



October 31, 2016

Ms. Miranda Paster  
Office of the City Clerk  
City of Los Angeles  
City Hall, Room 224  
200 North Spring Street  
Los Angeles, CA 90012

RE: Central Avenue Historic BID 2017 Planning Report

Dear Ms. Paster:

Pursuant to Agreement # C-127428, the Central Avenue Historic Business Improvement District (CAHBID) hereby submits 2017 Planning Report for the CAHBID.

I certify that: that I represent the CAHBID; and, that I am authorized to make this submittal on behalf of the organization.

Sincerely,

Vivian Bowers  
Chair  
Central Avenue Historic Business Improvement District

**Central Avenue Historic Business Improvement District (CAHD)**  
**Planning Report for 2017**

**Any proposed changes in the boundaries of the district or in any benefit zones or classification of property or businesses within the district:**

N/A - No proposed changes.

**The improvements, maintenance, and activities to be provided for the fiscal year:**

**Clean Streets Program**

The existing Clean Streets Program will be continued. The clean team will only provide service to individual assessed parcels within District boundaries. A multi-dimensional approach has been developed consisting of the following elements:

- Sidewalk and Gutter Cleaning - Uniformed, radio equipped personnel will sweep litter, debris and refuse from sidewalks, tree wells, and gutters of the assessed parcels in the District. District personnel will also pressure wash the sidewalks once a month.
- Trash Collection - Trash canisters will be placed on either side of the street throughout the District, except for the blocks with City of LA provided canisters. Personnel will collect trash from sidewalk trash canisters. Bulky item removal will also be coordinated. Make sure that there are enough trash cans on each block and fill in the gaps.
- Graffiti Removal - District personnel will remove graffiti from the assessed parcels in the District by painting, using solvent and pressure washing.

**Enhanced Safety Program**

The existing Community Safety Ambassadors program will be continued. Uniformed Community Safety Ambassadors will create a perception of safety on the corridor and will provide a variety of public safety services by assisting visitors and employees, passing out information about the local businesses and programs, and reporting to the local police and other security services. The Safety Ambassadors will provide safety services for the individual assessed parcels located within the District in the form of patrolling bicycle personnel, and foot patrol. The Safety Ambassadors will report illegal activities taking place on the streets, sidewalks, storefronts, parking parcels and alleys. The Safety Ambassadors Program will supplement, not replace, other ongoing police, safety and patrol efforts within the District.

The CSAs are being trained to be daily point of contact with businesses to distribute materials, interact with customers, front line for determining areas of the corridor that need cleaning. The CSAs will focus on the following tasks:

- Coordinate communications by and between the LAPD and property/business owners as well as communications with existing property security team members working in the District. Prepare incident reports noted or provided by property or business owners for transmittal to the LAPD
- Prepare Property and Business Information forms for each business and property, including vacant properties, in order to assist with the development of the District database and marketing outreach.
- Help facilitate CAHD and partner community events and bike/walk the corridor to request visitor sign-ups for the mailing list.
- Facilitate business sign-up for promotional activities and help to track outcomes from promotional activities.
- Help implement the CAHD Affinity Marketing Strategy by acting as liaisons between CAHD and the community based organizations, churches, civic entities, schools and housing developments within the District in order to encourage residents and organizations to Shop & Visit Central Avenue. Likewise, distribute promotional materials within a 1/4 mile radius of the District to enhance the awareness of the businesses on the Corridor and to encourage people and organizations to Shop & Visit Central.
- Distribute CAHD and promotional materials within the District and within 1/4 mile of the District.
- Facilitate senior and school "Walk This Way" days in the District.
- Document property owner and business comments about needed Clean Streets and Street Service repairs and share information with service agencies.
- Assist in assessing parking issues and in monitoring parking lots to be promoted for consumer and business use.

### Security Monitoring

In order to enhance the ability of the Safety Ambassadors to deter and report illegal activities taking place on the streets, sidewalks, storefronts, parking parcels and alleys, an ongoing security camera system will be maintained, with an online monitoring program that the Safety Ambassadors can access through their cell phones and laptops.

### Parking Demand Management Program

This program will aim to improve the ability of visitors and customers to access the District by determining ways to better manage and increase the parking supply for the

individual assessed parcels. We plan to bring a consultant on in February 2017 and prepare a parking demand analysis report by the second quarter of 2017. This parking demand analysis report will be used to identify areas for better parking management.

The Parking Demand Analysis Report will include:

- Traffic counts
- Description of existing which colored curb red zones
- Recommendations on:
  - Removing restricted parking
  - Make 2 hour parking in front of businesses
  - Parking agreements with patrons with excess parking
  - Potential diagonal parking
  - Signalization of traffic lights
  - Restriping of red curb zones

In addition, an annual parking location map will be produced to be handed out by Safety Ambassadors and to be given to property and business owners to distribute to visitors and customers.

### Branding Program

The branding program will tell the story of the District, its history, its cultural attractions, and its ongoing improvements. The BID will carry out a number of initiatives that will strengthen the image of the District, including updating the existing website and social media site with videos promoting the District, publishing a quarterly newsletter promoting the District and sending it to property owners, installing wayfinding signage to help visitors to the District, the design and production of flyers and brochures promoting the district, and multiple business development and cultural events per year. These programs will provide an increased awareness of the businesses within the district and their individual offerings, which will attract new customers to the District businesses and provide an increase in commercial activity.

The following branding strategies will be used:

- The CAHD Affinity Marketing concept consists of partnerships with organizations within the District and within 1/4 mile of the District to gather persons sharing the same or related interests ("an affinity group") to bring a vaster consumer base to the District. CAHD is implementing this strategy because affinity groups have solid connections with a considerable number of consumers and the possibility to target them in a much easier way than what can be accomplished by way of an ordinary marketing process. CAHD is developing a list of Affinity Group Partners in the District (Churches, community based organizations, health institutions, civic entities, schools and housing developments) and a list of

roposed co-branding and co-marketing strategies that can be implemented throughout the year.

- The CAHD Cluster Marketing strategy strives to promote like-kind businesses within the District to targeted audiences and to those residing within the district and within 1/4 mile of the district to encourage them to "Shop Central". Sample Cluster businesses include Bakeries, Auto Services, Health Service Companies, Markets, Fast Fresh Restaurants and Fine Clothing Services on Central. The Cluster Marketing strategy will be implemented through promotional activities such as Easter family gatherings, Back to School needs for K-12 youth, Halloween celebrations, Shop Small Saturday which occurs the last Saturday in November each year and family Holiday celebrations. There are a substantial number of family markets on Central Ave. which can serve as anchors to attract consumers from the immediate neighborhood. Special promotional activities to be implemented by CAHD include distribution of 20,000 to 50,000 targeted flyers on a monthly basis, promotion of businesses on the CAHD Website, promotion of businesses on social media, facilitation of promotional events, assisting businesses with getting their business online through free website and social media sources, conducting consumer surveys and newspaper and cable advertisement where feasible.
- CAHD's Re-Branding Central strategy will strive to work with property owners and businesses to re-imagine the "look and feel" of their storefronts and the design of the interior experience within the stores so that they have greater curb appeal and create a welcoming environment for patrons. CAHD is working to partner with several university urban planning, real estate and business schools to secure several studio student assignment projects focused on the CAHD Re-Branding concept.

### District Management Program

The District will be managed by a Management Consultant. The Consultant will negotiate and monitor service contracts and program operations, facilitate community development, and manage public policy, planning and economic development initiatives to promote the District.

Other management costs will include:

- Office space lease
- Maintenance of the existing computer, printer, and software
- Monthly phone service
- The purchase of office supplies and stamps, the printing of quarterly district management packages, bookkeeping, and insurance

- Organizational management and business filings costs including travel mileage, meetings, memberships, annual statements of information, event licensing, City and County fees, and other fees.
- Prepare and submit quarterly and annual reports for the City of Los Angeles.
- Implement programs with various universities to include class studios focused on Central Ave. in their curriculum including: interior design styles, business signage, small commercial building best use, interior floor planning and planning, small business plans, etc.
- Develop a vision plan for the corridor focused on:
  - Leveraging major investments
  - Rebranding of small businesses. 7 property owners have signed up to rebrand their businesses.
  - Sidewalk seating
  - Tree planting
- Pursue a People Street with Hollywood Housing
- Develop programs on business development with funding from the REEF Project
- Pursue grants for the corridor

**An estimate of the cost of providing the improvements, maintenance, and activities for the fiscal year:**

Category	Item	Description	Price	Quantity	Unit	Cost
<b>Clean Streets</b>	Clean Streets Services	May 1, 2016-April 30, 2016, Mon-Sat - 7:00 AM - 2:30 PM (6 total staff); Graffiti removal, power washing sidewalks, trash removal, and bulky item pickup. Being provided by CRCD through their City of Los Angeles Clean & Green contract	\$6,750.00	12	month	\$81,000
	Shirts		\$10.00	72	EA	\$720.00
	Hats		\$15.00	12	EA	\$180.00
		Additional Clean Streets Funds				\$21,750.00
<b>SUBTOTAL</b>						<b>\$103,650</b>
<b>Community Safety Ambassadors</b>	Community Safety Ambassadors	4 CSAs: M-F, 11 am to 7 pm; Sa-Su, 1 pm - 7 pm - 52 weeks; 1 Sup: 20 hours/week, 52 weeks	\$218,729.12	1	EA	\$218,729.12
	Bike Maintenance	1 per ambassador	\$50.00	5	EA	\$250.00
	Helmets	1 per ambassador	\$15.00	5	EA	\$75.00
	Utility Belts	1 per ambassador	\$25.00	5	EA	\$125.00
	Communication Equipment and Service	6 smart phones leases and monthly service fee. Internet access via WiFi network.	\$25.00	72	Month	\$1,800.00
	Shirts	3 per ambassador	\$15.00	18	EA	\$270.00
	Pants	2 per ambassador	\$20.00	12	EA	\$240.00
	Belts	1 per ambassador	\$10.00	6	EA	\$60.00
	Hats	1 per ambassador	\$10.00	6	EA	\$60.00
		Additional CSA funds				\$4,782.88
<b>SUBTOTAL</b>						<b>\$226,392</b>
<b>Security Monitoring</b>	Security Monitoring	Security camera collective online monitoring program through a WiFi system. Estimated for 195 parcels.	\$8.00	2,376	EA	\$19,008.00
<b>SUBTOTAL</b>						<b>\$19,008</b>
<b>Parking Demand Management</b>	Parking demand analysis	Report	\$10,000.00	\$1.00	EA	\$10,000.00
	Production of parking maps	Annual map of parking locations	\$500.00	\$1.00	EA	\$500.00
<b>SUBTOTAL</b>						<b>\$10,500</b>
<b>Branding</b>	Quarterly newsletter	Content development	\$700.00	4	EA	\$2,800.00
	Website, Social Media, Email Marketing	Monthly content development for the website	\$400.00	12	Month	\$4,800.00
	Development of promotional marketing collateral and ads	Design and printing	\$0.25	8,000	page	\$2,000.00

	Promotional marketing collateral and ads - Postage		\$1.00	1,200	EA	\$1,200.00
	Annual Video Promotion	30 second and 1 minute promotions	\$1,000.00	1	EA	\$1,000.00
	Wayfinding signage	Identification signage at the intersections of Central and Washington, Adams and Martin Luther King Jr. Blvd. and Vernon	\$1,000.00	4	EA	\$4,000.00
	Quarterly newsletter printing and postage		\$1,800.00	4	Quarter	\$7,200.00
	Website hosting fee	Resourcehubz hosting fee	\$12.99	12	Month	\$155.88
	Website domain name	Annual fee	\$35.00	1	Annual	\$35.00
	Email Marketing fee		\$7.99	12	Month	\$95.88
	Shirts	Polo shirts board and management	\$15.00	20	EA	\$300.00
	Hats		\$10.00	20	EA	\$200.00
	Events	Funding for business development and cultural events, including catering and setup	\$5,863.08	5	EA	\$29,315.40
	Marketing t-shirts	T-shirts with CAHD Logo for sale	\$2,087.25	1	EA	\$2,087.25
	Banners and posters	Information, maps and BID advertising boards	\$250.00	5	EA	\$1,250.00

**SUBTOTAL**

**\$56,439**

<b>District Management</b>	BID Management Consultant	Will oversee BID contracts, facilitate community development and public policy efforts and promote the district - 30 hours/wk	\$5,300.00	12	Month	\$63,600.00
	Office Space		\$1,400.00	12	month	\$16,800.00
	Insurance	Directors and officers, professional, general liability, auto, and Umbrella	\$4,329.00	1	Annual	\$4,329.00
	Office phone	1 smart phone lease and monthly service fee and internet service	\$80.00	12	Month	\$960.00
	Board meeting refreshments	Catering for the May 4th Board Meeting	\$150.00	4	EA	\$600.00
	Google account		\$5.00	12	Month	\$60.00
	Office Supplies	Paper, envelops, ink etc..	\$40.00	12	Month	\$480.00
	Mailings	Annual package to property owners, stamps	\$2.00	136	EA	\$272.00
	Statement of information	Secretary of State	\$25.00	1	Annual	\$25.00
	Bookkeeping	Monthly payables and receivables inputs, check preparation and file maintenance	\$500.00	4	Quarter	\$2,000.00
	Quickbooks	Online software	\$10.99	12	Month	\$131.88
		Additional District Management funds				\$5,742.12
		<b>SUBTOTAL</b>				<b>\$95,000</b>
						<b>\$510,989</b>

**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 the fiscal year:**

Each identified parcel within the District will be assessed based on a combination of the building area square footage, the lot area square footage, and the street frontage linear footage unique to that parcel.

**Property Quantities for Year 2 - 2017**

<b>FORMULA FACTOR</b>	<b>ASSESSABLE QUANTITY</b>
Building Area – Sq. Ft.	775,717
“Special Use” Building Area – Sq. Ft. *	556,212
Land Area – Sq. Ft.	2,128,798
Street Frontage – Linear Ft.	27,132

\* “Special Use” includes government, residential, and non-profit.

**Proposed Year 2-2017 Assessment Formula**

Assessment = Building Area (Sq. Ft.) x Building Area Rate  
**OR**  
 “Special Use” Building Area (Sq. Ft.) x “Special Use” Building Area Rate  
**PLUS**  
 Land Area (Sq. Ft.) x Land Area Rate  
**PLUS**  
 Street Frontage (Linear Feet) x Street Frontage Rate

<b>ASSESSMENT FACTOR</b>	<b>YR 2 – 2017 ASSESSMENT RATES</b>
Building Area Rate (\$/Sq. Ft.)	\$0.126 (12.6¢)
“Special Use” Building Area Rate (\$/Sq. Ft.)*	\$0.063 (6.3¢)*
Government Building Area Rate (\$/Sq. Ft.)	\$0.000 (0.0¢)
Land Area Rate (\$/Sq. Ft.)	\$0.095 (9.5¢)
LAUSD Land Area Rate (\$/Sq. Ft.)	\$0.024 (2.4¢)
Street Frontage Rate (\$/Linear Foot)	\$3.71
LAUSD Street Frontage Rate (\$/Linear Foot)	\$1.48

**Sample Assessment Calculations:**

**Sample A:** 12,000 sq. ft. commercial building on 15,000 sq. ft. lot with 100 linear feet of street frontage.

Commercial Building Assessment	= 12,000 x 12.6¢/sq. ft.	= \$1,512
Land Assessment	= 15,000 x 9.5¢/sq. ft.	= \$1,425
Frontage Assessment	= 100 linear feet	
	x \$3.71/linear foot	= \$371
<b>Total Year 1 Assessment</b>		= <b><u>\$3,308</u></b>
Per Month		= \$275.67/month
Per Day		= \$9.06/day
Per Sq. Ft. Of Building Per Month		= 2.3¢/Sq. Ft./month

**Sample B:** (Same as “Sample A” above but with 6,000 sq. ft. of each - commercial and residential use)

Commercial Building Assessment	= 6,000 x 12.6¢/sq. ft.	= \$756
Residential Building Assessment	= 6,000 x 6.3¢/sq. ft.	= \$378
Land Assessment	= 15,000 x 9.5¢/sq. ft.	= \$1,425
Frontage Assessment	= 100 linear feet	
	x \$3.71/linear foot	= \$371
<b>Total Year 1 Assessment</b>		= <b><u>\$2,930</u></b>
Per Month		= \$ 244.17/month
Per Day		= \$ 8.03/day
Per Sq. Ft. of Building Per Month		= 2¢/sq. ft./month

**Maximum Assessment Rates**

**YR 1-5 (2016 & 2020) Maximum Assessment Rates**  
 (assumes 4% maximum annual increase for years 3-5)

ASSESSMENT FACTOR	Parcel Type	YR 1 2016	YR 2 2017	YR 3 2018	YR 4 2019	YR 5 2020
Building Area Rate (\$/Sq Ft)	Commercial/Industrial	\$0.12600	\$0.12600	\$0.13104	\$0.13628	\$0.14173
Building Area Rate (\$/Sq Ft)	Non-Government Special Use	\$0.06300	\$0.06300	\$0.06552	\$0.06814	\$0.07087
Building Area Rate (\$/Sq Ft)	Government	\$0.00000	\$0.00000	\$0.00000	\$0.00000	\$0.00000
Land Area Rate (\$/Sq Ft)	Non-LAUSD	\$0.09500	\$0.09500	\$0.09880	\$0.10275	\$0.10686
Land Area Rate (\$/Sq Ft)	LAUSD	\$0.02375	\$0.02375	\$0.02470	\$0.02569	\$0.02672
Frontage Rate (\$/Linear Foot)	Non-LAUSD	\$3.71000	\$3.71000	\$3.85840	\$4.01274	\$4.17325
Frontage Rate (\$/Linear Foot)	LAUSD	\$1.48400	\$1.48400	\$1.54336	\$1.60509	\$1.66930

**The estimated amount of any surplus or deficit revenues to be carried over from the previous fiscal year:**

We estimate that \$91,424.43 in revenues from 2016 will be carried over to 2017.

**The estimated amount of any contributions to be made from sources other than assessments levied pursuant to this part:**

The following are other anticipated sources of contributions. Some are anticipated to be annual, some a one time contribution, and some over a period of years. The estimated total additional contributions for 2017 are \$47,500.00

<b>Fund Source</b>	<b>Amount</b>	<b>Period</b>	<b>Amount in 2017</b>
Central Avenue Historic District T-shirt Sales	\$1,000.00	annually	\$1,000.00
Reef Development	\$125,000.00	5 years	\$25,000.00
East West Bank	\$2,500.00	one time	\$2,500.00
Foundation Grants for business development services, urban greening and community planning	\$15,000.00	annually	\$15,000.00
Training space with fax, printing and copy services	\$1,000.00	annually	\$1,000.00
Fee for marketing services for others to the property and business owners on Central such as DWP or other corporations	\$2,000.00	annually	\$2,000.00
California for Energy Independence	\$1,000.00	one time	\$1,000.00
<b>TOTAL</b>			<b>\$47,500.00</b>