HOLLYWOOD WESTERN BID NEWS

www.HWBID.org Steering Committee Headquarters 1160 N. Vermont Avenue, Hollywood, CA 90029

HWBID IS SEEKING ITS MANAGEMENT PLAN CONSULTANT

With the City of L A matching HOLLYWOOD WESTERN BUSINESS IMPROVEMENT DISTRICT Supporters' Contributions, the Management Plan is funded. Interviews to select the BID'S Management Plan Consultant and creation of its Management Plan are underway!

HWBID SUPPORTERS MEET AT HOLLYWOOD HOTEL FOR INFORMATIVE Q & A SESSION

HOLLYWOOD WESTERN BUSINESS IMPROVEMENT DISTRICT'S (HWBID'S) Steering Committee met with Supporters at the Hollywood Hotel on Wednesday, May 13th, at 2 pm to discuss the formation and time line of creating their BID. **HWBID Steering Committee Chairman Jeff Zarrinnam** moderated and also spoke on behalf of the East Hollywood Business Improvement District and the East Hollywood Neighborhood Council. Assisting with the presentation and answering questions, pertaining to all concerns of forming and sustaining the HWBID, were:

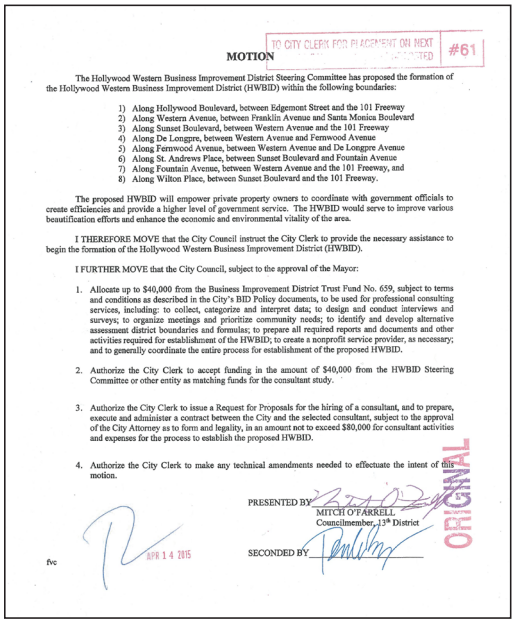
Leron Gubler, **Hollywood Chamber of Commerce**, regarding cost saving administration and BID benefits

Sharyn Romano, **Los Angeles/Hollywood Beautification Team**, regarding landscaping beautification, security, trash pick up and graffiti clean up schedules

Jeremy Sidell, **People Assisting The Homeless (PATH)**, regarding homeless assistance and remedies

Aram Taslgyan, **Council Member Mitch O'Farrell's L A City District 13 Office**, regarding Mr. O'Farrell's support and assistance

Eugene Van Cise, **L A | City Clerk's Office**, regarding funding the District's Management Plan and procedures forming the HWBID



TO CITY CLERK FOR PLACEMENT ON NEXT AVAILABLE AGENDA #61

MOTION

The Hollywood Western Business Improvement District Steering Committee has proposed the formation of the Hollywood Western Business Improvement District (HWBID) within the following boundaries:

1) Along Hollywood Boulevard, between Edgemont Street and the 101 Freeway
2) Along Western Avenue, between Franklin Avenue and Santa Monica Boulevard
3) Along Sunset Boulevard, between Western Avenue and the 101 Freeway
4) Along De Longpre, between Western Avenue and Fernwood Avenue
5) Along Fernwood Avenue, between Western Avenue and De Longpre Avenue
6) Along St. Andrews Place, between Sunset Boulevard and Fountain Avenue
7) Along Fountain Avenue, between Western Avenue and the 101 Freeway, and
8) Along Wilton Place, between Sunset Boulevard and the 101 Freeway.

The proposed HWBID will empower private property owners to coordinate with government officials to create efficiencies and provide a higher level of government service. The HWBID would serve to improve various beautification efforts and enhance the economic and environmental vitality of the area.

I THEREFORE MOVE that the City Council instruct the City Clerk to provide the necessary assistance to begin the formation of the Hollywood Western Business Improvement District (HWBID).

I FURTHER MOVE that the City Council, subject to the approval of the Mayor:

1. Allocate up to $40,000 from the Business Improvement District Trust Fund No. 659, subject to terms and conditions as described in the City's BID Policy documents, to be used for professional consulting services, including: to collect, categorize and interpret data; to design and conduct interviews and surveys; to organize meetings and prioritize community needs; to identify and develop alternative assessment district boundaries and formulas; to prepare all required reports and documents and other activities required for establishment of the HWBID; to create a nonprofit service provider, as necessary; and to generally coordinate the entire process for establishment of the proposed HWBID.
2. Authorize the City Clerk to accept funding in the amount of $40,000 from the HWBID Steering Committee or other entity as matching funds for the consultant study.
3. Authorize the City Clerk to issue a Request for Proposals for the hiring of a consultant, and to prepare, execute and administer a contract between the City and the selected consultant, subject to the approval of the City Attorney as to form and legality, in an amount not to exceed $80,000 for consultant activities and expenses for the process to establish the proposed HWBID.
4. Authorize the City Clerk to make any technical amendments needed to effectuate the intent of this motion.

PRESENTED BY _____
MITCH O'FARRELL
Councilmember, 13th District

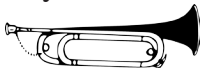
SECONDED BY _____

APR 14 2015

fvc

ORIGINAL

The "support rally" style Meeting provided a **great opportunity for HWBID property owners to become acquainted with one another and to exchange ideas for improving beautification, security, sanitation and stabilization, in their proposed Business District**. Refreshments were provided by HWBID Supporter Panos Pastry and the Hollywood Hotel. The Hollywood Hotel serves as the HWBID Steering Committee's Headquarters and is located at 1160 North Vermont Avenue, of course, in Hollywood. Copies of Councilmember Mitch O'Farrell's "Motion to have the L A City Council instruct the City Clerk to provide the necessary assistance to begin the formation of the Hollywood Western Business Improvement District (HWBID)" and the "BID Formation Timeline" proposal, along with Appendixes A & B, were distributed at the Meeting. Councilmember O'Farrell's "Motion" is shown above. The "BID Formation Timeline" proposal, presented by Mr. Van Cise of the L A City Clerk's Office, is on page 2 and "Appendixes A & B" are on pages 3 & 4, respectively, of this publication.



Call To Action: HWBID Property Owners are encouraged to register their recommendations for Improvements on the BID's website.

Stay Online: Future events, meetings and milestones will be posted on the BID's website from time to time.

May 29, 2015

BID FORMATION TIMELINE PROPOSAL

BID FORMATION (or RENEWAL) TIMELINE
For Property BID expiring on December 31, 2016 or new PBID beginning operation by January 1, 2017
Start to finish; Begin BID operation on January 1, 2017 page 1

2015

Month	*Activity*
February - March	Finalize dollars needed to complete renewal Hire consultant, if needed
March - June	Form Steering Committee to guide BID formation/renewal activities Commence informational sessions with property owners in potential BID boundary area
May - July	Decide boundaries of new BID Decide programs (security, maintenance, image, streetscape, administration) Decide budget Work on potential assessment formulas (front footage, building square footage, parcel size, etc.)
AUGUST 1, 2015	**Submit 1st Draft of DATABASE to City Clerk for review and verification**
	DATABASE Must contain, at minimum, 1) All APNs, 2) Property Owner Names, 3) Assessable measurements of property, and 4) Assessment calculations. CITY CLERK will review, verify, and approve all information in Database
AUGUST 15, 2015	**Submit 1st Draft of MANAGEMENT DISTRICT PLAN to City Clerk for review**
	MANAGEMENT DISTRICT PLAN Must contain, at minimum, the 1) Boundary description, 2) Boundary rationale, 3) Service Description, 4) Budget, 5) Benefit Zones, & 6) Assessment Methodology MANAGEMENT DISTRICT PLAN Must also contain other legal & procedureal requirements CITY CLERK will review Management District Plan to ensure compliance with State Law **NOTE: Revisions may be needed to ensure compliance with legal statutes**
OCTOBER 1, 2015	**Submit revised Management Plan and ENGINEER'S REPORT to the Office of City Clerk**
	Finalize District Management Plan (boundaries, assessment formula, budget) Present finalized assessment roll to City Clerk who will audit/verify all parcel data *(all assessment data for all parcels including: formula, calculations, footages and assessment amounts must be verified and agreed to by the Technical Research Unit of the City Clerk's Special Assessment Section before petitions can be distributed.)*
DECEMBER 2015	**Management District Plan & Engineer's Report APPROVED by City Clerk**
	MANAGEMENT PLAN & ENGINEER's REPORT MUST be approved prior to Petition Drive start date

2016

Month	*Activity*
JANUARY 2016	**START PETITION DRIVE**
January - February	Mail out District Management Plan & START PETITION DRIVE Follow up campaign to secure signed petitions equal to 50% plus $1.00 of proposed assessment **REACH 50% PETITION THRESHOLD**
March 1st	**FINISH PETITION DRIVE: Submit final petitions to City Clerk**
(No later than March 15th)	Request City Council to adopt an "Ordinance of Intention" to form a BID Management Plan, Engineer's Report, map and complete list of all stakeholders due to City Clerk. **City Clerk verifies petition signatures and affirmative percentage.**
March	City Clerk submits complete BID formation project summary report to City Council's Economic Development Committee (EDC). NOTE: EDC meets twice a month with a very limited time to hear agenda items
March	EDC will schedule and hold public hearings and recommend that Council adopt the Ordinance of Intention to begin the Proposition 218 election/formation process. **EDC meets 2nd & 4th Tuesday.**

BID FORMATION TIMELINE
For Property BID expiring on December 31, 2016
Start to finish; Begin BID operation on January 1, 2017 page 2

2016 (con't)

Month	*Activity*
April	**CITY COUNCIL STARTS PUBLIC HEARING PROCESS** City Council review and approval of EDC recommendations: 1. Reviews EDC recommendations, Clerk Report and BID's proposed Management Plan. 2. Petition Sufficiency Finding. 3. Adoption of Ordinance of Intention to Establish BID. 4. Authorization to set public meeting and hearing dates and begin Prop 218 process.
April	Materials Due to the City Clerk from BID proponents (if applicable): 1. Prepaid (subject to BID), preaddressed ballot return envelopes.* 2. Smaller, opaque secrecy envelopes to conceal ballot inside return envelopes.* 3. District Management Plan with budget, BID boundary map and APNs of all stakeholders.* *(All materials must be pre-approved by City Clerk. Copies needed for each stakeholder)
May 1st	**PROP 218 REQUIRED 45-DAY PERIOD BEGINS** City Clerk to arrange for mailing of : 1. Notice of Public Meeting and Final Public Hearing.** 2. Proposition ballots**, ballot instructions and ballot return and secrecy envelopes. 3. Ordinance of Intention (to establish BID).** 4. District Management Plan (legally considered part of the Ordinance). 5. Mailing labels (from stakeholder database) and mail-out envelopes 6. Stuff envelopes, seal and mail out from City mailroom.** **(City provides copies for each stakeholder) City Clerk to arrange for publication of: 1. Ordinance of Intention
June	**CITY COUNCIL HOLDS PUBLIC HEARING** City Council: 1. Council conducts Final Hearing for public comment on establishment of the BID. 2. Balloting officially closed. 3. City Clerk counts ballots and report results at next Council meeting. 4. Ballots opened and tallied in City Clerk's office (open to the public)
June	City Council: 1. Public announcement of Prop 218 ballot tabulation 2. 1st reading of Ordinance of Establishment 3. Council accepts the balloting results and passes the Ordinance of Establishment
June - August	City Clerk: **JUNE:** Publish BID establishment Ordinance **JULY**: Place stakeholder assessment data on County's tax rolls **(COUNTY HAS HARD DEADLINE FOR TAX ROLL SUBMISSION)** **JULY**: Establish trust fund/revenue source code account **JULY**: Prepare City (501c) administrative contract
December 2016	City Clerk: 1. Transmitts received property assessments from County collection of 1st installment payments
January 1st, 2017	**Begin BID operation**

MAXIMUM FEE AND PERFORMANCE SCHEDULE FOR THE PROPOSED HOLLYWOOD WESTERN BID

DELIVERABLES	COMPLETION DATE	AMOUNT
DELIVERABLE 1 – FEASIBILITY STUDY Including, but not limited to: Surveying POTENTIAL ASSESSEES utilizing written surveys, focus groups, and/or interviews to determine probability of success of creating a BID in the proposed area. Deliverable: Report detailing the results of the feasibility study. Provide proposed boundaries to Analyst. Proof of contact with each POTENTIAL ASSESSEE (e.g. copy of mailing list, copy of sign in sheets from scoping meetings, etc.)	**Aug 2015**	**$9,000**
DELIVERABLE 2 – DATABASE OF POTENTIAL ASSESSEES Including, but not limited to: Developing a current DATABASE, as defined in Section 2 of this RFP, that is satisfactory to the CITY CLERK and updated as needed. Deliverable: A current DATABASE in Microsoft Office Excel format; property assessment and other data; and a report of CITY-owned property.	**Sept 2015**	**$5,000**
DELIVERABLE 3 – MANAGEMENT DISTRICT PLAN AND ENGINEER'S REPORT Including but not limited to: Developing a BID MANAGEMENT DISTRICT PLAN in conjunction with a REGISTERED PROFESSIONAL ENGINEER, the PROPONENT GROUP, and the CITY CLERK pursuant to all applicable laws and Sections 3 and 4 of this RFP. Deliverable: A MANAGEMENT DISTRICT PLAN supported and accompanied by a legible map with parcels easily identifiable and a stand-alone detailed ENGINEER'S REPORT.	**Nov 2015**	**$12,000**
DELIVERABLE 4 – PETITION DRIVE Including but not limited to: Creating a PETITION in a format approved by the CITY CLERK and obtaining signatures adhering to the requirements of Sections 3 and 4 of this RFP, the CITY CLERK and all applicable laws. Deliverable: Draft and final signed copies of PETITIONS adhering to the requirements of the CITY CLERK and all applicable laws and submitted by the deadline determined by the CITY CLERK.	**Feb 2016**	**$10,000**
DELIVERABLE 5 – ASSESSMENT BALLOT DRIVE Including but not limited to: Providing supplemental and mailing materials for an ASSESSMENT BALLOT drive as approved by the CITY CLERK, including an updated DATABASE, related to the ASSESSMENT BALLOT drive as required by the CITY CLERK and all applicable laws Deliverable: Submit an updated DATABASE, mailing materials, and copies of the final CITY CLERK approved MANAGEMENT DISTRICT PLAN, ASSESSMENT BALLOT completion instructions, and all additional documentation as required by the CITY CLERK and applicable laws by the deadline determined by the CITY CLERK	**April 2016**	**$4,000**
DELIVERABLE 6 – PROOF OF NONPROFIT STATUS Including but not limited to: Documentation associated with CONTRACTOR'S assistance to CITY with identifying a NON-PROFIT ORGANIZATION that could administer the BID Deliverable: Copies of the tax-exemption letter from either the Internal Revenue Service or the California Franchise Tax Board; Articles of Incorporation approved by the California Secretary of State; Bylaws; and letter of exemption for a business tax license from the City of Los Angeles Office of Finance Tax and Permit	**Sept 2016**	**$20,000**
DELIVERABLE 7 – BID INITIAL OPERATION Including but not limited to: Assist appointed NON-PROFIT ORGANIZATION to begin BID operation and ensure compliance with ADMINITRATIVE CONTRACT requirements (In the event the BID is established and approved by City Council) Deliverable: Original executed ADMINISTRATIVE CONTRACT and Standard Provisions completed by owners association, including certificates of required insurance; copies of minutes from meetings showing adherence to the Brown Act; draft copies of 1st quarter newsletter and activity report.	**Jan 1, 2017**	**$20,000**

SAMPLE

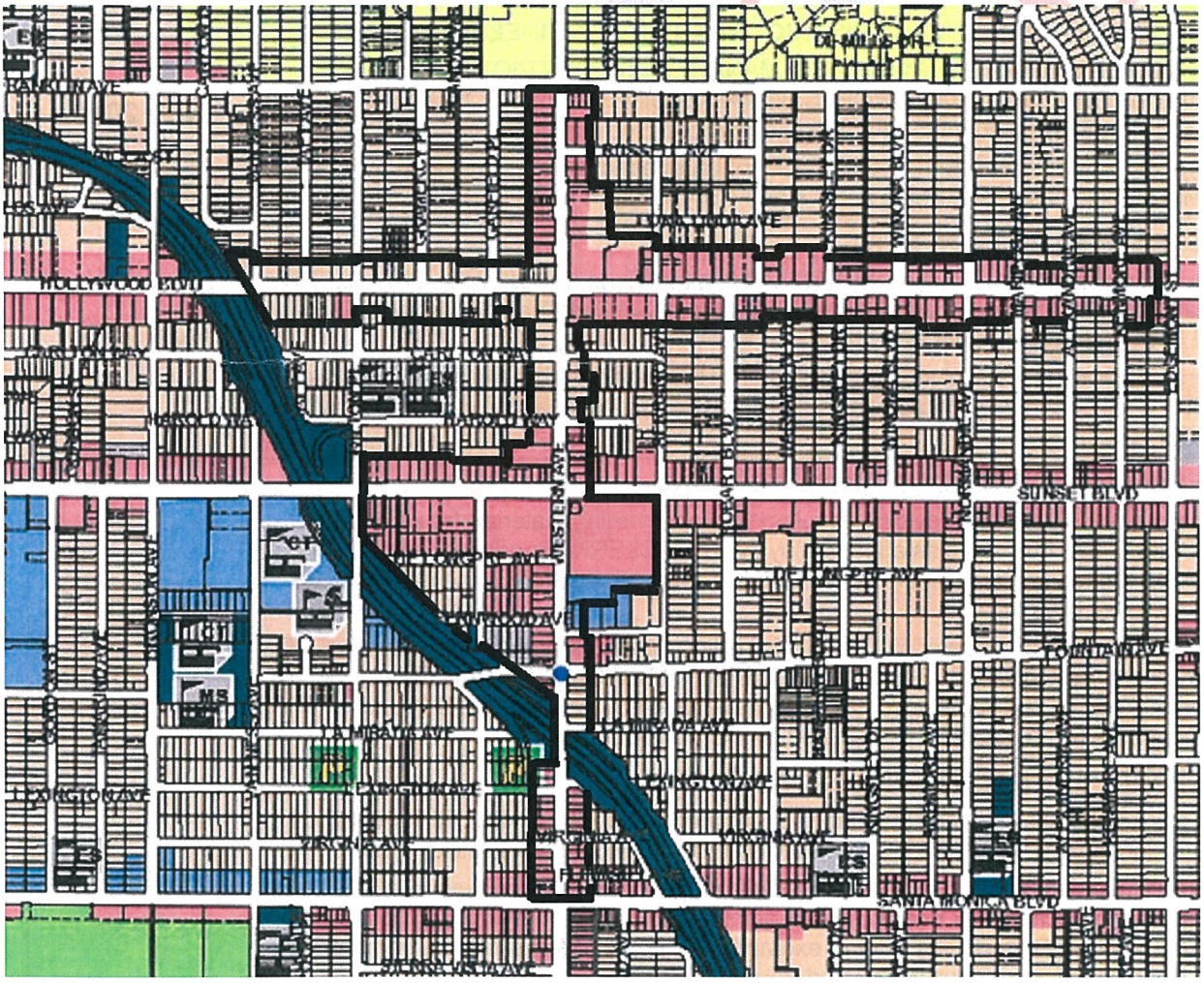
HOLLYWOOD WESTERN BUSINESS IMPROVEMENT DISTRICT

TARGET AREA MAP

—

Hollywood Blvd., between Edgemont St. and 101 Fwy., Western Ave., between Franklin Ave. and Santa Monica Blvd., and Sunset Blvd. between Western Ave. and 101 Fwy

HWBID is outlined on map below with *Bold Black Lines*.



GENERALIZED ZONING		
OPEN SPACE	MULTIPLE RESIDENTIAL	PARKING
AGRICULTURAL	COMMERICAL	PUBLIC FACILITIES
ONE-FAMILY DWELLING	MANUFACTURING	HILLSIDE