

# Encino Commons 2021-2029 Business Improvement District

## 2023 Annual Planning Report

### **District Name**

This report is for the Encino Commons Business Improvement District (District). The District is operated by the Encino Property Business Improvement District, a California non-profit corporation.

### **Fiscal Year of Report**

The report applies to the 2023 Fiscal Year. The District Board of Directors approved the 2023 Annual Planning Report at the November 21, 2022 Board of Director's meeting.

### **Boundaries**

There are no changes to the District boundaries for 2023.

### **Benefit Zones**

There are no changes to the District's benefit zone(s) for 2023.

### **2023 IMPROVEMENTS, ACTIVITIES AND SERVICES**

#### **Marketing: \$750.66 (0.46%)**

The Marketing includes newsletters, website and social media management, development and distribution of promotional materials, media advertising, and other programs that will promote the array of goods and services available within the Encino BID.

#### **Streetscape Services: \$113,607.00 (70.15%)**

Streetscape Services/Improvements is the primary focus of the BID. Services include: Landscaping will be pruned, shaped or trimmed to maintain their size in respect to safety, pedestrian clearance, species, size of planter or relative surroundings. Sprinkler systems will be continually checked and serviced, while planters without automatic irrigation will be hand watered, including the hanging basket flowers if the use of artificial plants/flowers does not provide for an acceptable alternative to live plants/flowers. Curbs, parking and paved areas will be kept clean and trash receptacles will be emptied, wiped down and kept graffiti free on a regular basis. Additionally, all sidewalks within the district will be pressure washed quarterly. Physical amenities, including benches theme signage, planters and hanging baskets will be replaced, as needed when damaged or excessively worn. Additional theme signage as well as street furniture and other streetscape/landscape amenities may be installed within the BID, as funds allow.

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The BID will be looking at cost effective ways to upgrade the 140 artificial, hanging flower baskets in the district. The original baskets have more than doubled in price and the BID must be creative in looking at replacement ideas and possible funding sources. All of the \$29,600 in rollover assessment revenue from 2022 will be used for this project.

**Program Management: \$30,000.00 (18.52%)**

Program Management includes the cost of personnel to oversee implementation of the Management District Plan and the various programs, services and improvement projects delineated in the Plan during the District's 9-year term. This element also includes oversight of the Owners' Association's compliance with the terms of its contract with the City.

**Operations: \$17,600.00 (10.87%)**

Operating Expenses includes costs associated with a BID management operation such as professional services (e.g. legal, accounting, insurance), printing, postage, supplies, production of the Annual Planning Report and Budget and quarterly reports and participation in professional peer/best practice forums such as the LA BID Consortium, the California Downtown Association or the International Downtown Association. It also covers the costs associated with District renewal, as well as City and/or County fees associated with their oversight of the District.

**Total Estimate of Cost for 2023**

A breakdown of the total estimated 2023 budget is attached to this report as **Appendix A**.

**Method and Basis of Levying the Assessment**

The Method for levying the 2023 assessment remains the same as listed in the Management District Plan. Annual assessments are based upon an allocation of program costs and a calculation of assessable square footage. Assessments are determined by building square footage, land area and prime (Ventura Boulevard) street frontage. The Management District Plan allows for maximum annual assessment increase of 5%. The Board voted for no CPI increase for 2023. This is the third term of Encino Commons (2021-2029 BID). The assessment rates for 2023 are as follows:

Building Area: \$0.0490 per square foot

Land Area: \$0.0135 per square foot

Frontage: \$4.226 per linear foot

**(There is No CPI increase for 2023)**

**Surplus Revenues: \$29,600.00**

The BID has reserved \$29,600.00 to fund the replacement of the hanging flower baskets.

**Anticipated Deficit Revenues**

There are no deficit revenues that will be carried over to 2023.

**Contribution from Sources other than assessments: \$2,407.00**

General Benefit

**APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE Encino Commons 2021-2029 BID- FY 2023**

<b>2023 Assessments</b>	\$129,950.66	
<b>Estimated Carryover from 2022</b>	\$29,600.00	
<b>Other Income</b>	\$2,407.00	
<b>Total Estimated Revenues</b>	<b>\$161,957.66</b>	
<b>2023 Estimated Expenditures</b>		<b>Pct.</b>
<b>Marketing</b>	\$750.66	<b>0.46%</b>
<b>Streetscape Services</b>	\$113,607.00	<b>70.15%</b>
<b>Program Management</b>	\$30,000.00	<b>18.52%</b>
<b>Operations</b>	\$17,600.00	<b>10.87%</b>
<b>Total Estimated Expenditures</b>	<b>\$161,957.66</b>	<b>100%</b>