

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

2022 4th Quarterly Report

February 6, 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 - Fourth Quarter Report

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

Fourth 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

Fourth Quarter Financials

Budget Category	Annual Budget	4th Quarter Amount Spent	YTD Amount Spent	Remaining Balance
Marketing	750.66	\$387.18	\$630.20	\$120.46
Streetscape Services	113607	\$26,977.48	\$86,551.07	\$27,055.93
Program Management	30000	\$6,500.00	\$23,000.00	\$7,000.00
Operations	17600	\$2,450.00	\$19,173.52	\$-1,573.52
Total	\$161,957.66	\$36,314.66	\$129,354.79	\$32,602.87