



June 6, 2017

Lisa Schechter  
Executive Director  
Hollywood Media District BID  
1040 N. Las Palmas Avenue  
Hollywood, CA 90038

Re: BID Renewal 2017/2018 Revised

Thank you for your interest in Urban Place Consulting Group and our consulting services. At your request we have developed the following proposal for early BID renewal consulting services. The budget defined in this proposal is based upon:

- Hollywood Media staff assuming responsibility for property owner communications, including managing both the petition and ballot drives.
- Holding renewal steering committee meetings.

Urban Place Consulting will be primarily responsible for the following areas:

- Attending/Facilitating Steering Committee Meetings
- Refining the BID budget for inclusion in the Management Plan
- Refining property databases for management plan and engineers report purposes
- Refining Assessment Methodology and developing assessment methodology options.
- Analyzing and making recommendations on District expansion.
- Creating a multi-year Management Plan and Engineer's Report
- Obtaining City Clerk approval of Management Plan and Engineer's Report.
- Testifying at Council committee meetings and Council meetings as necessary.

The total budget for the above services for the development of a management plan and engineer's report is \$57,262.55. The budget consists of \$50,755 in consultant labor, \$6000 in a subcontract for engineering fees, and \$507.55 for administrative expenses.



The proposed budget is further detailed in the attached labor matrix. The budget is also based on six steering committee meetings.

If this meets with your approval, we will forward a contract that reflects this proposal and defines the relationship between Urban Place Consulting Group and the Hollywood Media District BID. We look forward to working with you in the BID renewal process.

Sincerely,

A handwritten signature in blue ink that reads 'Steve Gibson'. The signature is fluid and cursive, with the first name 'Steve' and last name 'Gibson' clearly distinguishable.

Steve Gibson  
President

TASK					
	Steve Gibson		Project Assistants		
	Hours	Rate	Hours	Rate	Total
		\$ 215		\$150	
Plan Development					
Steering Committee Meetings (includes preparation)	12	\$ 2,580	12	\$1,800	\$ 4,380
Individual Property Owner Meetings	4	\$ 860	4	\$600	\$ 1,460
Budget refinement for management plan	8	\$ 1,720	6	\$900	\$ 2,620
Database/assessment for engineering	4	\$ 860	12	\$1,800	\$ 2,660
Assessment Methodology & Zone	10	\$ 2,150	20	\$3,000	\$ 5,150
Expansion Analysis	6	\$ 1,290	12	\$1,800	\$ 3,090
Draft Management Plan	40	\$ 8,600	20	\$3,000	\$ 11,600
Final Management Plan	30	\$ 6,450	20	\$3,000	\$ 9,450
Engineer Documents review	6	\$ 1,290	2	\$300	\$ 1,590
<b>Total Plan Development</b>	<b>120</b>	<b>\$ 25,800</b>	<b>108</b>	<b>\$16,200</b>	<b>\$ 42,000</b>
Petition Drive/Ballot Drive					
City Clerk Approval	12	\$ 2,580	12	\$1,800	\$ 4,380
Develop Petition & Ballot Documents	1	\$ 215	8	\$1,200	\$ 1,415
Petition Drive	0	\$ -	5	\$750	\$ 750
Ballot Drive	0	\$ -	5	\$750	\$ 750
<b>Total Petition Drive</b>	<b>1</b>	<b>\$ 2,795</b>	<b>30</b>	<b>\$4,500</b>	<b>\$ 7,295</b>
City Process					
Council Committee Hearings	2	\$ 430	2	\$300	\$ 730
Council Hearings	2	\$ 430	2	\$300	\$ 730
<b>Total City Process</b>	<b>4</b>	<b>\$860</b>	<b>4</b>	<b>\$600</b>	<b>\$1,460</b>
Total Consultant Labor		\$50,755.00			
Total Engineer Sub Consultant		\$ 6,000.00			
Office & Administrative Budget (1% of labor fees)		\$ 507.55			
<b>Total Project Budget</b>		<b>\$57,262.55</b>			