



Miranda Paster <miranda.paster@lacity.org>

BID question

6 messages

Laura McLennan <laura.mclennan@lacity.org>
To: Miranda Paster <miranda.paster@lacity.org>

Tue, Dec 15, 2015 at 10:47 AM

Hi Miranda,

Pls see attached letter to my boss about the Pacific Palisades BID.

It mentions that we used to give \$40,000 from the BID trust fund to all BIDs being formed....
I think that is correct.
Seems to ring a bell.

When did that stop?

And, can you check for me if CD11 has ever given it's discretionary money to a CD11 BID being formed?

I want to say that we did for Westchester.... can you verify for me?

Thanks!
~LM



Laura McLennan
Deputy Chief of Staff
Councilmember Mike Bonin
City of Los Angeles
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Mike Bonin Formation Cost Ltr 12-2015 .pdf
390K

Miranda Paster <miranda.paster@lacity.org>
To: Laura McLennan <laura.mclennan@lacity.org>
Bcc: "Hinkson, Rosemary" <rosemary.hinkson@lacity.org>

Tue, Dec 15, 2015 at 3:12 PM

Good Morning Laura.

We establish an \$80,000 RFP/contract with \$40,000 from the BID Trust Fund, as funds are made available, when the BID proponents go through the City process according to the BID Policy and contracting standards. This process includes the following: the Council introduces a Motion requesting the City Clerk to provide \$40,000 and accept \$40,000 from the BID proponents. The the City Clerk releases a RFP for \$80,000 (pursuant to competitive bidding) to the list of responsible contractors; the BID proponents w/ the City Clerk interview all of the responding responsible bidders and select a contractor; the City Clerk executes a contract with the selected contractor; as each task is completed, the City Clerk pays 85% of the amt of the corresponding task until the contract is completed; then the contractor is paid completely.

Unfortunately, the proponents for Pacific Palisades opted not to comply or participate in this process - the City's contracting process and BID Policy. They opted to select and pay for its own contractor in the amount of \$21,000 and paid their Engineer \$4,000 (per Steve Gibson of Urban Place Consulting). If I recall, the BID proponents chose this option due to time concerns.

We do not provide funds to BIDs or BID proponents, other than assessment funds collected on a BIDs behalf.

As far as your office providing funds to a BID, I don't recall any. I know that Cclmbr Perry provided \$40,000 for the Central Ave BID (they went through the process). I don't show that CD 11 provided funds for the creation of the Westchester BID (I looked on Council file Management System). Some Cclmbrs will provide funds for the BID for a specific community purpose (farmer's market or sign). CD 12 provided AB 1290 funds funds for a proposed BID on Reseda Blvd.

Thank you.

[Quoted text hidden]

Counting my blessings - Sing and be Happy Today!

http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png

Laura McLennan <laura.mclennan@lacity.org>
To: Miranda Paster <miranda.paster@lacity.org>

Tue, Dec 15, 2015 at 3:23 PM

Thanks!

So, if I wanted to, I could allocate funds from my discretionary accounts?
But there is no way they could now get some money from the BID Trust Fund, correct?

[Quoted text hidden]

Miranda Paster <miranda.paster@lacity.org>
To: Laura McLennan <laura.mclennan@lacity.org>

Tue, Dec 15, 2015 at 3:31 PM

On Tue, Dec 15, 2015 at 3:23 PM, Laura McLennan <laura.mclennan@lacity.org> wrote:

Thanks!

So, if I wanted to, I could allocate funds from my discretionary accounts? *You will have to check w/ your fiscal Analyst. I would say yes.*

But there is no way they could now get some money from the BID Trust Fund, correct? *Not from the BID Trust fund. The only funds that we pay out to a BID is for City property assessments and General Benefits.*

[Quoted text hidden]

[Quoted text hidden]

Laura McLennan <laura.mclennan@lacity.org>
To: Miranda Paster <miranda.paster@lacity.org>

Tue, Dec 15, 2015 at 4:28 PM

Last question, when Palisades was forming their BID, was the trust fund operational and they could have gone this route?

When was this process established?

It seems, in reading the letter, that this option was not available to them.

[Quoted text hidden]

Miranda Paster <miranda.paster@lacity.org>
To: Laura McLennan <laura.mclennan@lacity.org>

Tue, Dec 15, 2015 at 4:37 PM

Yes. They could have gone this route. This process has been in place since I started in 2005. I don't know when it started.

I agree that the gentleman's letter seems to indicate that it wasn't available. However, it was. As I mentioned, they opted to go a different route. Just like Venice Beach. The proposed Venice Beach BID proponents opted to not to go through the process and hired Tara Devine. They wanted to speed up the process. I went out to speak on Venice Beach (Bonin was there). Rick Scott went out on Pacific Palisades.

[Quoted text hidden]

Pacific Palisades Business Improvement District
15233 La Cruz Drive
Pacific Palisades, CA 90272

Councilman Mike Bonin via E-mail mike.bonin@lacity.org
Deputy Chief of Staff Laura McLennan via E-mail laura.mclennan@lacity.org

Dear Mike and Laura

As you know, we have been successful in creating a Business Improvement District in Pacific Palisades. Previously, the City used to contribute \$40,000 to each proposed BID to hire a consultant and go through the process to be approved by the property owners. It did not matter if they were successful or not. Since this was not the case at the time we were forming, we were forced to borrow money from property owners, civic organization and business owners in the community. Many people stepped up to the challenge, realizing the long term benefits to our community. With those funds, we were able to hire a consultant and get through the BID process. It took much elbow grease and good will on the part of many. Most are looking for their loans to be returned within the first 2 years of the BID. This formation cost will divert over 20% of our annual budget to pay this back. This is a huge burden and will limit services we can provide during the payback period.

As we stated when we met with Mike earlier this year, we would like to ask for your help in recuperating as much of that money as we can. This will allow for higher visibility of the BID and greater achievements as we move forward. We have spoken to other new BIDs, and they were able to secure money from their Council offices. Keep in mind the BID will help take care of City services that are not being provided to the communities, due to City budget issues. In the long run, our services are cost saving efforts for the City. We strive to make sure that our commercial areas thrive which benefits the City through increased Sales Tax revenues.

We would very much appreciate your help on this. Please consider contributing the \$30,000 to offset our formation cost. Feel free to contact me or Laurie Sale, our Executive Director, so that we this can be expedited. Our BID officially begins in January, 2016.

Thanks for your attention to this matter and Merry Christmas and happy New Year.

All the best,



Elliot S. Zorensky, Chair, Pacific Palisades BID

Esz/ls

cc: Laurie Sale via E-mail to Laurie@Palisadesbid.org
Sharon Shapiro via E-mail to sharon.shapiro@lacity.org