuant to subdivision (a) shall comply with the provisions of the Ralph M. Brown Act (Chapter 9 (commencing with Section 54950) of Part 1 of Division 2 of Title 5 of the Government Code).

36632. The collection of the assessments levied pursuant to this part shall be made at the time and in the manner set forth by the city council in the resolution establishing the management district plan described in Section 36622. The assessments may be collected at the same time and in the same manner as for the ad valorem property tax, and may provide for the same lien priority and penalties for delinquent payment.

36633. (a) The advisory board shall cause to be prepared a report for each fiscal year for which assessments are to be levied and collected to pay the costs of the improvements and activities described in the report. The report may propose changes, including, but not limited to, the boundaries of the property and business improvement district or any benefit zones within the district, the basis and method of levying the assessments, and any changes in the classification of property, if a classification is used.

(b) The report shall be filed with the clerk and shall refer to the property and business improvement 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 information:

(1) Any proposed changes in the boundaries of the property and business improvement district or in any benefits zones within the district.

(2) The improvements and activities to be provided for that fiscal year.

(3) An estimate of the cost of providing the improvements and the activities for that fiscal year.

(4) 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.

(5) The amount of any surplus or deficit revenues to be carried over from a previous fiscal year.

(6) The amount of any contributions to be made from sources other than assessments levied pursuant to this part.

(c) The city council may approve the report as filed by the advisory board or may modify any particular contained in the report and approve it as modified. Any modification shall be made pursuant to Sections 36640 and 36641. The city council shall not approve a change in the basis and method of levying assessments that would impair an authorized or executed contract to be paid from the revenues derived from the levy of assessments.

36634. (a) The assessments levied on real property pursuant to this part shall be levied on the basis of the estimated benefit to the real property within the property and business improvement district. The city council may classify properties for purposes of determining the benefit to property of the improvements and activities provided pursuant to this part.

(b) Properties in private residential use, or that are zoned for agricultural use, are conclusively presumed not to benefit from the improvements and service funded through these assessments, and shall not be subject to any assessment pursuant to this part.

36635. The validity of assessment levied under this part shall not be contested in any action or proceeding unless the action or proceeding is commenced within 30 days after the ordinance levying the assessment is adopted pursuant to Section 36627. Any appeal from a final judgment in an action or proceeding shall be perfected within 30 days after the entry of judgment.

36636. The city council may execute baseline service contracts that would establish levels of city services that would continue after a property and business improvement district has been formed.

CHAPTER 4. MODIFICATION OF BOUNDARIES, ASSESSMENTS, IMPROVEMENTS, OR ACTIVITIES

36640. The advisory board may, at any time, request that the city council modify the management district plan. Any modification of the management district plan shall be made pursuant to this chapter.

36641. (a) Upon the written request of the advisory board, the city council may modify the management district plan by adopting a resolution after holding hearings on the proposed modification pursuant to Sections 36623, 36624, 36625, and 36626.

(b) The city council shall adopt a resolution of intention which states the proposed modification prior to the public hearing required by this section. The public hearing shall be held not more than 60 days after the adoption of the resolution of intention. Notice of the public hearing shall be as provided in Section 36623. The public hearing shall be conducted as provided in Sections 36624, 36625, and 36626.

36642. (a) The city council may modify the improvements and activities to be funded with the revenue derived from the levy of the assessments by adopting a resolution determining to make the modifications after holding a public hearing on the proposed modifications. Notice of the public hearing and the proposed modifications shall be published as provided in Section 36623.

(b) The public hearing shall be conducted as provided in Sections 36624, 36625, and 36626.

36643. Any subsequent modification of the resolution shall be reflected in subsequent notices and maps recorded pursuant to Division 4.5 (commencing with Section 3100).

CHAPTER 5. DISESTABLISHMENT

36650. (a) Any district established or extended pursuant to the provisions of this part, where there is no indebtedness, outstanding and unpaid, incurred to accomplish any of the purposes of the district, may be disestablished by resolution by the city council in either of the following circumstances:

(1) If the city council finds there has been misappropriation of funds, malfeasance, or a violation of law in connection with the management of the district, it shall notice a hearing on disestablishment. The notice and hearing shall be held pursuant to Sections 36623 and 36624.

(2) During the operation of the district, there shall be a 30-day period each year in which assessees may request disestablishment of the district. The first such period shall begin one year after the date of establishment of the district and shall continue for 30 days. The next such 30-day period shall begin two years after the date of the establishment of the district. Each successive year of operation of the district shall have such a 30-day period. Upon the written petition of the owners of real property in the area who pay 50 percent or more of the assessments levied, the city council shall pass a resolution of intention to disestablish the district. The city council shall notice a hearing on disestablishment. The notice and hearing shall be held pursuant to Sections 36623 and 36624.

(b) The city council shall adopt a resolution of intention to disestablish the district prior to the public hearing required by this section. The resolution shall state the reason for the disestablishment, shall state the time and place of the public hearing, and shall contain a proposal to dispose of any assets acquired with the revenues of the assessments levied within the property and business improvement district. The public hearing shall be held not less than 20 or more than 30 days after the adoption of the resolution of intention. Notice of the public hearing shall be published as provided in Section 36623.

36651. (a) Upon the disestablishment of a district, any remaining revenues derived from the levy of assessments, or any revenues derived from the sale of assets acquired with the revenues, shall be refunded to the owners of the property then located and operating within the district in which assessments were levied by applying the same method and basis that was used to calculate the assessments levied in the fiscal year in which the district is disestablished.

(b) If the disestablishment occurs before an assessment is levied for the fiscal year, the method and basis that was used to calculate the assessments levied in the immediate prior fiscal year shall be used to calculate the amount of any refund. Notice of the disestablishment of a district shall be published once in a newspaper of general circulation in the city, not later than 15 days after the ordinance disestablishing the district is adopted.

Display 1995-1996 Bill Text - INFORMATION
BILL NUMBER: AB 2575

BILL TEXT

CHAPTER	243
FILED WITH SECRETARY OF STATE	JULY 22, 1996
APPROVED BY GOVERNOR	JULY 20, 1996
PASSED THE SENATE	JULY 7, 1996
PASSED THE ASSEMBLY	MAY 23, 1996
AMENDED IN ASSEMBLY	MAY 15, 1996

INTRODUCED BY Assembly Member Caldera

FEBRUARY 21, 1996

An act to amend Sections 36621, 36622, 36631, and 36634 of the Streets and Highways Code, relating to improvement assessment districts.

LEGISLATIVE COUNSEL'S DIGEST

AB 2575, Caldera. Streets and highways: property and business improvement districts.

(1) Existing law authorizes a city council to initiate proceedings to form a property and business improvement district by the adoption of a resolution expressing its intention to form a district, upon the written petition, signed and acknowledged, of the property owners in the proposed district who will pay more than 50% of the assessments proposed to be levied.

This bill, instead of requiring that the petition be signed and acknowledged, would require that the petition be signed by the specified property owners.

(2) Existing law requires that the petition specified above include the management district plan.

This bill would, instead, require that the petition include a summary of the management district plan.

(3) Existing law requires that the resolution of intention specified above contain, among other things, the management district plan. The management district plan is required to contain, among other things, a list, by assessor's parcel number, of the properties to be benefited.

This bill would delete the requirement that the list be by assessor's parcel number, would require that the list be of properties to be assessed, and would require that the list include the assessor's parcel numbers.

(4) Existing law requires the city council, within 15 days of the receipt of the written petition specified above, to appoint an advisory board to make specified recommendations to the city council.

This bill would, instead, require that the appointment of the advisory board be made before adopting a resolution establishing the district.

Display 1995-1996 Bill Text - INFORMATION
BILL NUMBER: AB 2575

BILL TEXT

THE PEOPLE OF THE STATE OF CALIFORNIA DO ENACT AS FOLLOWS:

SECTION 1. Section 36621 of the Streets and Highways Code is amended to read:

36621. (a) Upon the submission of a written petition, signed by the property owners in the proposed district who will pay more than 50 percent of the assessments proposed to be levied, the city council may initiate proceedings to form a district by the adoption of a resolution expressing its intention to form a district. The amount of assessment attributable to property owned by the same property owner which is in excess of 40 percent of the amount of all assessments proposed to be levied, shall not be included in determining whether the petition is signed by property owners who will pay more than 50 percent of the total amount of assessments proposed to be levied.

(b) The petition of property owners required under subdivision (a) shall include a summary of the management district plan. That summary shall include all of the following:

(1) A map showing the boundaries of the district.

(2) Information specifying where the complete management district plan can be obtained.

(3) Information specifying that the complete management district plan shall be furnished upon request.

(c) The resolution of intention described in subdivision (a) shall contain all of the following:

(1) The management district plan.

(2) A time and place for a public hearing on the establishment of the property and business improvement district and the levy of assessments, which shall not be held more than 60 days after the adoption of the resolution of intention.

SEC. 2. Section 36622 of the Streets and Highways Code is amended to read:

36622. The management district plan shall contain all of the following:

(a) A map of the district in sufficient detail to locate each parcel of property within the district.

(b) The name of the proposed district.

(c) A description of the boundaries of the district, including the boundaries of any benefit zones, proposed for establishment or extension in a manner sufficient to identify the lands included. Under no circumstances shall the boundaries of a proposed district overlap with the boundaries of another existing district created pursuant to this part. Nothing in this part prohibits the boundaries of a district created pursuant to this part to overlap with other assessment districts established pursuant to other

provisions of law including, but not limited to, the Parking and Business Improvement Area Law of 1989.

(d) The improvements and activities proposed for each year of operation of the district and the maximum cost thereof.

(e) The total annual amount proposed to be expended for improvements, maintenance and operations in each year of operation of the district.

(f) The proposed source or sources of financing including the proposed method and basis of levying the assessment in sufficient detail to allow each property owner to calculate the amount of the assessment to be levied against his of her property.

(g) The time and manner of collecting the assessments.

(h) The specific number of years, to a maximum of five, in which assessments will be levied. The management district plan may set forth specific increases in assessments for each year of operation of the district.

(i) The proposed time for implementation and completion of the management district plan.

(j) Any proposed rules and regulations to be applicable to the district.

(k) A list of the properties to be assessed, including the assessor's parcel numbers, and a statement of the method or methods by which the expenses of a district will be imposed upon benefited real property, in proportion to the benefit received by the property, to defray the cost thereof, including operation and maintenance. The plan may provide that all or any class or category of real property which is exempt by law from real property taxation may nevertheless be included within the boundaries of the district but shall not be subject to the assessment.

(l) Any other item or matter required to be incorporated therein by the city council.

SEC. 3. Section 36631 of the Streets and Highways Code is amended to read:

36631. (a) Before adopting a resolution establishing the district, the city council shall appoint an advisory board which shall make a recommendation to the city council on the expenditure of revenues derived from the levy of assessments pursuant to this part, on the classification of properties, as applicable, and on the method and basis of levying the assessments. The city council may designate existing advisory boards or commissions to serve as the advisory board for the district or may create a new advisory board for that purpose. At least one member of the advisory board shall be a business licensee within the district who is not also a property owner within the district.

(b) Any advisory board appointed by the city council pursuant to subdivision (a) shall comply with the provisions of the Ralph M. Brown Act (Chapter 9 (commencing with Section 54950) of Part 1 of Division 2 of Title 5 of the Government Code).

SEC. 4. Section 36634 of the Streets and Highways Code is amended to read:

36634. (a) The assessments levied on real property pursuant to this part shall be levied on the basis of the estimated benefit to the real property within the property and business improvement district. The city council may classify properties for purposes of determining the benefit to property of the

improvements and activities provided pursuant to this part.

(b) Properties zoned solely for residential use, or that are zoned for agricultural use, are conclusively presumed not to benefit from the improvements and service funded through these assessments, and shall not be subject to any assessment pursuant to this part.

J. MICHAEL CAREY
CITY CLERK

CITY OF LOS ANGELES
CALIFORNIA



RICHARD J. RIORDAN
MAYOR

OFFICE OF THE
CITY CLERK
ROOM 395, CITY HALL
LOS ANGELES, CA 90012
(213) 485-5708
FAX (213) 237-0636

FILED

NOV 21 1996

ELIAS MARTINEZ, City Clerk
By _____, Deputy

96-0827

November 5, 1996

Community Development Dept (w/file)
Attn: Raul Gonzalez, Contract Div
Chief Legislative Analyst
City Administrative Officer
City Attorney

Controller: Room 220
Accounting Division, F & A
Disbursement Division
Office of the Mayor

RE: ENTERING INTO A PROFESSIONAL SERVICES AGREEMENT FOR CONSULTANT IN CONNECTION WITH THE LEIMERT PARK BUSINESS IMPROVEMENT DISTRICT

At the meeting of the Council held October 29, 1996, the following action was taken:

Attached report adopted	
Attached motion ( ) adopted	
Attached resolution adopted	
Ordinance adopted	
Motion adopted to approve attached report	X
Motion adopted to approve attached communication	
To the Mayor for concurrence	
To the Mayor FORTHWITH	
Mayor concurred	11-01-96
Appointment confirmed	
Findings adopted	
Negative Declaration adopted	
Categorically exempt	
Generally exempt	

J. Michael Carey

City Clerk
jv
steno\960827

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Mayor's Time Stamp

RECEIVED
'96 OCT 30 P1:19

City Clerk's Time Stamp

FILED
CITY CLERK
'96 OCT 30 P1:12

FORTHWITH

SUBJECT TO MAYOR'S APPROVAL

DEPUTY MAYOR

CITY CLERK

COUNCIL FILE NO. 96-0827 COUNCIL DISTRICT NO. DEPUTY

COUNCIL APPROVAL DATE October 29, 1996

RE: ENTERING INTO A PROFESSIONAL SERVICES AGREEMENT FOR CONSULTANT IN CONNECTION WITH THE FIGUEROA CORRIDOR BUSINESS IMPROVEMENT DISTRICT

LAST DAY FOR MAYOR TO ACT NOV 0 9 1996
(10 Day Charter requirement as per Charter Section 354)

DO NOT WRITE BELOW THIS LINE - FOR MAYOR OFFICE USE ONLY

APPROVED ✓

*DISAPPROVED

*Transmit objections in writing pursuant to Charter Section 354

DATE OF MAYOR APPROVAL OR DISAPPROVAL NOV 0 1 1996

NOV 05 1996

MAYOR

steno\960827
et

CITY CLERK

'96 NOV -1 P1:41

CITY CLERK

BY_____ DEPU

FILE NO. 96-0827

TO THE COUNCIL OF THE CITY OF LOS ANGELES

Your COMMUNITY AND ECONOMIC DEVELOPMENT Committee

reports as follows:

	Yes	No
Public Comments:	X	

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE REPORT relative to entering into a Professional Services Agreement for consultant in connection with the Figueroa Corridor Business Improvement District.

Recommendations for Council action, as recommended by the City Administrative Officer, SUBJECT TO THE APPROVAL OF THE MAYOR:

1. AUTHORIZE the General Manager Community Development to negotiate and execute a contract with Hormann and Associates for an amount not to exceed $73,578 for the period retroactive from August 1, 1996, through July 31, 1997 for the scope of services described in the Community Development Department transmittal dated October 4, 1996.

2. AUTHORIZE the Controller to expend funds within Community Development Trust Fund No. 424 upon presentation of proper documentation and proper demand of the General Manager Community Development or designee as follows:

Account	Title	Amount
F232	Community Development Block Grant for Emergency Disaster Assistance	$ 73,578

3. DIRECT the General Manager Community Development to incorporate the following procedures for the issuance of any future Requests for Proposals (RFP) or Requests for Qualifications (RFQ) for BID contracts:

   - A structured scoring system with relevant criteria and weight factors for use in selecting contractors; and

   - An appeals process for non-recommended respondents.

Fiscal Impact Statement: There is no General Fund impact related to this contract because federal Community Development Block Grant funds in the amount of $73,578 will be used.

SUMMARY:

On May 21, 1996, the City Council approved the allocation of $75,000 in Community Development Block Grant funds for Disaster Assistance from the 1992 civil unrest to be used to hire a consultant to determine the feasibility of, and coordinate the formal adoption process needed to establish, a Figueroa Corridor property-based Business Improvement District (BID).

TO THE COUNCIL OF THE CITY OF LOS ANGELES

Your COMMUNITY AND ECONOMIC DEVELOPMENT Committee reports as follows:

CDD requested that the Figueroa Corridor BID Coordinating Group issue a Request For Qualifications (RFQ), with assistance from CDD, to begin the consultant selection process. The Coordinating Group reviewed the four proposals which had been submitted and then interviewed and informally rated the four consultant firms. The Selection Committee was comprised of property and business owners in the area. CDD indicated that there was neither a formal scoring system used for selection, nor was there an appeal process for non-selected respondents. CDD reports that no objections to the selection process were received. The City Attorney indicates a contract can be approved as to form and legality with the proposal review process that was utilized.

The four firms and the cost of their proposals are as follows:

Edward Henning and Associates	$48,500
Kosmont and Associates	$50,000 - $75,000
Hormann and Associates	**$73,578**
CityGate Associates	$75,000

CDD states that although the cost of the Hormann and Associates proposal was $35,078 higher than the lowest proposer, the interview panel proposed selection of Hormann and Associates because it submitted the most comprehensive proposal.

The proposed term of the contract will be retroactive from August 1, 1996 through July 31, 1997. The total project will cost $73,578. As detailed in the proposed agreement, payments to the contractor shall be made on the basis of the successful completion of each of the thirteen project milestones. The contractor will be responsible for research and planning relative to the formation and establishment of the PBID, which will be paid for by assessments to property owners in the designated area. According to CDD, the proposed scope of services will build support for the BID through a series of participatory processes that will be designed to educate and engage "stakeholders". The scope of services is as follows:

- Formation of the necessary BID working groups and development of database of affected parties
- Consensus Building/Education outreach to interested parties through mailings and focus groups
- Development of draft business plan, to include recommended benefit zones, service plan options, governance structure and assessment methodology
- Plan Review/Consensus and presentation of the plan to stakeholders based on input received
- Campaign Management including promotion of a launch event, weekly

FILE NO. 96-0827

TO THE COUNCIL OF THE
CITY OF LOS ANGELES

Your COMMUNITY AND ECONOMIC DEVELOPMENT Committee

reports as follows:

tracking of assignments, meetings and public hearings
- Preparation and presentation of reports to Council during the BID ordinance adoption process

The purpose of the BID is the development of long-term economic development strategies for certain commercial and industrial districts. Local business groups in the district sponsor a process of identifying and setting priorities for strategies and projects that are deemed critical to support the long-term revitalization of the district as a whole. Eligible activities could range from physical improvements to programs designed to improve the economic health of the district. The goal is to have the local community take the lead in determining the most important economic development efforts for its community. Activities would be directed toward enhancing economic activity, jobs, sales tax revenue, and property tax levels. The program would be implemented by a community-based group after community priorities are established. The Community Development Department (CDD) proposed that the City enter into a one year, $73,578 contract with Hormann and Associates, a private, for-profit firm to plan and develop the activities required to establish a BID.

The proposed agreement of $73,578 is being recommended at this time as part of one request from CDD involving four BID's. CDD states there is no deadline on the expenditure of these funds, which resulted from the 1992 civil unrest. CDD indicates that the local business community has expressed interest in pursuing an agreement with the consultant.

At its meeting of October 24, 1996, the Community and Economic Development Committee concurred with the recommendations of the City Administrative Officer and submits this matter for Council consideration.

Respectfully submitted,

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

BG:amm
10/25/96

reports\#960827

ADOPTED
MOTION ADOPTED TO APPROVE COMMITTEE REPORT RECOMMENDATION
OCT 29 1996
LOS ANGELES CITY COUNCIL
-3-
TO THE MAYOR FORTHWITH

Mayor With File -A-354

Item #1

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE
Report/Communication for Signature

Council File Number 96-0827

Committee Meeting Date 10-24-96 Special Mtg

Council Date 10-29-96

COMMITTEE MEMBER	YES	NO	ABSENT
COUNCILMEMBER HERNANDEZ, Chair	✓		
COUNCILMEMBER ALARCON	✓		
COUNCILMEMBER WACHS			

Remarks Figueroa BID

Adrienne Bass, Legislative Assistant ♦♦♦♦♦ Telephone 237-0379

COUNCIL ROLL CALL

ITEM(S) # 1A-4C

COMMUNICATION(S) ☐ ORD(S) ☐

COMMITTEE REPORT(S) ☒ CHS

CITY ENGR/B&S REPORT(S) ☐

TRACT MAP(S) # _____ CD _____

PARCEL MAP(S) # _____ BK _____

WITHDRAWN FROM AGENDA _____

REFERRED TO: Government Council

MOTION ☒ AMENDING ☐ SUBSTITUTE ☐

CONTINUED TO:

10 VOTES TO CONSIDER ☐ PUBLIC HEARING ☐

ITEM(S) # 1A-4

	YES	NO
ALARCÓN	✓	
ALATORRE		
BERNSON	✓	
BRAUDE	✓	
CHICK	✓	
FEUER	✓	
GALANTER	✓	
GOLDBERG	✓	
HERNANDEZ	✓	
HOLDEN	✓	
RIDLEY-THOMAS		
SVORINICH	✓	
WACHS	✓	
WALTERS	✓	
PRES. FERRARO	✓	
TOTALS	13	—

U.V. ☐ ADOPTED ☑ FAILED ☐

ROLL CALL NO. _____

FORTHWITH ☒ TO MAYOR ☐

ORD OVER ☐ DATE: _____

- [ ] Petitioner/Communicant _____
- [ ] Council Member(s) _____
- [x] Chief Legislative Analyst (Mail Stop :
- [x] City Administrative Officer (Mail Stop :
- [x] Office of the Mayor (Mail Stop :
- [x] Controller (Mail Stop :
- [ ] Treasurer (Mail Stop :
- [ ] General Services Department (Mail Stop :
- [ ] Department of Transportation (Mail Stop :
- [ ] City Planning Department (Mail Stop :
- [x] Community Development Department (with file ATTN: RAUL M. GONZALEZ ~~Hai Board Gonzales~~ (Mail Stop :
- [ ] Community Redevelopment Agency (Contract Div) (Mail Stop :
- [ ] Board of Public Works (Mail Stop :
- [x] City Attorney
- [ ] Private Industry Council
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____

Report From

CITY ADMINISTRATIVE OFFICER

Analysis of Proposed Contract

To	Date	C.D No.	CAO File No.
The Mayor The Council	10-24-96	11	0150-06417-0000

Reference
Community Development Department transmittal dated October 4, 1996

Term
August 19, 1996 through
August 18, 1997

Type of Document: [ ]X New contract [ ] Amend. [ ] Other _____

Source of Funds
Supplemental Community Development Block Grant for Earthquake Recovery

Project Title
Business Improvement District - Plan Development for the Tarzana Improvement Association

Parties
City; California Downtown Resources

Business headquarters address: 7700 College Town Dr. Ste. 204, Sacramento, CA 95826-2304
Street City State Zip

Contract/Amendment Amount:

Proposed amount $ 74,890 + Prior award(s) $ -- = Total $ 74,890

Purpose of Contract/Amendment

To establish an Assessment District to provide for the promotion, marketing and enhancement of the Tarzana area

	Yes	No	N/A*		Yes	No	N/A*
1. Council has approved the purpose.	X			7. Contractor has complied with:			
2. Appropriated funds are available	X			A. Affirmative action program.			X
3. City employees can perform the work.		X		B. Business tax requirements.	X		
4. Proposals have been requested.	X			C. Job training and employ. policy.			X
5. Risk mgmt. review has been completed.	X			D. MBE / WBE policy.			X
6. Contractor has a stated child care policy.			X	8. City resident workforce:	-- %		

Comments

On April 23, 1996, the City Council approved the allocation of $75,000 in Community Development Block Grant Supplemental Earthquake Funds to be used to hire a consultant to determine the feasibility of, and coordinate the formal adoption process needed to establish, a Tarzana Boulevard property-based Business Improvement District (BID). The purpose of the BID is the development of long-term recovery strategies for earthquake-damaged commercial and industrial districts. Local business groups in the district sponsor a process of identifying and setting priorities for strategies and projects that are deemed critical to support the long-term revitalization of the district as a whole. Eligible activities could range from physical improvements to programs designed to improve the economic health of the district. The goal is to have the local community take the lead in determining the most important recovery efforts for its community. Activities would be directed toward enhancing economic activity, jobs, sales tax revenue, and property tax levels. This program would be implemented by a community-based group after community priorities are established. The Community Development Department (CDD) proposed that the City enter into a one year, $74,890 contract with California Downtown Resources (CDR), a private, for-profit firm to plan and develop the activities required to establish a BID.

(Comments continued)

*N/A = Not applicable

Analyst	Asst. City Administrative Officer	City Administrative Officer
Raynard D. Becerra		K. Comrie for
RGB:ocm 29556d97		

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CDD arranged to have the Tarzana Improvement Association (TIA) issue a Request For Qualifications (RFQ), with assistance from CDD, to begin the consultant selection process. TIA, through a BID Consultant Selection Committee, reviewed the five proposals which had been submitted and then interviewed and informally rated the five consultant firms. The Selection Committee was comprised of property and business owners in the area. The five firms and the cost of their proposals are as follows:

Kosmont and Associates	$50,000 - $75,000
Economics Research Associates	$68,000 plus expenses
Edward Henning and Associates	$70,000
Rosenheim and Associates	$70,500
CDR	**$74,890**

CDD states that although the cost of the CDR proposal was $24,890 higher than the lowest proposer, the interview panel proposed selection of CDR because of their overall responsiveness to the selection criteria. CDD considered the lowest-priced consultant group to be non-responsive to the request for qualifications as it proposed a range of fees and services, as opposed to a specific proposal. The next lowest-priced consultant group did not include expenses in their response. The third lowest-priced consultant group was $4,890 lower than the proposed contractor.

CDD indicated that there was neither a formal scoring system used for selection, nor was there an appeal process for non-selected respondents. CDD reports that no objections to the selection process were received. The City Attorney indicates a contract can be approved as to form and legality with the proposal review process that was utilized.

The proposed term of the contract will be retroactive from August 19, 1996 through August 18, 1997. The total project will cost $74,890. As detailed in the proposed agreement, payments to the contractor shall be made on the basis of the successful completion of each of the twelve project milestones. The contractor will be responsible for research and planning relative to the formation and establishment of the BID, which will be paid for by assessments to property owners in the designated area. According to CDD, the proposed scope of services will build support for the BID through a series of participatory processes that will be designed to educate and engage "stakeholders". The scope of services is as follows:

- Formation of the necessary BID working groups and development of database of affected parties
- Consensus Building/Education outreach to interested parties through mailings and focus groups
- Development of draft business plan, to include recommended benefit zones, service plan options, governance structure and assessment methodology
- Plan Review/Consensus and presentation of the plan to stakeholders based on input received
- Campaign Management including promotion of a launch event, weekly tracking of assignments, meetings and public hearings
- Preparation and presentation of reports to Council during the BID ordinance adoption process

(Comments continued)

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The proposed agreement of $74,890 is being recommended at this time to meet a November 3, 1996 deadline to execute the agreement. If this agreement is not executed by the deadline, CDD will not be able to encumber the Earthquake Supplemental Grant funds from the U.S. Department of Housing and Urban Development (HUD).

RECOMMENDATIONS

That the Council, subject to the approval of the Mayor:

1. Authorize the General Manager Community Development to negotiate and execute a contract with California Downtown Resources for an amount not to exceed $74,890 for a term retroactive from August 19, 1996, through August 18, 1997 for the scope of services described in the Community Development Department transmittal dated October 4, 1996;

2. Authorize the Controller to expend funds within Community Development Trust Fund No. 424 upon presentation of proper documentation and proper demand of the General Manager Community Development or designee as follows:

Account	Title	Amount
J522	Supplemental Community Development Block Grant for Earthquake Recovery	$ 74,890

3. Direct the General Manager Community Development to incorporate the following procedures for the issuance of any future Requests for Proposals (RFP) or Requests for Qualifications (RFQ) for BID contracts:

   - A structured scoring system with relevant criteria and weight factors for use in selecting contractors; and

   - An appeals process for non-recommended respondents.

FISCAL IMPACT STATEMENT

There is no General Fund impact related to this contract because federal Community Development Block Grant funds in the amount of $74,890 will be used.

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I WISH TO HEARD BEFORE THE CITY COUNCIL

AGENDA ITEM NO. 7 TODAY'S DATE 5/17/96

I am speaking FOR [X] AGAINST [ ] the Agenda Recommendation

COUNCIL FILE NO.:

SUBJECT: Figueroa Corridor BID

Name: Carol Schatz

Street:

City:

Telephone:

Are you speaking on your own behalf? YES [ ] NO [X]

If NO, and you are being compensated to speak for or represent someone other than yourself, please disclose who you are representing:

Name: Central City Assoc

Street: 606 So Olive St Ste 1000

City: LA 90014

(over)

What relationship do you have with the person you are speaking for or representing? (Check as many as apply)

[ ] Lobbyist for person. [X] Employee of the person.

[ ] Attorney for person. [ ] Other:_____.

Are you registered as a Lobbyist with the City Ethics Commission?*

YES [X] NO [ ]

* Any questions about the City's Lobbying Law should be directed to the City Ethics Commission at (213) 237-0310. You may also go to the Commission Office at 201 N. Los Angeles Street, L.A. Mall, Suite 2, Los Angeles, CA 90012.

PLEASE GIVE THIS CARD TO ONE OF THE TWO POLICE OFFICERS AT THE FRONT OF THE COUNCIL ROOM WELL BEFORE YOUR ITEM IS TO BE HEARD BY THE CITY COUNCIL.

J. MICHAEL CAREY
CITY CLERK

CITY OF LOS ANGELES
CALIFORNIA

OFFICE OF THE
CITY CLERK
ROOM 395, CITY HALL
LOS ANGELES, CA 90012
(213) 485-5708
FAX (213) 237-0636

RICHARD J. RIORDAN
MAYOR

96-0827

CD 9

October 10, 1996

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

In accordance with Council Rules, communication from the Community Development Department relative to requests to enter into Professional Services Agreements for consultants in connection with the Figueroa Corridor Business Improvement District, was referred on October 9, 1996, to the COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE.

J. Michael Carey

City Clerk
amm

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PARKER C. ANDERSON
GENERAL MANAGER

CITY OF LOS ANGELES
CALIFORNIA

RICHARD J. RIORDAN
MAYOR

COMMUNITY DEVELOPMENT DEPARTMENT
215 W. 6TH STREET
LOS ANGELES, CA 90014
(213) 485-1617
FAX (213) 237-0551

Council Districts and
Council File Numbers: 96-0610-S1 - CD5
96-1057 - CD8
96-0827 - CD9
96-0490 - CD11

Contact Persons: Marilyn M. Lurie, x5-2952
Nancy Kuebel, x5-4767

Honorable Richard J. Riordan
Mayor, City of Los Angeles
Room 305 City Hall

Los Angeles City Council
c/o City Clerk's Office
Room 395 City Hall

Attention: June Lagmay, Legislative Coordinator

COMMITTEE TRANSMITTAL: REQUEST TO ENTER INTO PROFESSIONAL SERVICES AGREEMENTS FOR BUSINESS IMPROVEMENT DISTRICT CONSULTANTS FOR STUDIO CITY, LEIMERT PARK, FIGUEROA CORRIDOR AND TARZANA

Recommendations

The General Manager, CDD respectfully requests that:

1. Your office process this transmittal through the appropriate committee and City Council for review and approval;

2. The General Manager, CDD or his designee, be authorized to negotiate and execute the attached Professional Services Agreements for BID consultant services as described in the body of this transmittal;

3. Authorize the Controller to expend funds within the Community Development Trust Fund No. 424 upon presentation of proper documentation and proper demand of the General Manager of CDD or his designee as follows:

Account	Title	Amount
J522	Planning/Administration	$149,788
F232	Disaster Assistance Loans	109,578

COMNTY & ECON DEV

4. The Mayor concur with the action of the City Council.

OCT 09 1996

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CITY

'96 OCT -9 A10 :59

CITY CLERK

BY. _____ DEPT

Summary

Transmitted for your review, approval and further processing are two (2) originals and (2) copies of recommendations to fund and execute Professional Services Agreements for plan development of the Studio City, Leimert Park, Figueroa Corridor and Tarzana Business Improvement Districts. These agreements will allow the consultants to begin the work necessary to create Business Improvement Districts. The Professional Services Agreements for Studio City and Tarzana must be executed no later than November 3, 1996 in order to encumber funds by HUD deadline.

The Community Development Department requests Mayor and City Council authority to fund and execute the attached Personal Services Agreements, as described:

A. The Contractors shall be responsible for research and planning related to the establishment and implementation of the above noted Business Improvement Districts (BID). The BIDs shall be paid for by tax assessments to property owners within the designated area.

B. The Contractors shall further be responsible for the following steps anticipated to occur within a one year period, resulting in the successful establishment of a property-based or tenant based Business Improvement District. The proposed scope of services will build support for the BID through a series of participatory processes that educate and engage stakeholders and will also include the:

• Bid Formation Infrastructure: formation of project support committees, project steering committee, the creation of a comprehensive database of all property owners, business owners and all potentially affected properties.

• Consensus Building/Education: outreach efforts to property owners, business owners and civic leaders. Consultants will conduct a mix of focus group meetings, direct mailings, and one on one meetings.

• Plan Development: draft a business plan, including the identification of recommended benefit zones, service plan options, governance structure, assessment methodology and formulae.

• Plan Review/Consensus: present key components of the draft plan to stakeholders. Based on input through a series of workshops, consultants will develop a consensus plan.

• Campaign Management: components include a campaign launch event, weekly tracking assignments and meetings with property owners and public hearings.

• Council Ratification: preparation and presentation to the City Council during the ordinance adoption process.

Fiscal Impact Statement

There is no General Fund impact related to these recommendations. Proposed Professional Services

Agreements are to be funded from the Community Development Block Grant (CDBG) Fund/Emergency Disaster Assistance Fund.

Background

Studio City, (CF 96-0610-S1)

On April 23, 1996 City Council approved the allocation of $75,000 in Supplemental Community Development Block Grant (CDBG) funds for Earthquake Recovery to be used to hire a consultant to determine the feasibility of and coordinate the formal adoption process needed to establish the Studio City Business Improvement District (BID). The Studio City business owners have selected the property owner assessment format or a "Property Based Business Improvement District", known as a PBID. On July 25, 1996, the Studio City PBID Interview Panel, which is comprised of property and business owners, reviewed five proposals and interviewed and rated the five consultant firms.

Although CityGate Associates was not the lowest bidder, the interview panel selected the firm because of their high score on the selection criteria. Additionally, the group selected CityGate Associates because the firm had more experience than the lowest priced consultant group. The contract amount is $74,898, and the contract is attached hereto.

Leimert Park, (CF 96-1057)

On April 23, 1996 the City Council approved the allocation of $36,000 in Community Development Block Grant (CDBG) Disaster Assistance Loan Write Down Funds to be used to hire a consultant, to determine the feasibility of and coordinate the formal adoption process needed to establish the Leimert Park Village Business Improvement District (BID). Part of the consultant's tasks will be to advise the proponent group in their selection of either a property based or tenant based BID.

The Leimert Park Village Community Development Corporation (CDC) requested proposals on July 16, 1996 with a response deadline on August 2, 1996. There were three responses and two proposals were received, one firm declined to prepare a proposal based on limited funding, one was over budget, the other within budget. After reviewing the proposals, the Leimert Park Village CDC selected The Marco Group, based on experience and budget considerations. The contract amount is $36,000 and the contract is attached hereto.

Figueroa Corridor, (CF 96-0827)

On May 21, 1996 City Council approved the allocation of Community Development Block Grant (CDBG) funds in an amount not to exceed $75,000 in Emergency Disaster Assistance Funds to be used to hire a consultant to determine the feasibility of and coordinate the formal adoption process needed to establish the Figueroa Corridor Business Improvement District (BID). The Figueroa Corridor BID coordinating group received four proposals from consulting firms, interviewed all four proposers on June 14, 1996 and selected Hormann & Associates.

While they were not the lowest bidder, the group selected Hormann & Associates because the firm was the

most experienced consultant group interviewed having worked on the formation of several property based BIDs in the state of California. The contract amount is $73,578 and the contract is attached hereto.

Tarzana, (CF 96-0490)

On March 15, 1996, the motion for the formation of the Tarzana Business Improvement District was introduced in Council and referred to the Community and Economic Development (CED) Committee and the Ad Hoc Earthquake Recovery Committee for consideration. The Tarzana Improvement Association has proposed the creation of a Tarzana Property-Based Business Improvement District (PBID) to enable the establishment and funding of programs for the promotion, marketing and enhancement of the Tarzana Boulevard business community. On July 10, 1996 the Tarzana Improvement Association's Selection Committee reviewed five proposals and interviewed five consultant groups. California Downtown Resources (CDR) was chosen because they received the highest overall rating on criterion established by the selection committee. Rating criterion included 1) written proposal, 2) oral presentation, 3) experience and 4) understanding of the Property-Based Business Improvement District Law. CDR's price was within $500 of the lowest bid price; however, the fact that the principal of CDR authored the PBID law in California and the firm's continuing professional relationship with two of the four existing PBIDs in California compensates for the difference in price. The contract amount is $74,890 and the contract is attached hereto.

A copy of this transmittal is being forwarded to the City Attorney for concurrent review and approval.

PARKER C. ANDERSON,
General Manager

PCA:MML:BSK:ks

Attachments

bidtrans.bk1

PROFESSIONAL SERVICES AGREEMENT

Contractor: HORMANN & ASSOCIATES / URBAN MARKETING AND MANAGEMENT COLLABORATIVE (UMMC)

Title: FIGUEROA CORRIDOR - BUSINESS IMPROVEMENT DISTRICT

Said Agreement is Number _____ of City Contracts

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Attachments/Exhibits

Exhibit I - Indemnification and Insurance Requirements

Exhibit II - Certification Regarding Compliance With the American With Disability Act

AGREEMENT NUMBER _____ OF CITY CONTRACTS

BETWEEN

THE CITY OF LOS ANGELES

AND

HORMANN & ASSOCIATES / URBAN MARKETING AND MANAGEMENT COLLABORATIVE (UMMC)

FOR THE FIGUEROA CORRIDOR

BUSINESS IMPROVEMENT DISTRICT - PLAN DEVELOPMENT

THIS AGREEMENT is made and entered into by and between the City of Los Angeles, a municipal corporation, hereinafter called the City, and HORMANN & ASSOCIATES / URBAN MARKETING AND MANAGEMENT COLLABORATIVE, hereinafter called the Contractor.

W I T N E S S E T H

WHEREAS, the Community Development Department, hereinafter called the CDD, has been designated by the City to provide for the proper planning, coordination, direction and management of the City's various community development activities; and

WHEREAS, the CDD cooperates with private organizations, other agencies of the City and agencies of other governmental jurisdictions in carrying out certain functions and programs which are its responsibility; and

WHEREAS, the project which is the subject of this agreement, hereinafter called the Agreement, has been established by the City as one of the above described programs, and has been funded in the CDD budget which has been approved by the Los Angeles City Council and the Mayor; and

WHEREAS, the services to be provided herein are of a professional, expert, temporary, and occasional nature; and

WHEREAS, the General Manager, CDD, is authorized to execute Personal Services Agreements subject to the conditions of the Mayor's Executive Directive No. 16, dated July 13, 1992.

WHEREAS, the General Manager, CDD, may execute Personal Services Agreements as authorized by City Council and concurred by the Mayor (C.F. #95-0990, dated June 28, 1995).

NOW, THEREFORE, the City and the Contractor agree as follows:

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I.
INTRODUCTION

§101. Parties to the Agreement

The parties to this Agreement are:

1. The City of Los Angeles, a municipal corporation, having its principal office at 200 North Spring Street, Los Angeles, California 90012.

2. The Contractor, known as HORMANN & ASSOCIATES / URBAN MARKETING AND MANAGEMENT COLLABORATIVE, having its principal office at 870 Market Street, Suite 1164, San Francisco, CA 94102.

§102. Representatives of the Parties and Service of Notices

A. The representatives of the respective parties who are authorized to administer this Agreement and to whom formal notices, demands and communications shall be given are as follows:

1. The representative of the City shall be, unless otherwise stated in the Agreement:

Parker C. Anderson, General Manager
Community Development Department
215 West Sixth Street, Third Floor
Los Angeles, CA 90014

With copies to:

Marilyn M. Lurie, Director
Industrial and Commercial Development Division

2. The representative of the Contractor shall be:

Nancy Hormann,
HORMANN & ASSOCIATES / URBAN MARKETING AND MANAGEMENT COLLABORATIVE
870 Market Street, Suite 1164
San Francisco, CA 94102
(415) 693-0330 FAX(415) 781-4458

B. Formal notices, demands and communications to be given hereunder by either party shall be made in writing and may be effected by personal delivery or by registered or certified mail, postage prepaid, return receipt requested and shall be deemed communicated as of the date of mailing.

C. If the name of the person designated to receive the notices, demands or communications or the address of such person is changed, written notice shall be given, in accord with this section, within five (5) working days of said change.

§103. Independent Contractor

The Contractor is acting hereunder as an independent contractor and not as an agent or employee of the City. No employee of the Contractor has been, is, or shall be an employee of the City by virtue of this Agreement, and the Contractor shall so inform each employee organization and each employee who is hired or retained under this Agreement. Contractor shall not represent or otherwise hold out itself or any of its directors, officers, partners, employees, or agents to be an agent or employee of the City.

II.

TERM AND SERVICES TO BE PROVIDED

§201. Time of Performance

The term of this Agreement shall commence on August 1, 1996 and end one year thereafter and any additional period of time as is required to complete any necessary close-out activities. Said term is subject to the provisions herein. Performance shall not commence until the Contractor has obtained the City's approval of the insurance required in §413 herein.

§202. Time of Effectiveness

Unless otherwise provided by City in writing, performance shall not commence until the Contractor has obtained the City's approval of the insurance as required in §413 herein; and after all of the following events have occurred:

1. This Agreement has been signed on behalf of the Contractor by the person or persons authorized to bind the Contractor hereto;

2. This Agreement has been approved by the City Council or by the board, officer or employee authorized to give such approval;

3. The Office of the City Attorney has indicated in writing its approval of this Agreement as to form and legality;

4. This Agreement has been signed on behalf of the City by the person designated to so sign by the City Council or by the board, officer or employee authorized to enter into this Agreement.

§203. Services to be Provided by the Contractor

A. The Contractor shall be responsible for research and planning related to the establishment and implementation of a Business Improvement District (BID), within the designated area. The BID shall be paid for by tax assessments to property owners within the designated area.

B. The Contractor shall further be responsible for the following steps anticipated over a nine month period, resulting in the successful establishment of a property-based business improvement district (PBID) in Downtown Los Angeles. The proposed scope of services aims to build support for the PBID through a series of participatory processes that educate and engage stakeholders.

- **BID Formation Infrastructure.** This process aims to develop the program infrastructure that will lead to the successful establishment of the PBID. Key components include the formation of project support committees, project steering committee, and property owner council within the Figueroa Corridor Group, the City and Figueroa Corridor property owners, and coordinate the creation of a comprehensive database on all potentially affected properties.

  The status of the PBID will be communicated to stakeholders in a series of newsletters and meetings throughout the process.

- **Consensus Building/Education.** Reaching out to Figueroa Corridor property owners, business owners and civic leaders, Urban Management

& Marketing Collaborative (UMMC) will conduct a mix of focus group meetings, direct mail surveys and one-on-one meetings to identify PBID service priorities and the financial support for a PBID.

- **Plan Development.** Based upon the input gathered from Figueroa Corridor stakeholders, the UMMC team will develop a draft business plan for the PBID, including the identification of recommended benefit zones, service plan options, governance structure, assessment methodology and formulae.

- **Plan Review/Consensus.** Key components of the draft plan will be presented to Figueroa Corridor stakeholders through a series of sub-district workshops. Based upon the input from the workshops, project support committees and the Figueroa Corridor board of directors, a consensus plan will be developed for the PBID.

- **Petition Preparation.** The property owner petition drive is a campaign requiring extensive planning and organization. Key steps will include providing campaign training for property owners, Figueroa Corridor board and staff, developing an array of marketing, communications and sales tools and identifying the inclinations of key property owners.

- **Campaign Management.** Campaign management components include a campaign launch event, weekly tracking, assignments and meetings with property owners, Figueroa Corridor board and staff members that are on the front lines "selling" the PBID.

- **Council Ratification.** Once adequate petition support has been secured, the UMMC team will prepare testimony and presentations for the City Council PBID ordinance adoption process.

Figueroa Corridor PBID steering committee is contributing the following in-kind contribution to the contract.

1. In kind contribution for the administrative assistant is 10 hours per week, at $13.94 per hour for 35 weeks. The time period will take place at the beginning of September through the end of May 1997. Total: $4,879.60.

2. Research Assistant/Graduate Student will work more hours between September through December and fewer hours until the end of May 1997, at $14.00 per hour for 340 hours. Total $4,760.00.

3. $2,500 Marketing budget will be used in producing newsletters and a video or slide presentation for display purposes.

4. Postage costs will be paid by the Figueroa Corridor Committee members which include the Shammas Group, Los Angeles Orthopaedic Hospital Foundation, Automobile Club and the University of Southern California.

   Printing cost/materials will be paid by the Committee.

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III.
PAYMENT

301. Compensation and Method of Payment

A. The City shall pay to the Contractor as compensation for complete and satisfactory performance of the terms of this Agreement, an amount not to exceed seventy three thousand five hundred seventy eight dollars ($73,578), to be paid in the following manner:

1. $5,518.00 payable upon satisfactory completion of the following and reimbursable expenses:

- finalize the project schedule and submit to Figueroa Corridor and CDD.
- identify key stakeholders in the proposed district.
- conduct initial one-on-one meetings with stakeholders.
- establish preliminary physical boundaries.

2. $5,518.00 payable upon satisfactory completion of the following and reimbursable expenses:

- establish the Management District Task Force as a subcommittee of the Figueroa Corridor group.
- Provide initial database information of key stakeholders to Figueroa Corridor and CDD.
- Submit written progress report to Figueroa Corridor and CDD.

3. $5,518.00 payable upon satisfactory completion of the following and reimbursable expenses:

- Conduct three community focus group meetings. Each meeting will be structured to include eight to fifteen participants who represent a particular segment of properties, businesses or interests within the proposed boundaries.
- Meet with representatives of all involved City Departments to explain the purpose of the proposed district and to agree upon the process for district adoption.

4. $3,018.00 payable upon satisfactory completion of the following and reimbursable expenses:

- Research Program/Service plan option based on the feedback from focus group meetings and one-on-one results.
- Submit written progress reports to the Figueroa Corridor and the City, at which point the three parties shall meet to determine if reasonable interest has been shown by property owners to warrant continuation of the process. Reasonable interest shall be measured by increasing attendance at meetings and workshops and the magnitude of response to surveys and petitions. If reasonable interest cannot be documented, the City reserves the right to terminate this agreement.

5. $7,358.00 payable upon satisfactory completion of the following and reimbursable expenses:

- Meet with City representatives to identify, quantify and map current service levels together with their budgeted and actual costs. Conduct a professional municipal management evaluation of governmental service levels within the proposed PBID area.

- Provide benchmarks comparisons with other PBIDs throughout the country. This comparison will suggest the feasibility of the proposed PBID and possible programs that could be emulated and identify pitfalls to avoid.

- Recommend to the Figueroa Group the type and desired level of local service for the PBID area.

- Establish a Baseline Service Contract with the City Attorney to ensure a minimum level of services to be provided by the City.

- Submit written progress report to Figueroa Corridor & CDD.

6. $5,518.00 payable upon satisfactory completion of the following and reimbursable expenses:

- Assemble all relevant data, develop database, determine assessment formula and benefit assessment verification. The first step of identification includes the process of describing the variables that may be utilized (1) in an assessment formula, and (2) in the petition campaign. The property variables includes but may not be limited to:

  - assessor's parcel number
  - site address
  - parcel size
  - total building square footage
  - ground floor building square footage
  - building height
  - street front footage
  - alley footage
  - benefit zone
  - estimated assessment

  The property owners variables will include, but may not be limited to:

  - contact person
  - contact numbers and address(es)
  - all parcels owned
  - existing assessments
  - total assessment in the new district
  - relevant factors from the property variables
  - position on district (i.e., strongly in favor, neutral, oppose, strongly oppose)

7. $5,518.00 payable upon satisfactory completion of the following and reimbursable expenses:

- Train Figueroa Corridor representative on operation of the database.

- Recommend assessment formula and assessment verification.

- Submit written progress report to Figueroa Corridor and CDD.

8. $5,518.00 payable upon satisfactory completion of the following and reimbursable expenses:

- Develop and present the Preliminary Management District Plan to the Figueroa Corridor Group, to include the following components:

  - Management District Summary
  - Mission and Objectives
  - Structure and Governance of the Organization
  - Boundary Options and Suggestions
  - Service Plan Options and Recommendations
  - Budget Options and Recommendations
  - Assessment Options and Recommendations
  - Relation to Existing Organizations
  - City Participation
  - Term of the Management District
  - Overview of Downtown Management Districts and Comparable Communities

9. $5,518.00 payable upon satisfactory completion of the following and reimbursable expenses:

- Conduct a minimum of three Stakeholder workshops, to include business and property owners, to present options and recommendations from the Preliminary Management District Plan. The intent of the workshops will be to obtain stakeholder input prior to completion of the Plan.

- Incorporate comments and suggestions from Figueroa Corridor Group, stakeholders and City representatives into a Final Management District Plan. Ensure that the Final Plan conforms with AB 3754.

- Submit written progress report to Figueroa Corridor and CDD , at which point the three parties shall meet to determine if reasonable interest has been shown by the property owners to warrant continuing the process. If reasonable interest cannot be documented, the City reserves the right to terminate this agreement.

10. $8,018.00 payable upon satisfactory completion of the following and reimbursable expenses:

- Develop a detailed petition drive schedule, draft and review with City Attorney petition and petition rules, work with Figueroa Corridor to elicit commitments from key property owners to join early endorsement of district and determine amount of support necessary to win petition drive.

- Implement an effective petition drive strategy by providing marketing materials, communications strategy, and training for Figueroa Corridor Steering group.

- Prepare draft PBID ballots, review their compliance with City Attorney, and conduct election campaign, if necessary due to "right to vote" initiative.

- Conduct launch event

- Prepare and distribute the PBID Newsletter to keep stakeholders informed of developments in the process

11. $5,522.00 payable upon satisfactory completion of the following and reimbursable expenses:

- Prepare and review with City Attorney a draft Resolution of Intention establishing the PBID. Attend the two public hearings and testify, if necessary.

- Work with Figueroa Corridor group to coordinate individual presentations to City Council.

- Work with City Attorney to outline contract specifics, draft the contract, prepare contract for signature.

12. $6,036.00 payable upon satisfactory completion and submittal of all outstanding reports and/or data.

13. $5,000.00 payable upon satisfactory completion of the following and reimbursable expenses:

Work with proponent group for one month after adoption of enabling ordinance to facilitate transition from formation to implementation phase.

It is understood that the City CDD makes no commitment to fund this Agreement beyond the terms set herein.

The Contractor shall submit to the City a list of tasks performed with each invoice, including supporting documentation. Funds shall not be released until the City approves the list of tasks and invoices. The City reserves the right to withhold compensation to the Contractor for failure to complete tasks.

Performance payments shall be tied to the above noted milestones. The Contractor shall receive City approval before payment is earned for each invoice. Performance on the subsequent segment is not to commence until the previous milestones have been approved by the City. City approval is deemed to be if the City has not raised concerns ten (10) days after receipt of notice from the Contractor that the milestone was completed.

IV.

STANDARD PROVISIONS

§401. Construction of Provisions and Titles Herein

All titles or subtitles appearing herein have been inserted for convenience and shall not be deemed to affect the meaning or construction of any of the terms or provisions hereof. The language of this Agreement shall be construed according to its fair meaning and not strictly for or against the City or the Contractor. The word "Contractor" herein and in any amendments hereto includes the party or parties identified in this Agreement. The singular shall include the plural. If there is more than one Contractor as identified herein, unless expressly stated otherwise, their obligations and liabilities hereunder shall be joint and several. Use of the feminine, masculine, or neuter genders shall be deemed to include the genders not used.

§402. Applicable Law, Interpretation and Enforcement

Each party's performance hereunder shall comply with all applicable laws of the United States of America, the State of California, and the City. This Agreement shall be enforced and interpreted under the laws of the State of California and the City.

If any part, term or provision of this Agreement shall be held void, illegal, unenforceable, or in conflict with any law of a federal, state or local government having jurisdiction over this Agreement, the validity of the remaining portions of provisions shall not be affected thereby.

§403. Integrated Agreement

This Agreement sets forth all of the rights and duties of the parties with respect to the subject matter hereof, and replaces any and all previous agreements or understandings, whether written or oral, relating thereto. This Agreement may be amended only as provided for herein.

§404. Excusable Delays

In the event that performance on the part of any party hereto shall be delayed or suspended as a result of circumstances beyond the reasonable control and without the fault and negligence of said party, none of the parties shall incur any liability to the other parties as a result of such delay or suspension. Circumstances deemed to be beyond the control of the parties hereunder shall include, but not be limited to, acts of God or of the public enemy; insurrection; acts of the Federal Government or any unit of State or Local Government in either sovereign or contractual capacity; fires; floods; epidemics; quarantine restrictions; strikes, freight embargoes or delays in transportation; to the extent that they are not caused by the party's willful or negligent acts or omissions and to the extent that they are beyond the party's reasonable control.

§405. Breach

Except for excusable delays, if any party fails to perform, in whole or in part, any promise, covenant, or agreement set forth herein, or should any representation made by it be untrue, any aggrieved party may avail itself of all rights and remedies, at law or equity, in the courts of law. Said rights and remedies are cumulative of those provided for herein except that in no event shall any party recover more than once, suffer a penalty or forfeiture, or be unjustly compensated.

§406. Prohibition Against Assignment or Delegation

The Contractor may not, unless it has first obtained the written permission of the City;

1. Assign or otherwise alienate any of its rights hereunder, including the right to payment; or

2. Delegate, subcontract, or otherwise transfer any of its duties hereunder.

§407. Permits

The Contractor and its officers, agents and employees shall obtain and maintain all permits and licenses necessary for the Contractor's performance hereunder and shall pay any fees required therefor. The Contractor further certifies to immediately notify the City of any suspension, termination, lapses, non-renewals or restrictions of licenses, certificates, or other documents.

§408. Nondiscrimination and Affirmative Action

The Contractor shall comply with the applicable nondiscrimination and affirmative action provisions of the laws of the United States of America, the State of California, and the City. In performing this Agreement, the Contractor shall not discriminate in its employment practices against any employee or applicant for employment because of such person's race, religion, national origin, ancestry, sex, sexual orientation, age, physical handicap, marital status or medical condition. The Contractor shall comply with the provisions of the Los Angeles Administrative Code Sections 10.8 through 10.13, to the extent applicable hereto. If this Agreement contains a consideration in excess of $500 but not more than $5,000, the Equal Employment practices provisions of this Agreement shall be the mandatory contract provisions set forth in Los Angeles Administrative Code Section 10.8.3, in which event said provisions are incorporated herein by this reference. If this Agreement contains a consideration in excess of $5,000, the Affirmative Action Program of this Agreement shall be the mandatory contract provisions set forth in Los Angeles Administrative Code Section 10.8.4, in which event said provisions are incorporated herein by this reference. The Contractor shall also comply with all rules, regulations, and policies of the City's Board of Public Works, Office of Contract Compliance relating to nondiscrimination and affirmative action, including the filing of all forms required by City. Any subcontract entered into by the Contractor relating to this Agreement, to the extent allowed hereunder, shall be subject to the provisions of this paragraph.

§409. Claims for Labor and Materials

The Contractor shall promptly pay when due all amounts payable for labor and materials furnished in the performance of this Agreement so as to prevent any lien or other claim under any provision of law from arising against any City property (including reports, documents, and other tangible matter produced by the Contractor hereunder), against the Contractor's rights to payments hereunder, or against the City, and shall pay all amounts due under the Unemployment Insurance Act with respect to such labor.

§410. Los Angeles City Business Tax Registration Certificate

The Contractor represents that it has obtained and presently holds the Business Tax Registration Certificate(s) required by the City's Business Tax Ordinance (Article 1, Chapter 2, sections 21.00 and following, of the Los Angeles Municipal Code). For the term covered by this Agreement, the Contractor shall maintain, or obtain as necessary, all such Certificates required of it under said Ordinance and shall not allow any such Certificate to be revoked or suspended.

§411. Bonds

Duplicate copies of all bonds which may be required hereunder shall conform to City requirements established by charter, ordinance or policy and shall be filed with the Office of the City Attorney for its review in accordance with Los Angeles Administrative Code Sections 11.47 through 11.56.

§412. Indemnification

Except for the active negligence or willful misconduct of City, Contractor undertakes and agrees to defend, indemnify and hold harmless City and any of its Boards, Officers, Agents, Employees, Assigns, and Successors in Interest from and against all suits and causes of action, claims, losses, demands and expenses, including, but not limited to, attorney's fees and cost of litigation, damage or liability of any nature whatsoever, for death or injury to any person, including Contractor's employees and agents, or damage or destruction of any property of either party hereto or of third parties, arising in any manner by reason of the negligent acts, errors, omissions or willful misconduct incident to the performance of this Agreement by the Contractor or its SUBCONTRACTORS of any tier.

§413. Insurance

A. General Conditions

During the term of this Agreement and without limiting Contractor's indemnification of the City, Contractor shall provide and maintain at its own expense insurance having the limits customarily carried and actually arranged by Contractor, but not less than the amounts and types listed on Exhibit I hereto covering its operations hereunder subject to the following conditions as they may variously apply:

1. Additional Insured/Additional Interest/Loss Payee

The City, its Boards, Officers, Agents and Employees shall be included as:

a. Additional Insureds in all required General Liability and Additional Interests in all required Automobile Liability insurance.

b. Named Insureds in all required Owners and Contractors Protective Liability insurance.

c. Loss Payee As Its Interests May Appear in all required property, fidelity or surety coverages.

The City need not be named on Worker's Compensation/Employer's Liability, Professional Errors and Omissions and second-party Legal Liability coverages (such as Garagekeeper's Legal).

2. Insurance Approval

All insurance required hereunder shall conform to City requirements established by charter, ordinance or policy. Evidence of insurance shall be submitted to the cognizant department's Risk Control Coordinator and approved by the City Attorney prior to commencement of any work or tenancy under this Agreement in accordance with Los Angeles Administrative Code Sections 11.47 through 11.56.

3. Alternative Programs

Alternative Risk Financing mechanisms such as Risk Retention Groups, Risk

Purchasing Groups, off-shore carriers and captive insurance programs are subject to review of their financial statements by the City before approval can be granted by the City Attorney.

4. Admitted Carrier/Licensed California Broker

Insurance shall be obtained from brokers or carriers authorized to transact insurance business in California. Surplus lines insurance from carriers who are not admitted in California must be submitted through a California- licensed broker or agency.

Surplus lines coverage must also contain a Service of Suit provision whereby the underwriters will submit as necessary to any court of competent jurisdiction in California and agree that all matters arising thereunder will be determined in accordance with the law and practice of such court. It must further give the name and address of the underwriter's agent for service of process located within California or must nominate the California Insurance Commissioner as such agent.

5. Priority of Coverage

Contractor's insurance shall not call on City's program for contributions.

6. Cancellation/Reduction in Coverage Notice

With respect to the interests of the City, if an insurance company elects to cancel insurance before the stated expiration date, or declines to renew in the case of the a continuous policy, or materially reduces the coverage period by changing the retroactive date (if any), or the extended discovery period (if any), or reduces the stated limits other than by impairment of an aggregate limit, or materially reduces the scope of coverage which affects the City's interest, the company will provide the City at least thirty (30) days prior written notice of such election. Notice will be made by receipted delivery addressed as follows:

City Attorney, Insurance and Bonds
1800 City Hall East
200 N. Main Street
Los Angeles, CA 90012-4168.

It is understood, however, that such notice to the City shall not affect the company's right to give a lesser notice to the Named Insured in the event of nonpayment of premium. (L.A. Admin. Code Section 11.54).

7. Acceptable Evidence

The appropriate City Special Endorsement forms are the preferred form of evidence of insurance. Alternatively, Contractor may submit two (2) certified copies of the policy or other evidence acceptable to the City Attorney containing language which complies with the preceding subparagraphs 1 through 6.

With respect to Professional Liability insurance, either a signed copy of the policy Declarations Page or a letter from Contractor's insurance broker certifying coverage, together with a 30-day cancellation notice endorsement in favor of the City as specified in subparagraph 6 will satisfy this requirement.

8. Separation of Insureds

Except with respect to the insurance company's limits of liability, each

liability insurance policy shall apply separately to each insured against whom a claim or suit is brought. The inclusion of any person or organization as an insured shall not affect any right which such person or organization would have as a claimant if not so included.

9. Renewal

Once the insurance has been approved by City, evidence of renewal of an expiring policy may be submitted on a manually signed renewal endorsement or certificate form. If the policy or carrier has changed, however, new evidence as specified in the foregoing paragraphs 1 through 8, must be submitted.

B. Aggregate Limits/Reduction in Coverage

If any of the required insurance coverages contain aggregate limits, or apply to other operations or tenancy of Contractor not related to this Agreement, Contractor shall give City prompt, written notice of any incident, occurrence, claim, settlement or judgement against such insurance which in Contractor's best judgement may diminish the protection such insurance affords City. Further, Contractor shall immediately take all reasonable and available steps to restore such aggregate limits or shall provide other insurance protection for such aggregate limits. City may, at its option, specify a minimum acceptable aggregate for each line of coverage required. (See Paragraph I herein.)

Contractor shall not make any substantial reductions in scope of coverage (e.g. elimination of contractual liability or reduction of discovery period) which may affect City's protection without City's prior written consent.

C. Self-Insurance and Self-Insured Retentions

Self-insurance programs and self-insured retentions in insurance policies are subject to separate approval by City upon review of evidence of Contractor's financial capacity to respond. Additionally, such programs or retentions must provide City with at least the same protection from liability and defense of suits as would be afforded by first-dollar insurance.

D. Modification of Coverage

City reserves the right at any time during the term of this agreement to change the amounts and types of insurance required hereunder by giving Contractor ninety (90) days advance written notice of such change. If such change should result in substantial additional cost to the Contractor, City agrees to negotiate additional compensation proportional to the increased benefit to the City.

E. Failure to Procure Insurance

The required coverages and limits are subject to availability on the open market at reasonable cost as determined by City. Non-availability or non-affordability must be documented by a letter from Contractor's insurance broker or agent indicating a good faith effort to place the required insurance carriers and the declinations or quotations received from each.

Within the foregoing constraints, Contractor's failure to procure or maintain required insurance or a self-insurance program during the entire term of this Agreement shall constitute a material breach of this Agreement under which City may immediately suspend or terminate this Agreement or, at its discretion, procure or renew such insurance to protect City's interests and pay any and all premiums in connection therewith and recover all monies so paid from Contractor.

F. Underlying Insurance

Contractor shall be responsible for requiring such indemnification and insurance as it deems appropriate from consultants, agents and subcontractors, if any, to protect Contractor's and City's interests, and for ensuring that such persons comply with any applicable insurance statutes. Contractor is encouraged to seek professional advice in this regard.

G. Worker's Compensation

By signing this agreement, Contractor hereby certifies that it is aware of the provisions of Section 3700 et seq., of the Labor Code which require every employer to be insured against liability for Worker's Compensation or to undertake self-insurance in accordance with the provisions of that Code, and that it will comply with such provisions at all such times as they may apply during the performance of the work pursuant to this Agreement.

A Waiver of Subrogation in favor of City will be required when work is performed on City premises under hazardous conditions.

H. Typical Coverages Required

The coverages required in the foregoing Paragraph A., shall be at least as broad as:

1. General Liability: Insurance Services Office Commercial General Liability coverage (occurrence form CG 00 01).

2. Automobile Liability: Insurance Services Office form number CA 00 01 (Ed. 1/87) covering Automobile Liability, code 1 (any auto).

3. Professional Liability: If applicable, errors and omissions liability appropriate to the consultant's profession, with a discovery period of not less than twelve (12) months after completion of work or termination of contract.

I. Typical Limits of Liability

Unless otherwise specified on Exhibit I, Contractor shall maintain limits no less than:

1. General Liability: $500,000 per occurrence for bodily injury, personal injury and property damage. If Commercial General Liability or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit.

2. Automobile Liability: $500,000 per accident for bodily injury and property damage, combined or equivalent in split limits.

3. Employer's Liability: $500,000 per accident for bodily injury or disease.

4. Professional Liability: $500,000 per occurrence.

§414. Conflict of Interest

1. The Contractor covenants that none of its directors, officers, employees, or agents shall participate in selecting, or administrating any subcontract supported (in whole or in part) by Federal funds where such person is a director, officer, employee or agent of the subcontractor; or where such person knows or should have known that:

a. A member of such person's immediate family, or partner or organization has a financial interest in the subcontract;

b. The subcontractor is someone with whom such person has or is negotiating any prospective employment; or

c. The participation of such person would be prohibited by the California Political Reform Act, California Government Code S87100 et seq. if such person were a public officer, because such person would have a "financial or other interest" in the subcontract.

2. Definitions:

a. The term "immediate family" includes but is not limited to those persons related by blood or marriage, such as husband, wife, father, mother, brother, sister, son, daughter, father-in-law, mother-in- law, brother-in-law, sister-in-law, son-in-law, and daughter-in- law.

b. The term "financial or other interest" includes but is not limited to:

1) Any direct or indirect financial interest in the specific contract, including a commission or fee, a share of the proceeds, prospect of a promotion or of future employment, a profit, or any other form of financial reward.

2) Any of the following interests in the subcontractor ownership: partnership interest or other beneficial interest of five percent or more; ownership of five percent or more of the stock; employment in a managerial capacity; or membership on the board of directors or governing body.

3. The Contractor further covenants that no officer, director, employee, or agent shall solicit or accept gratuities, favors, anything of monetary value from any actual or potential subcontractor, supplier, a party to a subagreement, (or persons who are otherwise in a position to benefit from the actions of any officer, employee, or agent).

4. The Contractor shall not subcontract with a former director, officer, or employee within a one-year period following the termination of the relationship between said person and the Contractor.

5. Prior to obtaining the City's approval of any subcontract, the Contractor shall disclose to the City any relationship, financial or otherwise, direct or indirect, of the Contractor or any of its officers, directors or employees or their immediate family with the proposed subcontractor and its officers, directors or employees.

6. For further clarification of the meaning of any of the terms used herein, the parties agree that references shall be made to the guidelines, rules, and laws of the City of Los Angeles, State of California, and Federal regulations regarding conflict of interest.

7. The Contractor warrants that it has not paid or given and will not pay or give to any third person any money or other consideration for obtaining this Agreement.

8. The Contractor covenants that no member, officer or employee of Contractor shall have interest, direct or indirect, in any contract or subcontract or the proceeds

thereof for work to be performed in connection with this project during his/her tenure as such employee, member or officer or for one year thereafter.

9. The Contractor shall incorporate the foregoing subsections of this Section into every agreement that its enters into in connection with this project and shall substitute the term "subcontractor" for the term "Contractor" and "sub-subcontractor" for "Subcontractor".

§415. Restriction on Disclosures

Any reports, analysis, studies, drawings, information, or data generated as a result of this Agreement are to be considered as confidential. Such information shall not be made available to any individual, agency, or organization except as provided for in this Agreement or as provided by law.

§416. Compliance with Statutes and Regulations

A. The Contractor, in the performance of this Agreement, shall comply with all applicable statutes, rules, regulations and orders of the United States, the State of California, the County and City of Los Angeles, including laws and regulations pertaining to labor, wages, hours, and other conditions of employment and the City's anti-discrimination provisions and Affirmative Action Plan. Contractor shall comply with new, amended, or revised laws, regulations, and/or procedures that apply to the performance of this Agreement.

B. If Federal funds are used in the performance of this Agreement, Contractor shall adhere to the rules and regulations of the Single Audit Act. P.L. 98-502 and OMB Circulars, and 133, City Council action dated February 4, 1987 (C.F. No. 84-2259-S1), and any administrative regulation or field memos implementing the Act.

C. If federal funds are used in the performance of this Agreement, Contractor shall submit a Certification Regarding Debarment as contained in Executive Order Number 12549 and in 24 CFR, Part 24, Section 24.510, and any amendment thereto. Said certification shall be submitted to City prior to the execution of this Agreement, and shall certify that neither Contractor nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

D. If this Agreement provides for more than $100,000 in federal grant funds or more than $150,000 in federal loan funds, Contractor shall submit to City a fully executed Certification Regarding Lobbying, and a Disclosure Form if required, in accordance with Section 1342, Title 31, U.S. Code. No funds will be released to Contractor until the Certification if filed. Contractor shall file a Disclosure Form at the end of each calendar quarter in which there occurs any event requiring disclosure or which materially effects the accuracy of the information contained in any Disclosure Form previously filed by Contractor.

§417. Federal, State and Local Taxes

Federal, State and local taxes shall be the responsibility of the Contractor as an independent contractor and not as a City employer.

.....

.....

V.
DEFAULTS, SUSPENSION, TERMINATION, AND AMENDMENTS

§501. Defaults

Should the Contractor fail for any reason to comply with the contractual obligations of this Agreement within the time specified by this Agreement, the City reserves the right to:

1. Reduce the total budget;

2. Make any changes in the general scope of this Agreement;

3. Suspend project operations in accordance with §502 of this Agreement; or

4. Terminate the Agreement.

§502. Suspension

The City may suspend all or part of the project operations for failure by the Contractor to comply with the terms and conditions of this Agreement by giving written notice, which shall be effective upon receipt.

1. Said notice shall set forth the specific conditions of non-compliance and the period provided for corrective action.

2. Within five (5) working days the Contractor shall reply in writing setting forth the corrective actions which will be undertaken, subject to City approval in writing.

3. Performance under this Agreement shall be automatically suspended without any notice from the City as of the date the Contractor is not fully insured in compliance with §414 (Insurance) herein. Performance shall not resume without the prior written approval of City.

§503. Termination

A. Either party to this Agreement may terminate this Agreement or any part hereof upon giving the other party at least thirty (30) days written notice prior to the effective date of such termination, which date shall be specified in such notice.

B. All property, documents, data, studies, reports and records purchased or prepared by the Contractor under this Agreement shall be disposed of according to City directives.

C. In the event that the Contractor ceases to operate (i.e. dissolution of corporate status, declaration of bankruptcy, etc.) Contractor shall provide to the City copies of all records relating to this Agreement.

D. Upon satisfactory completion of all termination activities, the City shall determine the total amount of compensation that shall be paid to the Contractor for any unreimbursed expenses reasonably and necessarily incurred in the satisfactory performance of this Agreement.

E. The City may withhold any payments due to the Contractor until such time as the exact amount of any damages that may be due to the City from the Contractor is determined.

F. The foregoing Subsection B, C, D, and E shall also apply to activities terminating upon the date specified in §201 or upon completion of the performance of this Agreement.

§504. Notices of Suspension or Termination

In the event that this Agreement is suspended or terminated, the Contractor shall immediately notify all employees and participants and shall notify in writing all other parties contracted with under the terms of Agreement within five (5) working days of such suspension or termination.

§505. Amendments

Any change in the terms of this Agreement, including changes in the services to be performed by the Contractor, and any increase or decrease in the amount of compensation which are agreed to by the City and the Contractor shall be incorporated into this Agreement by a written amendment properly executed and signed by the person authorized to bind the parties thereto.

VI.
ENTIRE AGREEMENT

§601. Complete Agreement

This Agreement contains the full and complete Agreement between the two parties. No verbal agreement nor conversation with any officer or employee of either party shall affect or modify any of the terms and conditions of this Agreement.

§602. Number of Pages and Attachments

This Agreement is executed in two (2) duplicate originals, each of which is deemed to be an original. This Agreement includes twenty (20) pages and three (3) attachment which constitute the entire understanding and agreement of the parties.

IN WITNESS WHEREOF, the City of Los Angeles and the Contractor have caused this Agreement to be executed by their duly authorized representatives.

APPROVED AS TO FORM AND LEGALITY:

JAMES K. HAHN, City Attorney

By: _____
Deputy City Attorney

Date: _____

ATTEST:

ELIAS MARTINEZ, City Clerk

By: _____
Deputy City Clerk

Date: _____

Executed this _____ day of

_____, 19__

For: THE CITY OF LOS ANGELES

PARKER C. ANDERSON
General Manager
Community Development Department

By: _____

Executed this _____ day of

_____, 19__

For: HORMANN & ASSOCIATES/URBAN MARKETING AND MANAGEMENT COLLABORATIVE (UMMC)

(Contractor's City Corporate Seal or Notary)

Business License Number:

Internal Revenue Service ID Number: 95-6347218

By: _____
Nancy Hormann
President

ATTEST:

By: _____

Council File/CAO File Number: 95-0990 Date of Approval: June 28, 1995
Said Agreement is Number _____ of City Contracts.

EXHIBIT I

INSURANCE REQUIREMENTS
for Contractors, Vendors, Lessees and Permittees doing business with the City of Los Angeles

Name: HORMANN & ASSOCIATES / URBAN MARKETING AND MANAGEMENT COLLABORATIVE (UMMC) Date: _____

Agreement/Reference: _____

Evidence of coverages checked having as a minimum the limits shown must be submitted and approved prior to occupancy/ start of operations. Amounts shown are Combined Single Limit. Split limits may be substituted if the total per occurrence equals or exceeds the CSL amount.

☐ Workers' Compensation (statutory)/Employer's Liability $ _____

( ) Broad Form All States Endorsement
( ) Voluntary Compensation Endorsement
( ) Longshore and Harbor Workers' Compensation Act
( ) Jones Act
( ) _____

☐ Aircraft Liability $ _____

☐ Aviation/Airport Liability $ _____

☐ General Liability $ 500,000

☐ Automobile Liability $ _____

( ) Passenger Liability (per seat) $ _____
( ) Premises and Operations
( ) Contractual Liability
( ) Independent Contractors
( ) Products/Completed Operations
( ) Broad Form Property Damage
( ) Personal Injury
( ) Broad Form Liability Endorsement
( ) Watercraft Liability
( ) Incidental Medical Malpractice
( ) Explosion Hazard
( ) Collapse/Underground Hazard
( ) Garagekeeper's Legal Liability
( ) Hangarkeeper's Legal Liability
( ) Owned Automobiles
( ) Nonowned/Hired Automobiles
( ) Hookup (limited)
( ) _____

☐ Professional Liability (Errors and Omissions) $ _____

Discovery period: _____

☐ Property Insurance $ _____ ☐ Fine Art Floater $ _____ ☐ Fire Legal Liability $ _____

___% Co-insurance ☐ Actual Cash Value ☐ Replacement Value ☐ Agreed Amount

( ) All Risk Coverage
( ) Fire and Extended Coverage
( ) Vandalism & Malicious Mischief
( ) Flood $ _____
( ) Earthquake $ _____
( ) Boiler & Machinery
( ) Debris Removal
( ) Sprinkler Leakage
( ) Windstorm
( ) _____

☐ Crime Insurance $ _____

( ) Comprehensive Dishonesty Disappearance & Destruction
( ) Blanket Crime

☐ Fidelity Bond $ _____

( ) Blanket Position (X) Commercial Blanket ( ) _____

☐ Owner's protective Liability $ _____

☐ Ocean marine Liability $ _____ ☐ Ocean Cargo $ _____

( ) Protection & Indemnity
( ) Running Down Clause
( ) Pollution
( ) Jones Act
( ) Wharfinger's Liability
( ) Ship Repairer's Liability
( ) Inchmaree
( ) Charterer's Legal Liability
( ) _____

Notes: _____

INSTRUCTIONS FOR COMPLETING, EXECUTING AND SUBMITTING EVIDENCE OF INSURANCE TO THE CITY OF LOS ANGELES

Insured HORMANN & ASSOCIATES / URBAN MARKETING AND MANAGEMENT COLLABORATIVE (UMMC) Date
(Contractor, Lessee, Permittee, etc.)

Agreement/Reference No. _____

A. INSURED

1. To expedite completion of the insurance requirements, please give your insurance agent or broker a copy of the Insurance Requirements Sheet along with these instructions and endorsement forms.

2. If your agreement requires Workers' Compensation coverage and you have been authorized by the State of California to self-insure Workers' Compensation, then a copy of the certificate from the State consenting to self-insurance will meet the evidence requirement.

3. All questions relating to insurance should be directed to the person or office responsible for your contract, lease, permit, or other agreement. (See items 9 and 10 below.)

B. INSURANCE AGENT OR BROKER

1. **Acceptable Evidence.** The appropriate City Special Endorsements are the preferred form of evidence. No modifications to the form are permitted. Alternatively, certified copies of the **full** policy containing additional insured and 30-day cancellation notice language will be accepted subject to review by the City Attorney. Certificates, Verifications, Memoranda of Insurance and other non-binding documents submitted alone are not acceptable as evidence of insurance. Binders are acceptable as interim evidence until policies are available.

2. **Multiple Policies.** More than one insurance policy may be required to comply with the insurance requirements. Endorsement forms appropriate to your insured's agreement, contract lease or permit have been provided.

3. **Signature.** Please have an authorized representative of the insurance company **manually** sign the completed endorsement forms. Signatures must be originals as the City Attorney will not accept facsimile (rubber stamp, photocopy, etc.) or initialed signatures.

4. **Underwriter.** The name and address of the insurance company underwriting the coverage must be noted on the endorsement form. In the case of syndicates or subscription policies, indicate lead underwriters or managing agent and attach a schedule of subscribers, including their percent participation.

5. **Document Reference.** Include reference to either the specific City agreement (bid, contract, lease, etc.) or indicate that all such agreements are covered.

INSTRUCTIONS FOR COMPLETING, EXECUTING AND SUBMITTING EVIDENCE OF INSURANCE TO THE CITY OF LOS ANGELES

6. **Coverage & Limits.** The coverages and limits for each type of insurance are specified on the insurance requirement sheet. When coverage is on a scheduled basis, a separate sheet may be attached to the endorsement listing such scheduled locations, vehicles, etc., so covered.

7. **Excess Insurance.** Endorsements to excess policies will be required when primary insurance is insufficient to comply with the requirements.

8. **Additional Pages.** If there is insufficient space on the reverse side of the form to note pertinent information, such as inclusions, exclusions or specific provisions, etc., attach separate sheets and note this on the endorsement form.

9. **Person to Contact.** Completed Endorsements, correspondence and questions relating to the required insurance are to be directed to the following representatives:

   Community Development Department
   Insurance Section, 11th Floor
   215 West 6th Street
   Los Angeles, California 90014.

10. **Technical Assistance.** Improperly completed Endorsements will be returned to your insured for correction. For additional blank forms or assistance contact CDD's Insurance Section, (213) 485-5717.

11. **Delay in submitting properly completed endorsement forms may delay your insured's intended occupancy or operation.**

12. **Renewals.** For extensions or renewals of insurance policies which have the City's Endorsement Form(s) attached, a renewal endorsement or a certificate (with an original signature) as evidence of continued coverage is acceptable if it includes the statement that the insurance protection afforded the City of Los Angeles has been renewed under the same terms and conditions as previously approved. If the policy or carrier has changed, however, new evidence of insurance must be submitted.

CERTIFICATING REGARDING
DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION
LOWER TIER COVERED TRANSACTIONS

This certification is required by the regulations implementing Executive Order 12549, Debarment and Suspension, 24 CFR Part 24 Section 24.510, Participants' responsibilities.

(READ ATTACHED INSTRUCTIONS FOR CERTIFICATION BEFORE COMPLETING)

1. The prospective recipient of Federal assistance funds certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective recipient of Federal assistance funds is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

AGREEMENT NUMBER _____

HORMANN & ASSOCIATES / URBAN MARKETING AND MANAGEMENT COLLABORATIVE (UMMC)
CONTRACTOR/BORROWER/AGENCY

Nancy Hormann, President
NAME AND TITLE OF AUTHORIZED REPRESENTATIVE

_____ _____
SIGNATURE DATE

INSTRUCTIONS FOR CERTIFICATION

1. By signing and submitting this document, the prospective recipient of Federal assistance funds is providing the certification as set out below.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective recipient of Federal assistance funds knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

3. The prospective recipient of Federal assistance funds shall provide immediate written notice to the person to which this agreement is entered, if at any time the prospective recipient of Federal assistance funds learns that its certification was erroneous, when submitted or has become erroneous by reason of changed circumstances.

4. The terms "covered transaction," "debarred," "suspended," "ineligible," "lower tier covered transaction," "participant," "person," "primary covered transaction," "principal," "proposal," and "voluntarily excluded," as used in this clause, have the meanings set out in the Definitions and Coverage sections of rules implementing Executive Order 12549.

5. The prospective recipient of Federal assistance funds agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective recipient of Federal assistance funds further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transactions," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Procurement or Non-Procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under Paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntary excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

C 'IFICATION REGARDING LOBBYING

Certification for Contracts, Grants, Loans and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan or cooperative agreement.

2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL "Disclosure Form to Report Lobbying" in accordance with its instructions.

3. The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

4. This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1352 Title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less that $10,000 and not more than $100,000 for each such failure.

AGREEMENT NUMBER _____

HORMANN & ASSOCIATES / URBAN MARKETING AND MANAGEMENT COLLABORATIVE (UMMC)
CONTRACTOR/BORROWER/AGENCY

Nancy Hormann, President
NAME AND TITLE OF AUTHORIZED REPRESENTATIVE

_____ _____
SIGNATURE DATE

EXHIBIT II

CERTIFICATION REGARDING COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT

The undersigned certifies, that to the best of his/her knowledge and belief, that:

1. The Contractor/Borrower/Agency (hereafter Contractor) is in compliance with and will continue to comply with the American with Disabilities Act 42 U.S.C. 12101 et seq. and its implementing regulations.

2. The Contractor will provide for reasonable accommodations to allow qualified individuals with disabilities to have access to and participate in its programs, services and activities in accordance with the provisions of the Americans with Disabilities Act.

3. The Contractor will not discriminate against persons with disabilities nor against persons due to their relationship or association with a person with a disability.

4. The Contractor will require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

5. This certification is a material representation of fact upon which reliance was placed when the parties entered into this transaction.

AGREEMENT NUMBER _____

HORMANN & ASSOCIATES / URBAN MARKETING AND MANAGEMENT COLLABORATIVE (UMMC)
CONTRACTOR/BORROWER/AGENCY

Nancy Hormann, President
NAME AND TITLE OF AUTHORIZED REPRESENTATIVE

_____ _____
SIGNATURE DATE

10124

CONTRACT SUMMARY SHEET

To: The Office of the City Clerk, Index Section

From: Community Development Department
Contracts Section X5-5717

Division: ICD RIN #: 0020 Analyst: Bernadette Kirkwood

Contract No.:

Amendment No.:

Council File No.: 95-0990

Date of Council Approval: June 28, 1995

Contractor Name: HORMANN & ASSOCIATES / URBAN MARKETING AND MANAGEMENT COLLABORATIVE (UMMC)
Project Title: FIGUEROA CORRIDOR - BUSINESS IMPROVEMENT DISTRICT

Term of Contract: June 1, 1996 thru one year thereafter

Total Amount: $73,578
Funding Source: Civil Unrest Funds

Purpose of Contract/Amendment:

CITY OF LOS ANGELES
CALIFORNIA

ELIAS MARTINEZ
City Clerk

J. Michael Carey
Executive Officer

When making inquiries relative to this matter refer to File No.

96-0827

RICHARD J. RIORDAN
MAYOR

Office of
CITY CLERK
Council and Public Services
Room 395, City Hall
Los Angeles, CA 90012
Council File Information - (213) 485-5703
General Information - (213) 485-5705

Pat Healy
Chief Legislative Assistant

CD 9

June 7, 1996

Community Development Department (with file)
Attn: Raul Gonzales, Contract Division
City Administrative Officer
Chief Legislative Analyst
City Attorney
Controller, Room 220,
Accounting Division, F&A
Disbursement Division
Council Member Wachs
Council Member Walters
City Clerk,
Attn: Mike Carey
cc: Mike Vitkievicz

PLACE IN FILES
JUN 18 1996
DEPUTY

RE: FORMATION OF THE FIGUEROA CORRIDOR BUSINESS IMPROVEMENT DISTRICT

At the meeting of the Council held May 21, 1996, the following action was taken:

Attached report adopted	
Attached motion ( ) adopted	
Attached resolution adopted	
Ordinance adopted	
Motion adopted to approve attached report	
Motion adopted to approve attached communication	X
FORTHWITH to concerned departments	
Mayor concurred	6-05-96
Findings adopted	
Negative Declaration adopted	
Categorically exempt	
Generally exempt	

Elias Martinez

City Clerk
crm
steno\960827

FF
6/17/96

Recyclable and made from recycled waste.

Mayor's Time Stamp

RECEIVED

'96 MAY 30 P4:15

DEPUTY MAYOR

City Clerk's Time Stamp

CITY CLERK'S OFFICE

'96 MAY 30 P4:01

CITY CLERK

BY. _____ DEPUTY

SUBJECT TO MAYOR'S APPROVAL

COUNCIL FILE NO. 96-0827 COUNCIL DISTRICT NO. 9

COUNCIL APPROVAL DATE May 21, 1996

RE: FORMATION OF THE FIGUEROA CORRIDOR BUSINESS IMPROVEMENT DISTRICT

LAST DAY FOR MAYOR TO ACT [redacted] pf JUN 09 1996

(10 Day Charter requirement as per Charter Section LAAC 14.7

DO NOT WRITE BELOW THIS LINE - FOR MAYOR OFFICE USE ONLY

APPROVED ✓ *DISAPPROVED

*Transmit objections in writing pursuant to Charter Section LAAC 14.7

DATE OF MAYOR APPROVAL OR DISAPPROVAL JUN 05 1996

JUN 06 1996 BGM

MAYOR

steno\960827

FILED
CITY CLERK'S OFFICE

'96 JUN -6 A10 :50

CITY CLERK

BY. _____ DEPUTY

COMMUNICATION

TO: **LOS ANGELES CITY COUNCIL** **File No. 96-0827**

FROM: **COUNCILMEMBER MIKE HERNANDEZ, Chair**
COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

	Yes	No
Public Comments	___	XX

COMMUNICATION FROM CHAIRPERSON, COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE relative to the formation of the Figueroa Corridor Business Improvement District (BID).

Recommendations for Council action, pursuant to Motion (Walters-Wachs), and SUBJECT TO THE APPROVAL OF THE MAYOR:

1. INSTRUCT the City Clerk and the City Attorney to meet with Council District 9 and its business community to provide the necessary assistance to begin the formation of a Figueroa Corridor Business Improvement District.

2. APPROVE the allocation of Community Development Block Grant (CDBG) funds, not to exceed $75,000, in Emergency Disaster Assistance Funds to be used to hire a consultant, to gather data, prepare necessary documents, attend meetings and other activities to determine feasibility and coordinate the formal adoption process needed to establish the Figueroa Corridor Business Improvement District.

Fiscal Impact Statement: There is No General Fund fiscal impact.

Summary:

On May 3, 1996, the subject Motion was introduced in Council and referred to the Community and Economic Development (CED) Committee for consideration. The Motion states that the creation of a Figueroa Corridor Business Improvement District (BID) will enable the revitalization of the local economy by providing a vehicle to attract and retain a stable tenant base. As part of the BID formation process, a feasibility study will be conducted to determine the acceptability of the BID concept by the property owners and the specific scope of improvements that would be accomplished through the assessment.

Council District 9 anticipates collection of assessments to fund streetscape improvements and promotional activities. Establishment of the BID is expected to result in a stronger local economy through the enhancement of the Figueroa Corridor area as a more attractive, convenient and pedestrian-friendly place for residents to enjoy shopping and for companies to conduct business.

Respectfully submitted,

Councilmember Mike Hernandez, Chairperson
Community and Economic Development Committee

ADOPTED
MOTION ADOPTED TO APPROVE COMMUNICATION RECOMMENDATION
MAY 21 1996
LOS ANGELES CITY COUNCIL

AB:5-17-96:CD 9

Mayor With File -A- LAAC 14.7

COMMUNICATIONS CHAIR C+CD COMTE – ADOPTED

AGENDA NO. 32 + 33	YES: 14	NO: 0	ABS: 1	05/21/96	TIME: 17 20 14
ALARCON.....YES	ALATORRE.....YES	BERNSON.....YES	BRAUDE.....YES		
CHICK.....YES	FEUER.....YES	GOLDBERG.....YES	HERNANDEZ....YES		
HOLDEN.....YES	RIDLEY-THOMASYES	SVORINICH....YES	WACHS.....YES		
WALTERS.....YES	FERRARO.....YES	GALANTER.....ABS			

3 2 ✓

CALLED SPECIAL

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE
~~Report~~/Communication for Signature

Council File Number 96-0827.

Committee Meeting Date

Council Date 5-21

COMMITTEE MEMBER 5 | 17	YES	NO	ABSENT
COUNCILMEMBER HERNANDEZ, Chair	✓		
COUNCILMEMBER ALARCON			
COUNCILMEMBER WACHS			

Remarks Figueroa Corridor BID

Adrienne Bass, Legislative Assistant ♦♦♦♦♦ Telephone 237-0379

- [ ] Petitioner .municant _____
- [x] Council Member(s) CD 9 + 2
- [x] Chief Legislative Analyst (Mail Stop 13
- [x] City Administrative Officer (Mail Stop 13
- [x] Office of the Mayor (Mail Stop 37
- [x] Controller (Mail Stop 18
- [ ] Treasurer (Mail Stop 75
- [ ] General Services Department (Mail Stop 71
- [ ] Department of Transportation (Mail Stop 72
- [ ] City Planning Department (Mail Stop 3
- [x] Community Development Department (w/ file attn: Raul Gonzales Contract Div) (Mail Stop 8
- [ ] Community Redevelopment Agency (Mail Stop 1
- [ ] Board of Public Works (Mail Stop 4
- [x] City Attorney
- [ ] Private Industry Council
- [x] City Clerk - attn: Mike Carey
- [x] City Clerk - attn: Mike Vitkievicz
- [ ]
- [ ]

TO CITY CLERK FOR PLACEMENT ON NEXT REGULAR PUBLIC AGENDA TO BE POSTED
70

23

MOTION

MAY 03 1996

The Councilmember of the Ninth District has proposed the formation of a Figueroa Corridor Business Improvement District (BID) located along and near Figueroa Street, between Martin Luther King, Jr. Boulevard and the Santa Monica (10) Freeway. The Figueroa Corridor BID will enable the revitalization of the local economy by providing a vehicle to attract and retain a stable tenant base.

A significant number of major property owners in the area are interested in the possibility of establishing a BID as authorized under the California "Property and Business Improvement Law of 1994." As part of the BID formation process, a feasibility study will be conducted to determine the acceptability of the BID concept by other property owners and the specific scope of improvements that would be accomplished through the assessment. A petition of 15% of the businesses will be submitted pursuant to the Los Angeles Municipal Code.

Council District 9 anticipates collection of assessments to fund streetscape improvements and promotional activities. Establishment of the Figueroa Corridor BID is expected to result in a stronger local economy through the enhancement of the Figueroa Corridor as a more attractive, convenient and pedestrian-friendly place to do business.

I THEREFORE MOVE that the City Council, subject to the approval of the Mayor, take the following actions:

1. Instruct the City Clerk and the City Attorney to meet with Council District 9 and its business community to provide the necessary assistance to begin the formation of a Figueroa Corridor Business Improvement District.

2. Approve the allocation of CDBG funds, not to exceed $75,000 in Emergency Disaster Assistance Funds, to be used to hire a Consultant to gather data, prepare necessary documents, attend meetings and other activities to determine feasibility, and coordinate the formal adoption process needed to establish the Figueroa Corridor Business Improvement District.

PRESENTED BY Rita Walters

RITA WALTERS
Councilmember, 9th District

MAY 10 1996 - REFERRED TO COMMUNITY & ECONOMIC DEV. COMTE.

SECONDED BY Joel Wachs

yn:n:\wp\bid

RECORD REQUESTED	DATE
~~96-0580~~ 96-08237	6/4/99
INDIVIDUAL REQUESTING	**EXT.**
Justine Block	7-4687
DEPARTMENT/BUREAU	**LOCATION**
CEC	CA Mall
SIGNATURE	**EXPECTED RETURN DATE**
J Block	6/18/99

Date Traced	Remarks	Extended to:

Form 163 (T)