

Chatsworth Business Improvement District

2021 Annual Report

The fiscal year is from
January 1, 2021 to December 31, 2021

Prepared by:
Marian Gorman
BID Administrator

2021 Annual Report Chatsworth Business Improvement District (Chatsworth BID)

Name of Business Improvement District:
Chatsworth Business Improvement District

Fiscal year:
January 1, 2021 to December 31, 2021

Advisory Board Members:

1. Steven Muro
2. Ronald Bernheim
3. Martina Turner
4. Julie Lewis
5. Nick Montano
6. R. Grace Rodriguez

The advisory board approved this 2021 Annual Report on 9/22/2020

There are no proposed changes to the boundaries or benefit zones.

New businesses that opened within the Chatsworth BID after the notice of the required public hearing for the ordinance for levying the 2020 assessments was sent by the Los Angeles City Clerk will be exempt from the 2020 assessment; however, they will be subject to assessments in future years. Any businesses that relocate within the BID year and remain within the BID area must pay their assessments and the rolls will be updated.

The estimated cost for providing improvements and activities for 2021 is **\$116,870.00** as presented in the Budget Proposal in **Attachment 1**. The total amount of assessments that businesses will be billed is \$114,280.00. The assessment methodology and assessment listing for Chatsworth businesses are attached to this report as **Attachment 2**. The Chatsworth BID has an estimated surplus balance of \$2,590.00 in the general fund, all these funds will be carried forward to the 2021 fiscal year.

To our knowledge, there are no other grants or contributions to be made from other sources other than the assessments levied pursuant to this report.

2021 PLANNED ACTIVITIES:

The BID worked very closely with a strategic planner to develop a long-term plan to improve the Corridor while preserving the history and heritage of our Chatsworth community. 2021 will be the sixth year in the execution of this plan. Our focus will continue to be on:

- Communication to Stakeholders
- Marketing our Stakeholder in the Community
- Security Services
- Landscaping

The 2021 objectives include:

- A. **Administration:** We will outsource administration to By The People Document Preparation Center to accomplish the day-to-day operations of the BID. The administrator will also oversee part-time personnel and all volunteers' work including data entry and the preparation and distribution of all communication materials to stakeholders. The annual CPA review required shall be conducted in this category as well. The Administrator will also support and coordinate programs, events, advertising and promotional programs intended to increase business within the BID among Stakeholders and with the community at large.
- B. **Communication:** For 2021, the BID will continue to improve all aspects of its communication strategy.
 - The highlight of our communication plan will be the Ambassador program which has proven to be an effective communication outreach program. The BID will continue to utilize its hired Security Service to outreach to Stakeholders on a weekly basis.
- C. **Security/Business Watch:** Both the Night Security Patrol Program and Business Watch Program during the afternoon will continue in 2021. This year the BID will continue the increase of the night-time and afternoon security patrols during the week to meet the needs and concerns of its stakeholders highlighted in the results of the survey and focus groups. Patrols will also act as ambassadors to communicate the services of the BID to its stakeholders via brochures and other tools. This program will continue to be this year's focus to enhance Chatsworth as a safer place to work and do business.

D. **Streetscape/Landscape Maintenance**: For 2021, we will continue to pursue streetscape enhancements accomplished in 2020 which include the maintenance of all tree-wells and the benches and trash receptacles to enhance the overall look of the Devonshire corridor.

- **Tree Maintenance** - At the direction of the BID, a maintenance company will continue to maintain the trees and the tree wells along the Devonshire Corridor that were originally planted by the BID using an approved maintenance company.
- **Benches and Receptacles** - At the direction of the BID, the maintenance company will continue to clean the benches and receptacles and paint them, as necessary, to remove graffiti or vandalism.
- **American Flag Placement**- The BID will continue to contract the Chatsworth Kiwanis Club to install and maintain our American Flags along the corridor.
- **Art Box Project** – The BID will be continue the maintenance of our art boxes with 11:11 Creative Collection, along the Devonshire corridor.
- **DIG (Devonshire Improvement Group) Projects**- The BID will continue its beautification efforts by looking into projects such as the American Flag installation 2 times a year hiring the Chatsworth Kiwanis to put them up and take them down. The board will complete a new project, “Chatsworth Heros” banners installed on the light poles located along the corridor.

E. **New Projects**: There will be no new projects scheduled in 2021 as COVID-19 has restricted funding.

Costs for the 2021 planned activities mentioned above are outlined in the 2021 Budget Proposal which is attached to this report as ***Attachment 1***.

I certify that I represent the non-profit organization of the Chatsworth Business Improvement District, Incorporated and I am authorized to submit this report on behalf of the organization.

Respectfully submitted by:

Marian Gorman
BID Administrator

RON BERNHEIM
2020 BID President

Attachment 2:

PROPOSED BOUNDARIES & ASSESSMENT METHODOLOGY

CHATSWORTH BID - - PROPOSED BOUNDARIES

The following streets and address series comprise the BID areas:

Street	Address Series
Devonshire Street	20419 - 21930
Mason Avenue	10116 – 10370 (Even) 10241 – 10317 (Odd)
Old Depot Plaza Road	10030 - 10050

CHATSWORTH BID - - ASSESSMENT METHODOLOGY

Each business within the Chatsworth BID will be assigned to a category based on the type of business conducted and assessed according to the amount assigned to that category.

The following is a list of assessment amounts that have been assigned to each category of business:

CATEGORY BUSINESS	AMOUNT FOR EACH
A. MAJOR FINANCIAL, UTILITY, & TOURISM RELATED	\$ 1,200.00
B. MAJOR RETAIL	\$ 720.00
C. RETAIL ORIENTED	\$ 360.00
D. SERVICES	\$ 240.00
E. PROFESSIONALS	\$ 180.00
F. MANUFACTURERS, WHOSESALE, NON-PROFITS, ETC.	\$ 120.00
G. AUTOMOTIVE SERVICES	\$ 240.00

CHATSWORTH BID - - ASSESSMENT METHODOLOGY CATEGORIES

The following seven Categories of Business comprise the Chatsworth BID:

- A. Major Financial, Utility, & Tourism Related:** The following Category A businesses include but are not limited to:
Banks; Financial Institutions; Major Theaters (3 locations or more); Hotels with 100 rooms or more
- B. Major Retail Oriented:** Businesses grossing over \$1,000,000 per year according to L.A. annual business license data.
(See Category C for types of businesses included as part of Category B.)
- C. Retail Oriented:** Businesses grossing less than \$999,999 per year according to L.A. annual business license data. The following Category C businesses include but are not limited to:
Amusement Centers; Antique Stores; Art Supply; Auto Retail Supply; Bakery; Bars/Lounges;

Billiard Rooms; Bookstores; Bowling Alleys; Cafes/Esspresso Bars/ Juice Bars; Camera Stores; Cellular Phone Retail Stores; Check Cashing Businesses; Clothing and Apparel Stores; Coffee Shops; Community Newsletters; Commercial Property Owners leasing/renting in the BID; Computer Stores; Department Stores; Drug Stores; Duty Free Stores; Electronic Components and Stereo Stores; Factory Outlet Stores; Galleries; Ice Cream and Yogurt Shops; Jewelry Stores; Liquor Stores; Markets; Micro Breweries; Money Exchange Businesses; Hotels/Motels (under 100 rooms); Musical Instruments and Recorded Music Stores; Office Supply Stores; Parking Lots; Perfume Stores; Pet Supply Stores; Pool/Spa Supply Stores; Restaurants; Second Hand Stores; Shoe Stores; Sports Equipment Retail Stores; Video/Game Stores; Virtual Reality Stores

D. Services: The following Category D businesses include but are not limited to:

Auto Rentals; Auto Sales (New or Used); Automotive Retail Parts Replacement; Barbers/Nails/Beautifications; Carpet Cleaners; Computer/Electronic Repairs; Contractors; Copy Centers; Cosmetic and Skin Related; Dry Cleaners and Laundry; Equipment Rentals; Flooring and Draperies Sales; Floral Related; Furniture Stores/Home Furnishings; Gas and Services Stations; Hardware Related; Limousine Related; Locksmith/Key Maker; Piano Repairers; Mail Centers; Martial Arts Centers; Nursery and Garden Related; Pet Groomers; Pharmacies; Photographers; Photo Developers; Religious Gifts; Shoe Repair/ Shoe Shine Stands; Sport Equipment Repair; Swimming Pool Services; Tanning Salons; Ticket Sellers; TV Repairs

E. Professionals: The following Category E businesses include but are not limited to:

Advertising and Public Relations; Animal Hospitals and Vets; Architects; Artists; Attorneys; Auto Brokers; Beauty Schools; Broadcasters; Caterers; Certifies Produce; Child Care Centers; Consultants; Convalescent Homes; CPAs; Dance Studios; Draftsmen and Blueprint and Surveyors; Engineers; Financial/Investment Brokers or Planners; Funeral and Mortuaries; Graphic Artists; Health Care/Medical Doctors; Hospitals; Insurance Brokers and Agents; Interior Designers; Landscapers; Loan Counselors; Messengers; Music Studios; Nursing and Convalescent Homes; Plumbers; Printers/Publications; Property Managers; Real Estate Brokers and Agents; Retirement Homes; Security Services; Software/Web Designers; Tailors; Temporary Services; Traffic Schools; Travel Agent and Related

F. Manufacturers, Wholesale, Non-Profits, Etc.: The following Category F businesses include but are not limited to:

Bottling Companies; Charter Bus Companies; Chemical and Janitorial; Common Carries/Buses; Dairies; Distributors; Drapery/Window Treatment Subcontractors; Heating and Air Conditioning; Import/Export Industrial; Interstate sales/shipping; Labor Unions; Linen Supply; Manufacturing; Metal Working; Non-Profit Businesses; Recycling; Refuse; Self-Storage; Silk Screening; Towing; Trade Unions; Trucking Companies; Upholsterers; Vocational Schools; Warehousing; Wholesale Sales

G. Automotive Services: The following Category G businesses include but are not limited to:

Auto Body and Paint Shops; Auto Repair/Mechanics Services; Auto Parts Wholesale; Auto Wrecking

**Chatsworth Business Improvement District
Budget 2021 CONTRACT
January 1, 2021-December 31, 2021**

ESTIMATED REVENUE FOR 2020:

Amount in bank account	\$2,590.00	
Projected Assessments 2021	\$114,280.00	
Total Estimated Revenue.		\$116,870.00

ESTIMATED EXPENSES FOR 7/1/19-12/30/19:

Administration (A)

• Outsource full administrative services: Including Marketing, Assistance, Newsletter Production/Publishing/Copying	\$24,500.00	
• Insurance (Directors and Offices Liability)	\$5,000	
• General Postage/Supplies	\$1,000	
• Bank service charges/print checks	\$200	
• CPA Tax Preparation	\$1,800	
• IRS/STATE TAXES	\$500	
• City Assessment Collection Fee	\$6,000	
• CPA Review	\$2,500	
• Web Hosting	\$150	
Total Administration Expenses		\$41,650.00

Communication (B)

• Marketing Tools (Web. Updates, Email Marketing, Social media...)	\$300	
• Promotional Materials	\$400	
Total Marketing Expenses		\$700.00

Security/Business Watch (C)

• Day Time & Night Time Security Patrols Including Ambassador Program	\$60,000.00	
Total Security/Business Watch Expenses		\$60,000.00

Streetscape/Landscape Maintenance (D)

• Street art box maintenance	\$1,000.00	
• DIG Projects (clean streets/clean starts, Median,...) & Maintenanc	\$4,300	
• Bench and Trash Maintenance Services	\$5,000	
• American Flag Installations	\$2,220	
• Cleaning, Repairs & Maintenance (e.g. signs)	\$2,000	
Total Streetscape/Landscape Maintenance Expenses		\$14,520.00

New Projects:

NONE

Total New Projects Expenses		\$0.00
Total Estimated Expenses Budget		\$116,870.00