

ENCINO COMMONS

BUSINESS IMPROVEMENT DISTRICT (BID)

MANAGEMENT DISTRICT PLAN

*Being Renewed Under California Streets and Highways Code Section 36600 et seq.
Property and Business Improvement District (BID) Act of 1994*

*Prepared for:
Encino Commons BID Association*

*Prepared By:
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July 10, 2015

MANAGEMENT DISTRICT PLAN

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I. MANAGEMENT PLAN SUMMARY

The Encino Commons Business Improvement District (Encino BID) is being renewed for a 5 year period by a consortium of business and property owners within the Encino Commons business district. The Encino BID is a retail, service and office district centered along Ventura Boulevard Street in the community of Encino. The purpose of the Encino BID is to continue to provide and manage unique activities for this important business center, including Marketing, Streetscape Services/Improvements and Program Management. The Encino BID will enable the District property owners, working as a unit, to continue to fund needed property and business related programs above what is provided by tax supported City of Los Angeles base level services.

Name: The name of the District is the Encino Commons Business Improvement District

Location: The Encino BID is centered along Ventura Boulevard between Balboa Boulevard on the east and White Oak Avenue on the west.

Zones: There is one benefit zone within the renewed Encino BID.

Services: Marketing, Streetscape Services/Improvements, Program Management and Operating Expenses.

Benefits: “General Benefit” is defined as: “A benefit to properties in the area and in the surrounding community or benefit to the public in general resulting from the improvement, activity, or service to be provided by the assessment levied”. “Special Benefit” as defined by the California State Constitution means a distinct benefit over and above general benefits conferred on real property located in the District or to the public at large.

Finance: Levy of benefit assessments at the rates as stipulated below under “Formula” on 73 real property parcels to fund special benefit programs, services and improvements pursuant to the California Streets and Highways Code Section 36600 et seq. (Property and Business Improvement District Act of 1994). In addition, non-assessment revenues will be generated to fund the costs associated with general benefits as delineated in this Plan and the attached Engineer’s Report.

Budget: BID assessment revenue for Year 1-2016 is projected to be \$121,544. Additional Year 1 revenues of at least \$2,734 are projected to fund 2.2% in general benefit costs, and will be derived from other sources for a total projected Year 1 budget of \$124,278.

Formula: The proposed BID assessments are based on three factors: building area, land area and prime (Ventura Boulevard) street frontage. Year 1 – 2016 BID assessment rates per parcel are as follows:

FORMULA FACTOR	YR 1 - 2016 RATES
Building Area Sq Ft (Unit A)	\$0.4900
Land Area Sq Ft (Unit B)	\$0.0135
Prime Street Frontage (Unit C)	\$3.3360

Cap: Assessment increases are capped at a maximum of 5% per year, subject to approval by the BID Property Owner Association Board of Directors.

Renewal: District renewal is a two-step process. First, petitions signed by District property owners representing at least 50% of the total assessment to be levied must be secured. Second, property owners will be sent a ballot to vote on the District renewal. Returned ballots in support of the District renewal must outweigh those in opposition based on the amount of assessment to be levied as stated on the ballots.

Duration: The renewed BID will have a term of five (5) years. After five years, the petition and balloting process must be repeated in order to renew the district and continue to levy assessments. Future renewals may extend up to 10 years at a time.

II. BID BOUNDARIES

Setting

The renewed Encino BID is located in the southwest section of the San Fernando Valley, a suburb community in the City of Los Angeles, near the western end of the extensive Ventura Boulevard business corridor that traverses numerous communities adjacent to the 101 Ventura Freeway corridor. The property uses within the boundaries of the renewed BID which will receive special benefits from BID funded programs and services are currently a mix of general commercial, retail, service, office and commercial parking.

Boundary Description

The Encino BID includes all parcels (73) in the area fronting along Ventura Boulevard known as the Encino Commons Business Corridor between White Oak Avenue on the west and Balboa Boulevard on the east. Only parcels with Ventura Boulevard frontage are included in the BID. The street address range of included parcels and businesses is 16928-17660 Ventura Boulevard. A list of all parcels included in the renewed Encino BID is shown as Appendix A, attached to this Report with their respective Los Angeles County assessor parcel number and common site addresses. The boundary of the renewed Encino BID and parcels within it are shown on the map of the District on page 7 of this Plan.

Boundary Justification

The areas along Ventura Boulevard west and east of the renewed Encino BID are commercial uses and zoning while all areas north and south of the BID are residential uses and zoning. State PBID Law (Section 36632 Streets and Highways Code) states: Properties zoned solely for residential use.....are conclusively presumed not to benefit from the improvements and services funded through these assessments, and shall not be subject to any assessments pursuant to this part. It is noted that no parcels within the renewed Encino BID are zoned solely residential.

Northern Boundary

The northern boundary of the renewed Encino BID coincides with the rear property lines of all commercial parcels fronting on the north side of Ventura Boulevard between White Oak Avenue on the west and Balboa Boulevard on the east. All parcels north of the northern BID boundary are zoned solely residential and developed mainly with single family residences with a few multi-family residential structures. There are a few residential zoned parcels used for surface parking for the businesses along Ventura Boulevard and a government facility - all allowable uses on R-zoned parcels. But as stated above, State PBID Law precludes parcels zoned solely residential, regardless of the current land use, from being assessed. Thus, no parcels zoned solely residential north of the northern BID boundary are included in the renewed Encino BID.

There is one government owned parcel in the renewed BID boundaries, a public park owned by the City of Los Angeles. The park fronts the north side of Ventura Boulevard between Paso Robles Avenue and Genesta Avenue. The City's Department of Recreation and Parks provides complete streetscape and landscape services to the grassy parkways adjacent to the park and the park's interior. The BID will not provide any services to this block, will not direct any special projects that include the park, nor will the BID feature the park in the

quarterly newsletters or website. Inasmuch as the BID programs and services are designed to improve commerce and the park has no commercial activities, the park will not specially benefit from BID funded programs and services. For these reasons, this City park parcel will not be assessed.

In order to ensure that parcels north of the northern boundary will not specially benefit from BID funded services and improvements, no BID services and improvements will be provided north of the northern boundary, only south of the northern boundary within the Encino BID boundaries.

Southern Boundary

The southern boundary of the renewed Encino BID coincides with the rear property lines of all commercial parcels fronting on the south side of Ventura Boulevard between White Oak Avenue on the west and Balboa Boulevard on the east. All parcels south of the southern BID boundary are zoned solely residential and developed mainly with single family residences with a few multi-family residential structures. There are a few residential zoned parcels used for surface parking for the businesses along Ventura Boulevard and a church - all allowable uses on R-zoned parcels. But as stated above, State PBID Law precludes parcels zoned solely residential, regardless of the current land use, from being assessed. Thus, no parcels zoned solely residential south of the southern BID boundary are included in the renewed Encino BID.

In order to ensure that parcels south of the southern boundary will not specially benefit from BID funded services and improvements, no BID services and improvements will be provided south of the southern boundary, only north of the southern boundary within the Encino BID boundaries.

Eastern & Western Boundary

The eastern boundary of the renewed Encino BID is the intersection of Ventura Boulevard and Balboa Boulevard while the western boundary is the intersection of Ventura Boulevard and White Oak Avenue. The parcels and land uses east of Balboa Boulevard and west of White Oak Avenue along Ventura Boulevard, while commercial in nature, are not considered as part of the Encino Commons business district by either the business and property owners nor the customer base. Ventura Boulevard is an expansive commercial corridor that traverses the entire San Fernando Valley. Each micro-business community along this major commercial highway have attempted to create their own sense of place for shopping, dining and services by the nearby surrounding residential neighborhoods. Through this planning and economic development process, numerous small business improvement districts have been established along the Ventura Boulevard corridor with Encino Commons BID being one – each creating their own unique central business district and sense of place and arrival with identifiable landscaping and other street furniture, signage and other physical enhancements. For these reasons, the eastern and western boundaries of the renewed Encino BID have been set at White Oak Avenue and Balboa Boulevard.

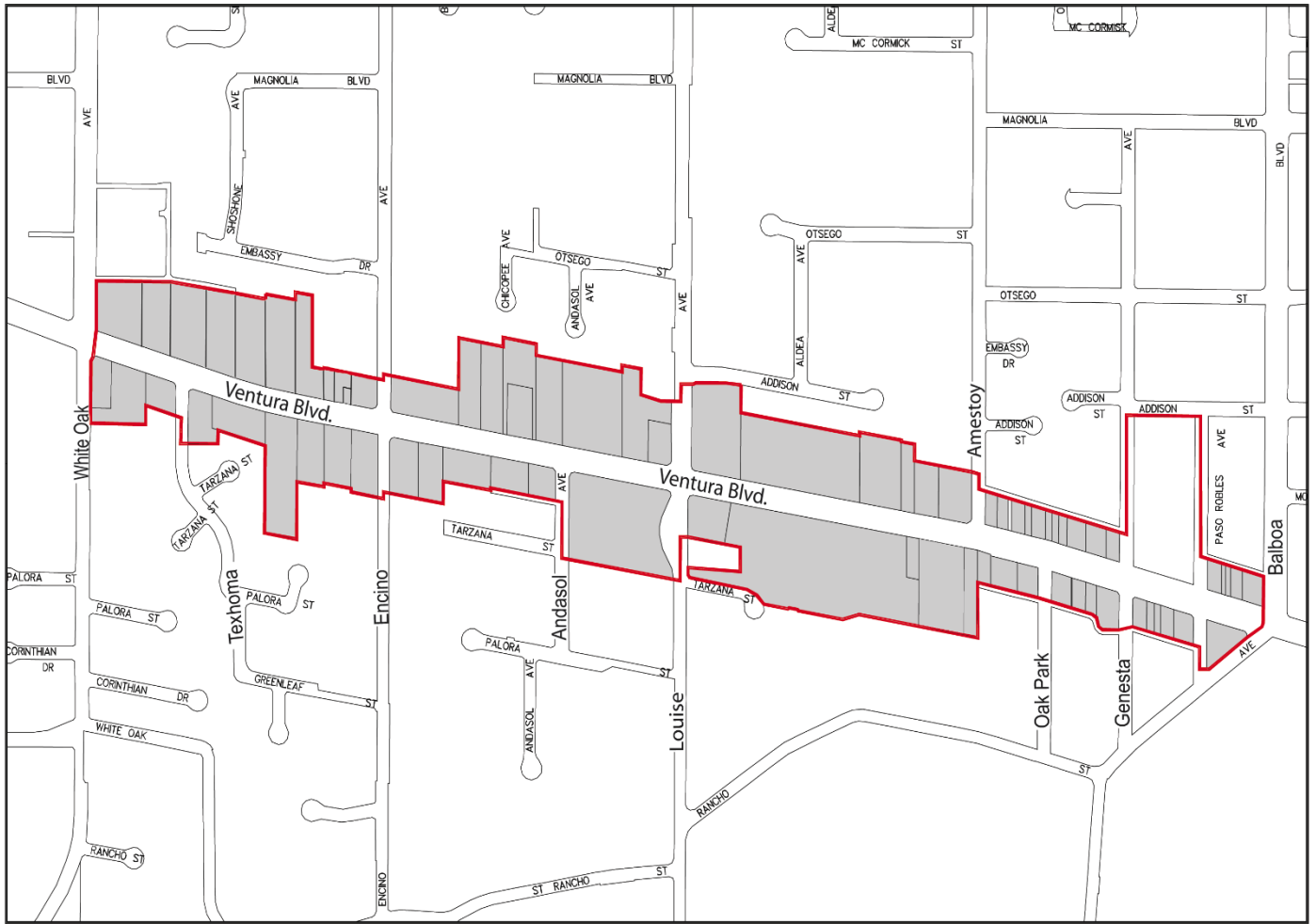
In order to ensure that parcels east of the eastern boundary will not specially benefit from BID funded services and improvements, no BID services and improvements will be provided

east of the centerline of Balboa Avenue, only west of said centerline within the Encino BID boundaries. Similarly, in order to ensure that parcels west of the western boundary will not specially benefit from BID funded services and improvements, no BID services and improvements will be provided west of the centerline of White Oak Avenue, only east of said centerline within the Encino BID boundaries.

Benefit Zones: There is one benefit zone in the renewed Encino BID. All assessed parcels will receive 100% of their proportionate special benefit from BID funded services and will be assessed at the rate of \$0.049 per square foot of building area, \$0.0135 per square foot of parcel land area and \$3.336 per linear foot of street frontage as delineated in this Plan and the attached Engineer's Report. These rates and the resulting assessment revenue are reflected in the budget and the corresponding proportionate special benefits conferred on each assessed parcel within the Encino BID.

All identified parcels within the above-described boundaries shall be assessed to fund supplemental special benefit programs, services and improvements as outlined in this Plan and in the attached Engineer's Report, except as noted on page 13 for the City Park. All BID funded services, programs and improvements provided within the above described boundaries shall confer special benefit to identified assessed parcels inside the District boundaries and none will be provided outside of the District. Each assessed parcel within the Encino BID will proportionately specially benefit from the BID funded supplemental marketing, streetscape services/improvements, program management and operating expenses. These services, programs and improvements are intended to improve commerce, employment, commercial rents and occupancy rates and investment return of parcels and businesses within the Encino BID by reducing litter and debris and professionally marketing goods and services available within the BID, all considered necessary in a competitive properly managed business district. All BID funded services programs and improvements are considered supplemental, above normal base level services provided by the City of Los Angeles and are only provided for the special benefit of individual assessed parcels within the boundaries of the Encino BID. No BID services shall be provided outside the BID boundaries.

ENCINO COMMONS BID BOUNDARY MAP



- B.I.D. PROPERTIES (PROPERTY BASED)
- B.I.D. BOUNDARY

ENCINO COMMONS
PROPERTY BUSINESS IMPROVEMENT DISTRICT



III. Proposed 5 Year BID Work Plan and Budget

Overview

The property uses within the boundaries of the BID that will receive special benefits from BID funded programs, services and improvements are currently a mix of general commercial, retail, office, and commercial parking. BID funded activities are primarily designed to provide proportionate special benefits as described below to identified assessed parcels and the commercial land uses within the boundaries of the District. The range of proposed BID funded special benefit programs, services and improvements includes: marketing, streetscape services/improvements, program management and operating expenses.

BID funded streetscape services/improvements enhance each assessed parcel by improving the aesthetic appearance of each assessed parcel entrance and perimeter for enhanced attraction for its business tenants, employees, customers, clients and visitors. The marketing programs provide important and beneficial information, alerts and news to property and business owners of each assessed parcel within the Encino BID via quarterly newsletters and an active and informative District website. BID funded programs, services and improvements may improve commerce and aesthetic appeal to attract new patrons, visitors and employees of assessed parcels within the Encino BID by reducing litter and debris and professionally marketing goods and services available within the BID, all considered necessary in a competitive properly managed business district.

Work Plan

The renewed Encino Commons BID work plan is described in more detail as follows:

Marketing \$2,045 (Special and General Benefit Costs)

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

This component is designed to specially benefit and improve the marketability of the array of goods and services provided by businesses on each identified and assessed parcel within the BID. This special benefit program is designed to attract more commercial customers and clients, employees, tenants and investors which may, in turn, increase business volumes, sales transactions, commercial occupancies, commercial rental income and return on investments for each parcel and business within the BID. Marketing programs will only be provided for parcels and businesses located within the BID boundaries.

Streetscape Services/Improvements \$82,356 (Special and General Benefit Costs)

This component is the primary focus of the renewed BID. In the past 10 years over 200 trees have been planted, 3 median islands and 39 decorative pots installed and landscaped, as well as gateway entry signs, street furniture, inlaid brickwork and litter receptacles. Landscape care will be done on a weekly basis. All planters will be kept clear of trash and debris and weeded weekly. 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. 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 bus stops within the district will be pressure washed monthly while sidewalks within the district will be pressure washed quarterly. Additional theme signage may be installed within the BID, as funds allow.

The Streetscape Services/Improvements element will assist in enhancing the image of each individual assessed parcel in the BID. This activity is designed to increase vehicular and pedestrian traffic within the BID that will potentially increase commerce and customer activity, attract and retain new business and patrons for assessed parcels within the BID boundaries. This activity is intended to increase commercial rents and commercial occupancies. Streetscape services will only be provided to and for the direct special benefit of each individual assessed parcel within the BID boundaries and none outside the BID area.

Program Management \$18,405 (Special and General Benefit Costs)

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 5 year term. This element also includes oversight of the Owners' Association's compliance with the terms of its contract with the City.

This component is key to the proper expenditure of BID assessment funds and the administration of BID programs and activities that are intended to promote business within the BID boundaries through increased commerce and the attraction and retention of new business. The BID Program Management program exists only for the purposes of the BID and will only be provided for matters pertaining to each individual assessed parcel within the BID boundaries that will, in turn, specially benefit from this activity.

Operating Expenses \$21,472 (Special and General Benefit Costs)

“Operating Expenses” includes the 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

This component is key to the proper expenditure of BID assessment funds and the administration of BID programs and activities that are intended to promote business within the BID boundaries through increased commerce and the attraction and retention of new business. Operating expenses pertain only to the operation of the BID and will only be provided for matters pertaining to each individual assessed parcel within the BID boundaries that will, in turn, specially benefit from this activity.

In summary, all BID funded services, programs and improvements described above confer special benefit to identified assessed parcels inside the District boundaries and none will be provided outside of the District. Each assessed parcel within the Encino BID will proportionately specially benefit from the BID funded supplemental marketing, streetscape services/improvements, program management and operating expenses. These services, programs and improvements are intended to improve commerce, employment, commercial rents and occupancy rates and investment return of parcels and businesses within the Encino BID by reducing litter and debris and professionally marketing goods and services available within the BID, all considered necessary in a competitive properly managed business district. All BID funded services programs and improvements are considered supplemental, above normal base level services provided by the City of Los Angeles and are only provided for the special benefit of assessed parcels within the boundaries of the Encino BID.

PROGRAM & ACTIVITY BUDGET

The Encino Commons BID will provide the following special benefit services for Year 1 – 2016 for each individually assessed parcel within the District:

Program/Service	YR 1 - 2016	% of Total
Marketing	\$2,000	2%
Streetscape Services/Improvements	\$80,544	66%
Program Management	\$18,000	15%
Operating Costs	\$21,000	17%
TOTAL	\$121,544	100%

5 Year Projected BID Special Benefit Costs (assumes 5% annual increase) (Assessment Revenue Only)

Program/Service	YR 1 - 2016	YR 2 - 2017	YR 3 - 2018	YR 4 - 2019	YR 5 - 2020
Marketing	\$2,000	\$2,100	\$2,205	\$2,315	\$2,431
Streetscape Services/Improvements	\$80,544	\$84,571	\$88,800	\$93,240	\$97,902
Program Management	\$18,000	\$18,900	\$19,845	\$20,837	\$21,879
Operating Costs	\$21,000	\$22,050	\$23,153	\$24,310	\$25,526
TOTAL	\$121,544	\$127,621	\$134,003	\$140,702	\$147,738

General Benefits

The Assessment Engineer (see attached Engineer’s Report) has found that the general benefits (i.e. benefits to the general public and surrounding parcels outside the District) of the proposed improvements, activities and services represent 2.2% of the total benefits generated and, in turn, 2.2% of the costs of the BID funded improvements, activities and services provided. Thus, 2.2% of the total District costs will need to be funded by non-assessment revenue sources such as grants, donations, program income, etc. A delineation of both special and general benefit costs for each program element for each year of the renewed 5 year BID term is shown in the following table:

Total Year 1-5 (2016-2020) Special + General Benefit Costs

Service	YR 1 - 2016 Assessment Costs	YR 1 - 2016 Non-Assessment Costs	YR 1 - 2016 Total Costs	% of Total
Marketing	\$2,000	\$45	\$2,045	2%
Streetscape Services/Improvements	\$80,544	\$1,812	\$82,356	66%
Program Management	\$18,000	\$405	\$18,405	15%
Operating Expenses	\$21,000	\$472	\$21,472	17%
Total	\$121,544	\$2,734	\$124,278	100%
Service	YR 2 - 2017 Assessment Costs	YR 2 - 2017 Non-Assessment Costs	YR 2 - 2017 Total Costs	% of Total
Marketing	\$2,100	\$47	\$2,147	2%
Streetscape Services/Improvements	\$84,571	\$1,902	\$86,474	66%
Program Management	\$18,900	\$425	\$19,325	15%
Operating Expenses	\$22,050	\$496	\$22,546	17%
Total	\$127,621	\$2,870	\$130,492	100%
Service	YR 3 - 2018 Assessment Costs	YR 3 - 2018 Non-Assessment Costs	YR 3 - 2018 Total Costs	% of Total
Marketing	\$2,205	\$50	\$2,255	2%
Streetscape Services/Improvements	\$88,800	\$1,998	\$90,797	66%
Program Management	\$19,845	\$446	\$20,291	15%
Operating Expenses	\$23,153	\$521	\$23,673	17%
Total	\$134,003	\$3,015	\$137,016	100%
Service	YR 4 - 2019 Assessment Costs	YR 4 - 2019 Non-Assessment Costs	YR 4 - 2019 Total Costs	% of Total
Marketing	\$2,315	\$52	\$2,367	2%
Streetscape Services/Improvements	\$93,240	\$2,097	\$95,337	66%
Program Management	\$20,837	\$469	\$21,306	15%
Operating Expenses	\$24,310	\$547	\$24,857	17%
Total	\$140,702	\$3,165	\$143,867	100%
Service	YR 5 - 2020 Assessment Costs	YR 5 - 2020 Non-Assessment Costs	YR 5 - 2020 Total Costs	% of Total
Marketing	\$2,431	\$55	\$2,486	2%
Streetscape Services/Improvements	\$97,902	\$2,202	\$100,104	66%
Program Management	\$21,879	\$492	\$22,371	15%
Operating Expenses	\$25,526	\$574	\$26,100	17%
Total	\$147,738	\$3,323	\$151,061	100%

The renewed Encino BID may increase the assessment for each individual parcel each year during the 5 year effective operating period, but in no event shall the assessment increase exceed 5% and must be approved by the Board of Directors, included in the Annual Planning Report and adopted by the City of Los Angeles City Council. The accrued interest and delinquent payments will be expended within the budgeted categories. The Board of the Directors of the Owners Association of the Renewed Encino BID shall determine the percentage increase to the annual assessment and the methodology employed to determine the amount of the increase. The BID Director shall communicate the annual increase to the City each year in which the BID operates at a time determined in the Administration Contract held between the Owners Association and the City of Los Angeles. Accrued interest and delinquent payments will be expended within the budget categories in the percentage amount indicated. No bonds are to be issued in conjunction with the renewed Encino Commons BID.

Market costs of BID programs and services may fluctuate from year to year during the 5 year term of the renewed BID. As such, the Owners' Association may reallocate up to 10% of any budget line item within the budget categories subject to the review and approval by the Board and included in the Annual Planning Report that will be approved by the City of Los Angeles City Council. Accrued interest or delinquent payments may be expended in any budget category.

Any funds remaining after the fifth year of operation will be rolled over into the BID renewal budget or returned to stakeholders. BID assessment funds may be used to pay for costs related to the following BID renewal term. If the District is not renewed or terminated for any reason, unexpended funds will be returned to the property owners.

Duration

The effective operation period of the renewed Encino Commons BID is January 1, 2016 through December 31, 2020. It is noted that the range of property tax years for levying the BID assessments is 2015-16 through 2019-20. At the conclusion of this term the BID may be renewed up to ten years.

Time and Manner of Collection

Assessments for the Fiscal Year beginning January 1, 2016 and assessments for subsequent fiscal years, through and including the Fiscal Year ending December 31, 2020 will be collected at the same time and in the same manner as ad valorem taxes paid to the County of Los Angeles. The City of Los Angeles is authorized to collect any assessments not placed on the County tax rolls, or to place assessments, unpaid delinquent assessments, or penalties on the County tax rolls as appropriate to implement this Management District Plan.

IV PROPOSED ASSESSMENT FORMULA

The BID programs and services described in this Management District Plan will be funded through benefit assessments against real property in the District and non-assessment revenues to fund the costs associated with general benefits conferred on the public at large and surrounding parcels outside of the District boundaries. The assessment formula has been developed by the Assessment Engineer to ensure that no parcel will be assessed an amount that exceeds the cost of

the proportional special benefit that parcel derives from the programs, services and improvements to be funded by the proposed benefit assessments. The assessment rates are based on the anticipated benefit to be derived by each individual parcel within the boundary of the District.

It has been determined by the Assessment Engineer (see Engineer’s Report attached to this Plan as Attachment 1) that the benefit assessment of each identified and assessed parcel within the District will be based on building area, land area and prime street frontage of each parcel within one benefit zone. For a more detailed explanation of the assessment methodology used to calculate the assessment rates, refer to the attached Engineer’s Report.

ENCINO COMMONS BID ASSESSMENT FORMULA

$$\text{Assessment} = \text{Building Area (Unit A) Sq Ft} \times \text{Unit A Rate, plus} \\ \text{Land Area (Unit B) Sq Ft} \times \text{Unit B Rate, plus} \\ \text{Prime Street Frontage (Unit C) Lin Ft} \times \text{Unit C Rate}$$

Assessable Benefit Units; Yr 1 –2016 Assessment Rates and Projected Revenue

FORMULA FACTOR	QUANTITY	YR 1 - 2016 RATES	REVENUE
Building Area Sq Ft (Unit A)	1,185,231	\$0.0490	\$58,471
Land Area Sq Ft (Unit B)	2,326,550	\$0.0135	\$31,408
Prime Street Frontage (Unit C)	9,492	\$3.3360	<u>\$31,665</u>
TOTAL			\$121,544

The maximum basic assessment rates for each assessment formula factor for the 5 year BID term are shown in the chart below:

5 Year Maximum Assessment Rate Chart (assuming 5% annual increase)

ASSESSMENT FACTOR	YR 1 - 2016	YR 2 - 2017	YR 3 - 2018	YR 4 - 2019	YR 5 - 2020
BLDG AREA RATE (\$/SQ FT)	\$0.04900	\$0.05145	\$0.05402	\$0.05672	\$0.05956
LAND AREA RATE (\$/SQ FT)	\$0.01350	\$0.01418	\$0.01488	\$0.01563	\$0.01641
PRIME STREET FRONTAGE RATE (\$/LF)	\$3.33600	\$3.50280	\$3.67794	\$3.86184	\$4.05493

SAMPLE ASSESSMENT CALCULATION:

Assume a 5,000 SF building on a 15,000 SF lot with 100 linear feet of prime (Ventura Boulevard) street frontage. The Year 1 –2016 assessment would be calculated as follows:

5,000 x \$0.049/square foot of building	=	\$ 245
15,000 x \$0.0135/square foot of land	=	\$ 203
100 x \$3.336/linear foot of street frontage	=	<u>\$ 334</u>
TOTAL ASSESSMENT	=	\$ 782

Future Development

Other than future maximum rates and the assessment methodology delineated in this Plan and the attached Engineer’s Report, per State Law (Government Code Section 53750), future assessments may increase for any given parcel if such an increase is attributable to events other than an increased rate or revised methodology, such as a change in the density, intensity, or nature of the use of land. Any change in assessment formula methodology or assessment rates higher than as stipulated in this Report would require a new ballot procedure (Section 4(b) of Article XIID of the California Constitution - Proposition 218) in order to approve any such changes.

The complete Yr 1 – 2016 assessment roll of all parcels to be assessed by this BID is included in this Plan as Appendix I.

V. GOVERNMENT OWNED PARCELS

The State Constitution - Article 13D (Proposition 218) states that government owned properties are not exempt from benefit assessments, unless there is clear and convincing evidence showing that they receive no special benefit from the programs and services to be funded by the proposed benefit assessments.

There is one government owned parcel in the renewed BID boundaries, parcel number 2258-017-900. This parcel is a public park owned by the City of Los Angeles. The park fronts the north side of Ventura Boulevard between Paso Robles Avenue and Genesta Avenue. The City’s Department of Recreation and Parks provides complete streetscape and landscape services to the grassy parkways adjacent to the park and the park’s interior. The BID will not provide any services to this block, will not direct any special projects that include the park, nor will the BID feature the park in the quarterly newsletters or website. Inasmuch as the BID programs and services are designed to improve commerce and the park has no commercial activities, the park will not specially benefit from BID funded programs and services. For these reasons, this City park parcel will not be assessed.

VI. BID DISTRICT GOVERNANCE

The governance or management of the Encino BID requires an “Owners’ Association” to carry out the District services and activities. State BID Law (36600 Streets & Highways Code) also requires that the Owner’s Association carry out specific additional functions. This includes preparation of an Annual Report to the City Council on the BID activities for the past fiscal year and those proposed for the next fiscal year. The Owner’s Association may also recommend to the City Council from time to time, changes to the BID boundaries, benefit zones, assessment formula or BID programs and activities, all subject to public notification and, in some cases petition/balloting requirements. At this time it is anticipated that support staff (i.e., Manager, bookkeeper, etc.) shall be employed and supervised by the elected Owners’ Association Board of Directors. The monitoring and oversight shall be the responsibility of the Board of Directors and the coordination and implementation of the program activities shall be the responsibility of the employees and/or consultant contracted for this purpose

Meetings of the Owner’s Association and it’s standing Committees shall be subject to the State of California “Brown Act” open meeting law.

VII. PROPOSED RULES AND REGULATION APPLIED TO THE DISTRICT

There are no specific rules or regulations applied to this District

VIII. OTHER ITEMS

No bonds will be issued for any BID projects in conjunction with this BID formation.

IX. PLAN AUTHOR

The author and preparer of this Plan is Ed Henning of Edward Henning & Associates.

X. IMPLEMENTATION TIME TABLE

Step 1: Create District Parcel Database	Completed in 2014
Step 2: Prepare District Management Plan and Engineer’s Report	Oct 2014-June 2015
Step 3: Conduct petition drive.	June 2015
Step 4: Conduct ballot procedure.	July-Aug 2015
Step 5: Conduct public hearing, tabulate ballots, renew BID	Aug 2015
Renewed BID begins operation January 1, 2016	

APPENDIX 1

YR 1 – 2015/2016 ASSESSMENT ROLL

APN	Site Address	Yr 1 2015/16 Assmt	% Total
2257 008 001	17501 VENTURA BLVD	\$581.05	0.48%
2257 008 002	17511 VENTURA BLVD	\$541.71	0.45%
2257 008 005	17523 VENTURA BLVD	\$355.35	0.29%
2257 008 015	17517 VENTURA BLVD	\$457.17	0.38%
2257 008 026	17641 VENTURA BLVD	\$1,121.04	0.92%
2257 008 027	17661 VENTURA BLVD	\$1,692.90	1.39%
2257 008 040	17615 VENTURA BLVD	\$1,986.95	1.63%
2257 008 045	17609 VENTURA BLVD	\$3,316.65	2.73%
2257 008 046	17525 VENTURA BLVD	\$3,006.95	2.47%
2257 008 048	17547 VENTURA BLVD	\$2,739.08	2.25%
2257 008 049	17555 VENTURA BLVD	\$2,709.95	2.23%
2257 016 001	17301 VENTURA BLVD	\$1,007.35	0.83%
2257 016 053	17337 VENTURA BLVD	\$5,345.14	4.40%
2257 016 054	17451 VENTURA BLVD	\$2,517.90	2.07%
2257 016 056	17323 VENTURA BLVD	\$2,548.30	2.10%
2257 016 059	17401 VENTURA BLVD	\$10,235.08	8.42%
2258 012 008	17129 VENTURA BLVD	\$443.43	0.36%
2258 012 022	17201 VENTURA BLVD	\$6,235.19	5.13%
2258 012 025	17141 VENTURA BLVD	\$2,710.96	2.23%
2258 012 026	17257 VENTURA BLVD	\$3,360.16	2.76%
2258 012 028	17107 VENTURA BLVD	\$2,888.21	2.38%
2258 013 001	17001 VENTURA BLVD	\$885.01	0.73%
2258 013 002	17007 VENTURA BLVD	\$807.19	0.66%
2258 013 008	17043 VENTURA BLVD	\$220.15	0.18%
2258 013 011	17049 VENTURA BLVD	\$151.34	0.12%
2258 013 012	17057 VENTURA BLVD	\$635.23	0.52%
2258 013 014	17057 VENTURA BLVD	\$856.73	0.70%
2258 013 019	17035 VENTURA BLVD	\$507.63	0.42%
2258 013 020	17017 VENTURA BLVD	\$858.58	0.71%
2258 013 021	17027 VENTURA BLVD	\$595.74	0.49%
2258 013 022	17031 VENTURA BLVD	\$653.29	0.54%
2258 013 023	17047 VENTURA BLVD	\$613.28	0.50%
2258 018 001	16925 VENTURA BLVD	\$721.19	0.59%
2258 018 002	16919 VENTURA BLVD	\$155.77	0.13%
2258 018 003	16917 VENTURA BLVD	\$250.51	0.21%
2258 018 004	16911 VENTURA BLVD	\$445.06	0.37%
2258 018 018	16901 VENTURA BLVD	\$648.48	0.53%
2289 001 016	16900 VENTURA BLVD	\$1,118.43	0.92%
2289 002 001	16952 VENTURA BLVD	\$583.38	0.48%
2289 002 002	16946 VENTURA BLVD	\$314.26	0.26%

2289 002 003	16944 VENTURA BLVD	\$390.25	0.32%
2289 002 004	16940 VENTURA BLVD	\$520.89	0.43%
2289 002 020	16928 VENTURA BLVD	\$743.54	0.61%
2289 003 004	17016 VENTURA BLVD	\$308.49	0.25%
2289 003 022	17000 VENTURA BLVD	\$2,403.67	1.98%
2289 003 023	NO SITE ADDRESS	\$248.88	0.20%
2289 003 026	NO SITE ADDRESS	\$20.09	0.02%
2289 003 027	17020 VENTURA BLVD	\$839.67	0.69%
2289 004 001	17060 VENTURA BLVD	\$501.94	0.41%
2289 004 023	17040 VENTURA BLVD	\$755.75	0.62%
2289 004 029	NO SITE ADDRESS	\$1,025.33	0.84%
2289 005 002	17114 VENTURA BLVD	\$2,403.19	1.98%
2289 005 010	17130 VENTURA BLVD	\$592.65	0.49%
2289 005 012	17114 VENTURA BLVD	\$1,075.79	0.89%
2289 005 020	17258 VENTURA BLVD	\$1,232.19	1.01%
2289 005 026	17136 VENTURA BLVD	\$141.18	0.12%
2289 005 058	NO SITE ADDRESS	\$755.95	0.62%
2289 005 059	17200 VENTURA BLVD	\$14,819.01	12.19%
2290 001 002	17300 VENTURA BLVD	\$6,259.48	5.15%
2290 004 001	17406 VENTURA BLVD	\$1,447.15	1.19%
2290 004 024	17448 VENTURA BLVD	\$1,169.66	0.96%
2290 004 025	17460 VENTURA BLVD	\$1,309.93	1.08%
2290 004 035	17438 VENTURA BLVD	\$1,400.29	1.15%
2290 004 038	17404 VENTURA BLVD	\$1,312.60	1.08%
2290 007 001	17500 VENTURA BLVD	\$1,119.24	0.92%
2290 007 002	17514 VENTURA BLVD	\$1,393.71	1.15%
2290 007 007	17538 VENTURA BLVD	\$2,279.34	1.88%
2290 007 008	17530 VENTURA BLVD	\$1,685.48	1.39%
2290 008 019	17612 VENTURA BLVD	\$925.77	0.76%
2290 008 020	17554 VENTURA BLVD	\$1,848.01	1.52%
2290 009 014	17630 VENTURA BLVD	\$1,063.85	0.88%
2290 010 002	17660 VENTURA BLVD	\$1,021.09	0.84%
2290 010 012	17648 VENTURA BLVD	\$1,708.60	1.41%

ATTACHMENT A

ASSESSMENT ENGINEER'S REPORT