

**Encino Commons 2021-2029  
Business Improvement District**

**2023 2nd Quarterly Report**

July 31, 2023

Holly L. Wolcott, City Clerk  
Office of the City Clerk  
200 North Spring Street, Room 395  
Los Angeles, CA. 90012

**RE: Encino Commons 2021-2029 Business Improvement District - Second Quarter Report**

On behalf of the Board, I would like to present the second quarter report and financial expenditures as required by the Administration Agreement between the City of Los Angeles and the for the Encino Commons 2021-2029 Business Improvement District.

**Second Quarter Activities**

**Marketing**

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**

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.

**Program Management**

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**

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.

Please contact me at (818) 780-9100 if you have any questions.

Sincerely,

*Susan Levi*

Susan Levi

**Second Quarter Financials**

<b>Budget Category</b>	<b>Annual Budget</b>	<b>2nd Quarter Amount Spent</b>	<b>YTD Amount Spent</b>	<b>Projected Remaining Balance</b>
Marketing	750.66	\$121.03	\$242.06	\$508.60
Streetscape Services	113607	\$13,634.93	\$28,013.36	\$85,593.64
Program Management	30000	\$7,500.00	\$15,020.00	\$14,980.00
Operations	17600	\$1,500.00	\$5,398.52	\$12,201.48
<b>Total</b>	<b>\$161,957.66</b>	<b>\$22,755.96</b>	<b>\$48,673.94</b>	<b>\$113,283.72</b>