

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

2022 3rd Quarterly Report

November 11, 2022

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 - Third Quarter Report

On behalf of the Board, I would like to present the third 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.

Third 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.

In late 2021, the BID realized there was rust and peeling paint that was compromising the structural integrity of our iconic gateway sign. If allowed to continue, the rust would have begun to erode the beams and make the sign unsafe. At that time, the BID contracted with StreetLight Restoration to repaint the entire sign however the project could not commence due to the holiday moratorium. Painting of the sign was scheduled for the Spring 2022. Because of the sense of urgency with this project, the BID used all available funds, including those that were in reserve for the replacement of the hanging flower baskets, to supplement the cost. The total cost was estimated at \$27,754 including contingency. The actual amount spent was \$21,653.63; there was a substantial savings as the vendor overestimated how long the project would take due to traffic on Ventura Boulevard. The balance of \$6,100 has been placed back in the hanging flower basket reserve fund.

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

Third Quarter Financials

Budget Category	Annual Budget	3rd Quarter Amount Spent	YTD Amount Spent	Projected Remaining Balance
Marketing	950	\$20.00	\$243.02	\$706.98
Streetscape Services	110561	\$13,603.11	\$59,573.59	\$50,987.41
Program Management	30000	\$4,500.00	\$16,500.00	\$13,500.00
Operations	17600	\$9,342.00	\$16,723.52	\$876.48
Total	\$159,111.00	\$27,465.11	\$93,040.13	\$66,070.87