Hollywood
Property-Based Business Improvement District

MANAGEMENT DISTRICT PLAN
2028–2037

THE HOLLYWOOD PARTNERSHIP | HOLLYWOOD PARTNERSHIP COMMUNITY TRUST

Prepared pursuant to the Property and Business Improvement District Law of 1994.
Streets and Highways Code section 36600 et esq.

July 28, 2026

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I. OVERVIEW

Developed by a growing coalition of property owners and The Hollywood Partnership (THP), the Hollywood Entertainment District Property-Based Business Improvement District (HED PBID) is a benefit assessment district within the Hollywood Regional Center portion of the City of Los Angeles (City) whose main goal is to provide improvements, maintenance, and activities which constitute and convey a special benefit to assessed parcels. This approach has been used successfully in other cities throughout the country to provide special benefits to property owners, namely increased sales, attraction of new tenants and increased occupancies. The HED PBID was initially created in 1996 for a five (5) year term, and successfully renewed thereafter. Property owners now wish to renew the HED PBID for an additional ten (10)-year term. As required by state law, property owners have created this Management District Plan (Plan) to renew the HED PBID.

Location: The HED PBID will include all properties generally within the Hollywood Regional Center portion of the City of Los Angeles. The boundaries of the HED PBID are shown on the map in Section III and in the map book attached herein as Appendix 3.

Purpose: The purpose of the HED PBID is to provide improvements, maintenance, and activities which constitute and convey a special benefit to assessed parcels within the three (3) benefit zones and the Overlay Zones. The HED PBID will provide Environmental, Vibrancy, and Overlay services directly and only to assessed parcels within its boundaries

Budget: The HED PBID annual assessment budget for the initial year of its ten (10) year operation is anticipated to be approximately $16,752,446.87 ("Special Benefit Budget"). The annual assessment budget may be subject to an increase as detailed in Section V of the Plan. The assessment funds will be supplemented by non-assessment funds (such as grants and event income), so that the total budget for the initial year is estimated at $_____("total budget"). The amount of non-assessment funds is the minimum amount necessary to pay for the general benefit provided by HED PBID programs. Further detail on the zones, as well as the separation of special and general benefit, is provided in Section IV.

Cost: The assessment rate (cost to the parcel owner) is based on parcel size, building size, zone, parcel use, and frontage, as shown in the tables below. The assessment methodology has been created to ensure that the assessment paid by each parcel is commensurate with the benefit received.

The assessment rate will be subject to annual increases over the term of the HED PBID. Beginning in Year 2, assessment rates will automatically increase each year by an amount equal to the annual percentage increase in the Consumer Price Index (CPI) for the Los Angeles-Long Beach-Anaheim metropolitan statistical area, as calculated for the 12-month period ending in March of the prior calendar year. This CPI-based increase is automatic and will be applied as the minimum annual increase each year.

In Years 2 and 3, in addition to the automatic CPI-based increase described above, the Board may, at its discretion, approve an additional increase above CPI in any given year. The total combined annual increase (CPI plus any discretionary Board-approved amount) will not exceed four percent (4%) per year.

Beginning in Year 4, the automatic CPI-based increase described above will continue to apply. In addition, the Board may, at its discretion, approve an additional increase above CPI in any given year. The total combined annual increase (CPI plus any discretionary Board-approved amount) will not exceed seven percent (7%) per year.

Benefit Zone Assessment Rates – Initial Year

	Zone 1		**Zone 2**		**Zone 3**	
Parcel type	**Parcel size**	**Building size**	**Parcel size**	**Building size**	**Parcel size**	**Building size**
Commercial	$0.87/sq. ft.	$0.36/sq. ft.	$0.58/sq. ft.	$0.24/sq. ft.	$0.29/sq. ft.	$0.12/sq. ft.
Affordable housing	$0.522/sq. ft.	$0.216/sq. ft.	$0.348/sq. ft.	$0.144/sq. ft.	$0.174/sq. ft.	$0.072/sq. ft.
Residential condominiums	$600 per unit		$400 per unit		$200 per unit	

Overlay Zone Assessment Rates *(Levied in Addition to Benefit Zone Assessment)*

Overlay Zone	Assessment Rate	Applies To
Seasonal Services Overlay Zone (SSOZ)	$75 per linear ft.	Street frontage
EaCa Alley Overlay Zone (EAOZ)	$50 per linear ft.	Alley frontage
Vacancy Mitigation Overlay Zone (VMOZ)	$200 per linear ft.	Vacant street frontage

Renewal: HED PBID renewal requires submittal of petitions from property owners representing more than 50% of the total assessment. The "Right to Vote on Taxes Act" (also known as Proposition 218) requires a ballot vote in which more than fifty percent (50%) of the ballots received, weighted by assessment, must be in support of the HED PBID.

Duration: The HED PBID will have a ten (10)-year-life, beginning on January 1, 2028, and ending December 31, 2037. After ten (10) years, the HED PBID may be renewed pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq. (94 Law) if property owners support continuing the HED PBID programs by repeating the petition, ballot, and Los Angeles City Council hearing process.

Management: The Hollywood Partnership (THP) shall continue to serve as the Owners' Association for the HED PBID. THP is charged with managing funds and implementing programs in accordance with this Plan and must provide annual planning reports, financial statements, quarterly reports and newsletters to the Los Angeles City Council.

II. BACKGROUND

The International Downtown Association estimates that more than 2,500 Property and Business Improvement Districts (PBIDs) currently operate throughout North America. PBIDs are a time-tested tool for property owners who wish to come together and obtain collective services which benefit their properties.

PBIDs provide supplemental services in addition to those provided by local government. They may also finance physical and capital improvements. These improvements, maintenance, and activities are concentrated within a distinct geographic area and are funded by a special parcel assessment. Services and improvements are only provided to those who pay the assessment.

Although funds are collected by the local government, they are then directed to a private nonprofit. The nonprofit implements services and provides day-to-day oversight. The nonprofit is managed by a Board of Directors representing those who pay the assessment, to help ensure the services meet the needs of property owners and are responsive to changing conditions within the PBID.

PBIDs all over the globe have been proven to work by providing services that improve the overall viability of commercial districts, resulting in higher lease rates, occupancy rates, and sales volumes.

The HED PBID will be renewed pursuant to a state law that took effect in January of 1995. The "Property and Business Improvement District Law of 1994," which was signed into law by Governor Pete Wilson, ushered in a new generation of Property and Business Improvement Districts in California. Key provisions of the law include:

- Allows a wide variety of services which are tailored to meet specific needs of assessed properties in each individual PBID;
- Requires property owner input and support throughout the renewal process;
- Requires written support on both a petition and ballot from property owners paying 50% of proposed assessments;
- Allows for a designated, private nonprofit corporation to manage funds and implement programs, with oversight from property owners and the City;
- Requires limits for assessment rates to ensure that they do not exceed the amount owners are willing to pay; and
- Requires the PBID be renewed after a certain time period, making it accountable to property owners.

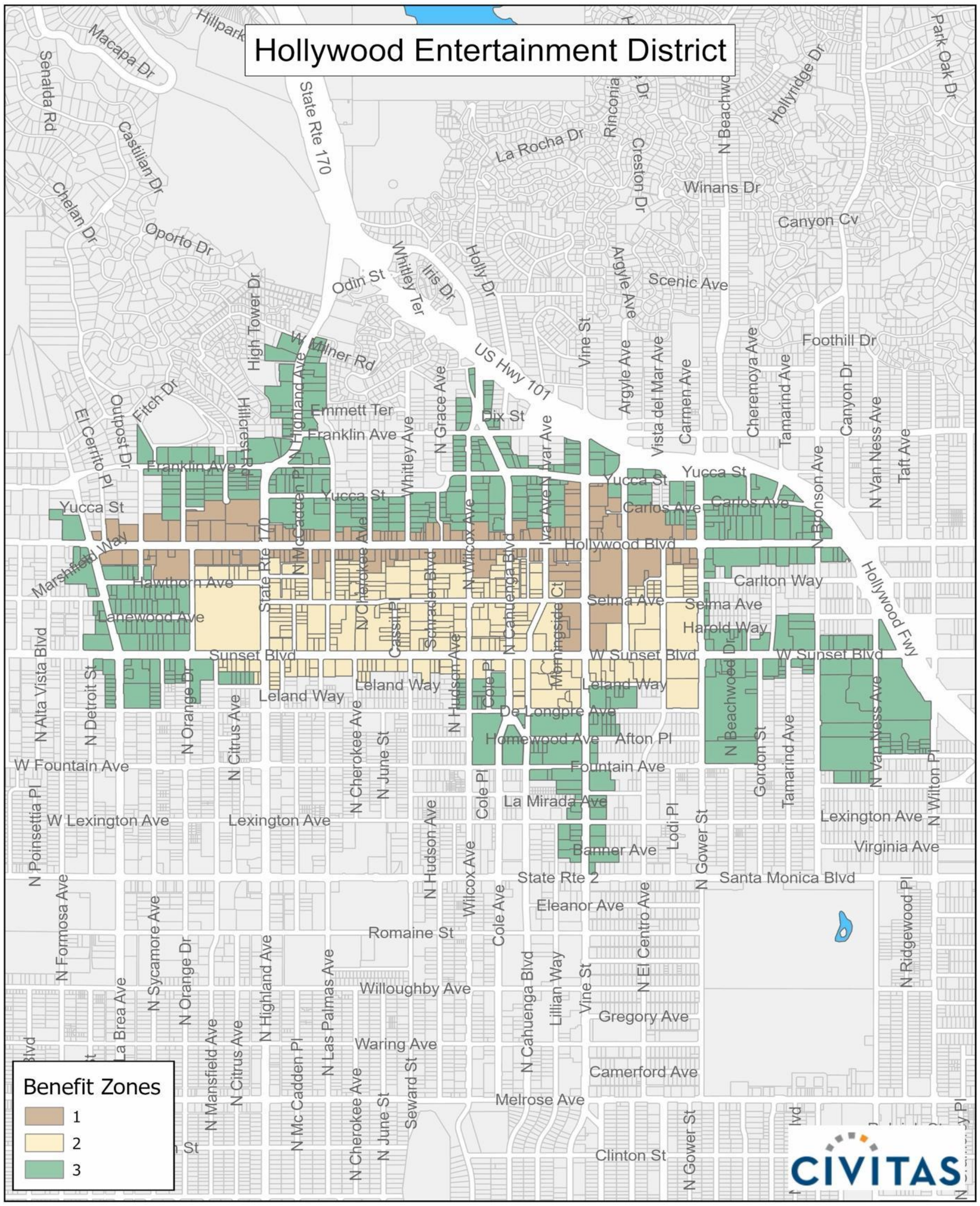
The "Property and Business Improvement District Law of 1994" is provided in Appendix 2 of this document.

III. Boundaries

A. General Boundaries

The Hollywood Entertainment District (HED) Property-Based Business Improvement District (PBID) will include all properties generally within the Hollywood Regional Center portion of the City of Los Angeles, as shown on the map attached in Appendix 3 as Exhibit A.

The service area includes approximately 1556 properties with 929 property owners. The HED PBID boundary is illustrated by the map below. A detailed map series is attached herein as Appendix 3. A larger map is available on request by calling (916)437-4300 or (800)999-7781.



B. **Benefit Zones**

Each parcel within the boundaries of the HED PBID is located within one of three (3) benefit zones. All zones receive the same categories of services, with the level of service proportionate to the benefit conferred upon properties within each zone.

- **Zone 1:** Includes properties with frontage on the Hollywood Walk of Fame; experiences the highest level of pedestrian traffic and receives the highest level of services.
- **Zone 2:** Includes properties within the core of the Hollywood Entertainment District but without frontage on the Hollywood Walk of Fame; experiences the second highest level of pedestrian traffic and receives the second highest level of services.
- **Zone 3:** Includes properties on the periphery of the Hollywood Entertainment District or near its gateways; experiences the third highest level of pedestrian traffic and receives the third highest level of services.

The zones are assessed at different rates relative to different levels of special benefit on the properties within each respective zone. From Zone 3 to Zone 1, there is a steady increase in the number of persons served per square mile. Each service has been assigned a priority level of High, Medium, or Low, and Not Provided within each respective benefit zone. A depiction of service level priorities by zone is included herein as Appendix 7.

High Priority: As used herein, high priority services are services in which:

a. a service is prioritized for resource allocation before other lower prioritized services within the same service category;
b. the level and/or frequency of a service is greater than in other benefit zones with a lower prioritization for the same service;
c. staff will prioritize the provision of the service before provision of the service to other benefit zones with a lower prioritization for the same service;
d. the organization's delivery of the service will be more proactive than reactive where practicable.

Medium Priority: As used herein, medium propriety services are services in which:

a. a service is prioritized for resource allocation after other higher prioritized services within the same service category and before other lower prioritized services within the same service category;
b. the level and/or frequency of a service is lesser than in other benefit zones with a higher prioritization and greater than in other benefit zones with a lower prioritization for the same service;
c. staff will prioritize the provision of the service after other benefit zones with a higher prioritization for the same service and before other benefit zones with a lower prioritization for the same service;
d. the organization's delivery of the service will include a combination of proactive actions and reactive response to complaints and/or stakeholder identified needs.

Low Priority: As used herein, low priority services are services in which:

a. a service is prioritized for resource allocation after other higher prioritized services within the same service category;
b. the level and/or frequency of a service is lesser than in other benefit zones with a higher prioritization for the same service;
c. staff will prioritize the provision of the service after provision of the service to other benefit zones with a higher prioritization for the same service;
d. the organization's delivery of the service will be more reactive than proactive and generally in response to complaints and/or stakeholder identified needs.

Not Provided: Services are not provided.

C. **Overlay Zones**

Certain parcels are also located within one or more of three (3) overlay zones for which they will receive additional services intended to address the unique needs of that area of the HED PBID.

- **Seasonal Services Overlay Zone:** Includes properties north of Hollywood Blvd. fronting either Highland Ave. or Franklin Ave. as shown on the map attached in Appendix 3 as Exhibit B; receives an increased level of service on a seasonal basis to mitigate the impacts of an influx of seasonal traffic to The Hollywood Bowl.
- **EaCa Alley Overlay Zone:** Includes properties along Cahuenga Blvd., Hollywood Blvd., and Cosmo St. with rear frontage on East Cahuenga Alley as shown on the map attached in Appendix 3 as Exhibit C; receives an increased level of waste management and custodial services unique to the needs of the pedestrian alley.
- **Vacancy Mitigation Overlay Zone:** Beginning in Year 2 (2029), this zone includes properties within the visitor-serving core of the Hollywood Entertainment District, bounded by La Brea Ave., Hollywood Blvd., Gower St., and Sunset Blvd. as shown on the map attached in Appendix 3 as Exhibit D; receives an increased level of service to mitigate the impacts of vacant parcels and ground floor tenant spaces on the visitor experience and condition of the property.

IV. SERVICE PLAN & BUDGET

A. Renewal

Property and business owners in HED PBID have been concerned about the need for coordinated supplemental services in the area for several years. City services and efforts in the area have been welcomed, but limited resources have not allowed for a more comprehensive approach to managing the commercial area. The HED PBID was initially formed to address these needs. Property owners in the boundaries of the HED PBID now wish to renew the HED PBID to continue this mission.

A service plan to provide special benefits to assessed properties was developed using several methods. A series of property owner meetings, a survey of property owners and an analysis of current property conditions and needs were all conducted. The primary needs identified were as follows: safety and cleanliness improvements, placemaking, economic development, visitor experience, business and tourism support, and overlay services to the unique needs of specific areas within the HED PBID. To meet those needs, the HED PBID will provide Environmental, Vibrancy, and Overlay Services to assessed parcels within its boundaries.

B. Improvements, Maintenance, and Activities

The HED PBID will provide supplemental improvements, maintenance, and activities that are above and beyond those provided by the City and other government agencies. None of the services to be provided by the HED PBID are provided by the City or other government agencies. The improvements, maintenance, and activities will be provided directly and only to assessed parcels; they will not be provided to parcels that are not assessed. Each and every service is unique to the HED PBID, thus the benefits provided are particular and distinct to each assessed parcel.

The HED PBID will provide Environmental Services, Vibrancy Services, and Overlay Services to assessed properties within the boundaries of the HED PBID.

- **Environmental Services:** Intended to address the HED PBID's short-term needs for safety and cleanliness as a result of high levels of visitor, resident, and employee activity, as well as providing ongoing upkeep to sustain implemented improvements.
- **Vibrancy Services:** Intended to address the HED PBID's long-term needs for an improved visitor, resident, and employee experience through placemaking, events, economic development, business support, tourism and visitor experience programs, policy, planning, and advocacy.
- **Overlay Services:** Intended to address the unique needs of a specific area of the HED PBID and that are not applicable districtwide.

Services may consist of any or all of the following. Each year, a detailed budget will be developed based on the HED PBID's current needs and priorities and approved by the board of the Owners' Association.

<u>**Environmental Services**</u>

Safety, Cleaning & Operations

- Foot, Bicycle & Vehicle Safety Patrols

- Safety Escorts
- Security Cameras & Technologies
- Coordinated Dispatch & Security Communications
- Homelessness, Mental Health & Social Service Outreach
- Pressure Washing & Street Sweeping
- Star & Sidewalk Polishing
- Trash Collection & Litter Removal
- Graffiti, Sticker & Flyer Removal
- Curb Painting
- Tree & Landscaping Management & Weed Abatement
- Streetscape & Infrastructure Management
- Public Open Space Management
- Pedestrian Improvements
- Traffic & Transportation Improvements

Vibrancy Services
Placemaking & Events

- Lighting Design & Installation
- Signage Design & Installation
- Landscaping Design & Installation
- Tree Planting & Establishment Care
- Public Art Development & Conservation
- Interactive Installations & Programming
- Holiday Displays & Seasonal Decor
- Community Events & Programming
- Entertainment Zone Management
- Capital Improvements & Special Projects

Economic Development & Business Support

- Economic Development Planning & Management
- Business Support & Retention
- Leasing Support
- Real Estate Development Support
- Business Recruitment & Incubation
- Pop-Ups, Temporary Activations & Mobile Businesses
- Incentive Programs
- Technical Assistance

Tourism & Visitor Experience

- Visitor Assistance, Hospitality & Concierge Services
- Information Kiosks & Visitor Centers
- Wayfinding Signage
- Visitor Experience Monitoring & Improvements
- Destination Branding, Marketing & Publicity
- Public Restroom Management

Policy, Planning & Advocacy

- Legislative Monitoring & Advocacy
- Government Relations
- Streetscape & Public Open Space Development
- Zoning, Land Use & Community Development
- Community Outreach & Communications
- Community Meetings & Roundtables
- Data Management, Insights & Storytelling
- Research & Publication
- Civic Leadership Development

<u>Overlay Services</u>
Seasonal Services Overlay Zone (SSOZ)

- Foot, Bicycle & Vehicle Safety Patrols
- Safety Escorts
- Pressure Washing, Sweeping & Polishing
- Trash Collection & Litter Removal
- Graffiti, Sticker & Flyer Removal
- Traffic & Transportation Improvements
- Visitor Assistance, Hospitality & Concierge Services
- Capital Improvements & Special Projects

EaCa Alley Overlay Zone (EAOZ)

- Trash Collection & Waste Management
- Pressure Washing, Sweeping & Custodial Services
- Capital Improvements & Special Projects

Vacancy Mitigation Overlay Zone (VMOZ)

- Foot, Bicycle & Vehicle Safety Patrols
- Security Cameras & Technologies

- Trash Collection & Litter Removal
- Graffiti, Sticker & Flyer Removal
- Painting & Anti-Graffiti Treatments
- Lighting Design & Installation
- Leasing Support
- Signage & Window Clings
- Pop-Ups & Temporary Activations
- Incentive Programs

Administration and Collections

Operations staff provide Board and Committee management and administration. Operations staff ensure compliance with all City of Los Angeles contractual obligations including quarterly and annual reports. Included in this item are office expenses, legal expenses, accounting services, professional services, organizational expenses such as insurance, the cost to conduct a yearly financial review, City fees to collect and process the assessments, and a reserve for uncollectible assessments.

C. Annual Assessment Budget

A projected ten (10) year budget for the HED PBID is provided below. The overall assessment budget shall remain consistent with this Plan. In the event of a legal challenge, assessment funds may be used to defend the HED PBID. The annual assessment budget is based on the following assumptions and guidelines:

1. The cost of providing improvements, maintenance, and activities may vary depending upon the market cost for those improvements, maintenance, and activities. Expenditures may require adjustment up or down to continue the intended level of improvements, maintenance, and activities. THP shall have the authority to adjust benefit zone and overlay zone budget allocations between the categories by no more than ten percent (10%) of the total budget in Year 1. Any change will be approved by THP and submitted with the Annual Planning Report.
2. Funds not spent in any given year may be rolled over to the next year.
3. Beginning in Year 2, assessment rates will automatically increase each year by an amount equal to the annual percentage increase in the Consumer Price Index (CPI) for the Los Angeles-Long Beach-Anaheim metropolitan statistical area, as calculated for the 12-month period ending in March of the prior calendar year. This CPI-based increase is automatic and will be applied as the minimum annual increase each year.
   In Years 2 and 3, in addition to the automatic CPI-based increase described above, the Board may, at its discretion, approve an additional increase above CPI in any given year. The total combined annual increase (CPI plus any discretionary Board-approved amount) will not exceed four percent (4%) per year. The amount of any discretionary increase above CPI will be determined by the Board and may vary each year.
   Beginning in Year 4, the automatic CPI-based increase described above will continue to apply. In addition, the Board may, at its discretion, approve an additional increase above CPI in any given year. The total combined annual increase (CPI plus any discretionary Board-approved

amount) will not exceed seven percent (7%) per year. The amount of any discretionary increase above CPI will be determined by the Board and may vary each year.

4. Each budget category includes all costs related to providing that improvement, maintenance, or activity. For example, the Vibrancy service includes the cost of staff time dedicated to overseeing and implementing the Vibrancy category. Staff time dedicated purely to administration and collections is allocated to the Administration & Collections portion of the budget. The costs of an individual staff member may be allocated to multiple budget categories. The staff levels necessary to provide the HED PBID services will be determined by THP on an as-needed basis.
5. During the ten (10) year term, the costs of renewing the HED PBID may be repaid by deducting repayment funds proportionally from budget categories.

D. Assessment Budget

The total improvement, maintenance and activity budget for 2028 that is funded by property assessments is $16,752,446.87. In addition to the assessment revenue, the programs will be supplemented by non-assessment funds. The total of non-assessment funds, and the determination of special and general benefit, is included in the Engineer's Report. The total of assessment and non-assessment funds is provided in Appendix 5. Below is an illustration of the estimated total assessment budget allocations for each budget category for the initial year of the ten (10) year term of the HED PBID. Non-assessment funds may be shifted between budget categories as needed by THP.

E. Zone Budgets

Funds may only be spent on improvements, maintenance, and activities provided in the zone from which the funds were derived. The budget for the initial year of the HED PBID, broken down by zone, is below.

Assessment Revenues: Benefit Zones & Overlay Zones – Year 1 (2028)*

Zone	Initial Allocation %	Assessment Budget
Zone 1	40.09%	$6,716,233.58
Zone 2	29.54%	$4,948,014.52
Zone 3	26.88%	$4,503,402.77
Seasonal Services - SSOZ	3.12%	$523,296.00
EaCa Alley - EAOZ	0.37%	$61,500.00
Vacancy Mitigation - VMOZ	0.00%	$0.00
Total	100%	$16,752,446.87

**Note: The budget will be supplemented by non-assessment funding in an amount determined by the general benefit analysis conducted by the District Engineer. Assessments for the Vacancy Mitigation Overlay Zone (VMOZ) will not go into effect until Year 2 (2029) of the district term. Total VMOZ revenues will vary from year to year in response to the economic performance of the district and resulting levels of vacancy.*

The budget per benefit zone for the initial year of the HED PBID, broken down by service category, is below.

Service Expenses: Benefit Zones – Year 1 (2028)

Service Category	Initial % Allocation	Zone 1	Zone 2	Zone 3	Total
Environmental	66%	$4,432,714.16	$3,265,689.58	$2,972,245.83	$10,670,649.57
Vibrancy	26%	$1,746,220.73	$1,286,483.78	$1,170,884.72	$4,203,589.23
Administration & Collections	8%	$537,298.69	$395,841.16	$360,272.22	$1,293,412.07
Total	100%	$6,716,233.58	$4,948,014.52	$4,503,402.77	$16,167,650.87

The budget per overlay zone for the initial year of the HED PBID, broken down by service category, is below.

Service Expenses: Overlay Zones – Year 1 (2028)

Service Category	Initial % Allocation	SSOZ	EAOZ	VMOZ	Total
Overlay Services	94%	$491,898.24	$57,810.00	$0.00	$549,708.24
Administration & Collections	6%	$31,397.76	$3,690.00	$0.00	$35,087.76
Total		$523,296.00	$61,500.00	$0.00	$584,796.00

F. Annual Maximum Assessment Budget

The assessment budget below assumes the maximum annual increase of four percent (4%) in years 2 and 3, and seven percent (7%) in years 4 through 10 is enacted and there are no changes to the categorical budget allocations.

Benefit Zone Budgets

	Environmental	Vibrancy	Administration & Collections	Total Budget
	66%	**26%**	**8%**	**100%**
Year 1: 2028	$10,670,649.57	$4,203,589.23	$1,293,412.07	$16,167,650.87
Year 2: 2029	$11,097,475.56	$4,371,732.80	$1,345,148.55	$16,814,356.91
Year 3: 2030	$11,541,374.58	$4,546,602.11	$1,398,954.49	$17,486,931.18
Year 4: 2031	$12,349,270.80	$4,864,864.25	$1,496,881.31	$18,711,016.36
Year 5: 2032	$13,213,719.76	$5,205,404.75	$1,601,663.00	$20,020,787.51
Year 6: 2033	$14,138,680.14	$5,569,783.09	$1,713,779.41	$21,422,242.64
Year 7: 2034	$15,128,387.75	$5,959,667.90	$1,833,743.97	$22,921,799.62
Year 8: 2035	$16,187,374.89	$6,376,844.65	$1,962,106.05	$24,526,325.59
Year 9: 2036	$17,320,491.14	$6,823,223.78	$2,099,453.47	$26,243,168.39
Year 10: 2037	$18,532,925.51	$7,300,849.44	$2,246,415.21	$28,080,190.17

Overlay Zone Budgets

	Overlay Programs	Administration	Total Overlay Budgets
%	94%	6%	100%
Year 1: 2028	$549,708.24	$35,087.76	$584,796.00
Year 2: 2029	$571,696.57	$36,491.27	$608,187.84
Year 3: 2030	$594,564.43	$37,950.92	$632,515.35
Year 4: 2031	$636,183.94	$40,607.49	$676,791.43
Year 5: 2032	$680,716.82	$43,450.01	$724,166.83
Year 6: 2033	$728,367.00	$46,491.51	$774,858.51
Year 7: 2034	$779,352.69	$49,745.92	$829,098.60
Year 8: 2035	$833,907.37	$53,228.13	$887,135.50
Year 9: 2036	$892,280.89	$56,954.10	$949,234.99
Year 10: 2037	$954,740.55	$60,940.89	$1,015,681.44

V. ASSESSMENT RATE

A. Assessment Formula

The assessment rate (cost to the parcel owner) is based on parcel size, building size, zone, and parcel use, as shown in the table below. The assessment methodology has been created to ensure that the assessment paid by each parcel is commensurate with the benefit received. The initial annual assessment rate to each parcel is shown in the table below. Parcels that are within the Overlay Zones pay the overall HED PBID assessment in the benefit zones that they are in, in addition to the benefit zone assessment.

Benefit Zone Assessment Rates

	Zone 1		Zone 2		Zone 3	
Parcel type	**Parcel size**	**Building size**	**Parcel size**	**Building size**	**Parcel size**	**Building size**
Commercial	$0.87/sq. ft.	$0.36/sq. ft.	$0.58/sq. ft.	$0.24/sq. ft.	$0.29/sq. ft.	$0.12/sq. ft.
Affordable housing	$0.522/sq. ft.	$0.216/sq. ft.	$0.348/sq. ft.	$0.144/sq. ft.	$0.174/sq. ft.	$0.072/sq. ft.
Residential condominiums	$600 per unit		$400 per unit		$200 per unit	

Overlay Zone Assessment Rates (Levied in Addition to Benefit Zone Assessment)

Overlay Zone	Assessment Rate	Applies To
Seasonal Services Overlay Zone (SSOZ)	$75 per linear ft.	Street frontage
SSOZ – Affordable Housing	$45 per linear ft.	Street frontage
EaCa Alley Overlay Zone (EAOZ)	$50 per linear ft.	Alley frontage
EAOZ – Affordable Housing	$30 per linear ft.	Alley frontage
Vacancy Mitigation Overlay Zone (VMOZ)	$200 per linear ft.	Vacant street frontage

For each property, the assessment will be calculated by multiplying the parcel assessment rate for the benefit zone in which the property is located by its total parcel square footage; multiplying the building assessment rate for the benefit zone in which the property is located by its total building square footage; and totaling together the two resulting assessments.

Example: For a Zone 1 property with a parcel size of 10,000 sq. ft and a building size of 25,000 sq. ft., the annual assessment would be calculated as follows:

(10,000 x $0.87) + (25,000 x $0.36) = $17,700.

Each property within an overlay zone will additionally be assessed on its linear feet of frontage that qualify it for the services of the overlay zone.

For each property within an overlay zone, the overlay assessment will be calculated by multiplying the assessment rate for the overlay zone in which the property is located by its linear feet of frontage that qualify for the assessment; then totaling together the resulting overlay assessment with the property's benefit zone assessment as calculated above.

Example (SSOZ): For a property with 100 ft. of frontage along Highland Ave., calculate the annual overlay assessment as follows: 100 x 75 = $7,500.

Example (EAOZ): For a property with 50 ft. of frontage along EaCa Alley, calculate the annual overlay assessment as follows: 50 x $50 = $2,500.

Example (VMOZ): For a property with 50 ft. of frontage along Hollywood Blvd. of which 25 ft. is occupied by a tenant and 25 ft. is vacant, calculate the annual overlay assessment as follows: 25 x $200 = $5,000.

B. Changes in Zoning, Building Square Footage, Parcel Size, or Overlay Zone

If the zoning, building square footage, size of a parcel, or overlay zones within the HED PBID boundary changes during the term of the HED PBID, the assessment amount may be modified according to the assessment methodology detailed in this Plan that is applicable to the parcel. These changes may be a result of land adjustments including but not limited to lot splits, consolidations, right-of-way setbacks, new construction, or changes in zoning.

C. Assessment Ballot and Public Notice

During the hearing process, an Assessment Ballot and a Public Notice will be sent to owners of each parcel in the HED PBID. The Assessment Ballot provides an estimated assessment. The final individual assessment for any particular parcel may change, up or down, if the parcel size, square footage, benefit zone, or overlay zone differ from those found on the Assessment Notice. A list of parcels to be included in the HED PBID is provided within Appendix 4

D. Time and Manner for Collecting Assessments

As provided by State Law, the HED PBID assessment will appear as a separate line item on annual property tax bills prepared by the County of Los Angeles (County). Parcels which do not receive property tax bills will be invoiced by the City or THP. Property tax bills are generally distributed in the fall, and payment is expected by lump sum or installment. The County shall distribute funds collected to the City which shall forward them to THP. Existing laws for enforcement and appeal of property taxes, including overdue charges and interest, apply to the HED PBID assessments.

E. Bonds

Bonds shall not be issued.

VI. Governance

A. Owners' Association

The City Council, through adoption of this Management District Plan, has the right, pursuant to Streets and Highways Code §36651, to identify the body that shall implement the proposed program, which shall be the Owners' Association of the HED PBID as defined in Streets and Highways Code §36612. The City Council has determined that The Hollywood Partnership (THP) will continue to serve as the Owners' Association for the HED PBID, with oversight from the City of Los Angeles. The Board of Directors of THP and its staff are charged with the day-to-day operations of the HED PBID.

A majority of the Board of Directors of THP must be property owners paying the assessment. In addition, the Board of Directors must represent a variety of interests within the HED PBID and respond to the needs of all properties within the HED PBID.

B. Brown Act & Public Records Act Compliance

An Owners' Association is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose. The Owners' Association is, however, subject to government regulations relating to transparency, namely the Ralph M. Brown Act and the California Public Records Act. These regulations are designed to promote public accountability. The Owners' Association must act as a legislative body under the Ralph M. Brown Act (Government Code §54950 et seq.). Thus, meetings of the THP Board of Directors and certain committees must be held in compliance with the public notice and other requirements of the Brown Act. The Owners' Association is also subject to the record keeping and disclosure requirements of the California Public Records Act.

C. Segregation of Funds

Any HED PBID assessment funds that are received by THP shall be held in a separate THP bank account.

D. Annual Planning Report

THP shall present an annual planning report at the end of each year of operation to the City Council pursuant to Streets and Highways Code §36650 (see Appendix 2). The annual planning report is a prospective report for the upcoming year and must include:

1. Any proposed changes in the boundaries of the HED PBID or in any benefit zones or classification of property within the district;
2. The improvements, maintenance, and activities to be provided for that fiscal year;
3. The estimated cost of providing the improvements, maintenance, and activities to be provided for that fiscal year;
4. The method and basis of levying the assessment in sufficient detail to allow each real property owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year;
5. The estimated amount of any surplus or deficit revenues to be carried over from a previous fiscal year; and
6. The estimated amount of any contributions to be made from sources other than assessments levied pursuant to this Plan

VII. Engineer's Report

Insert completed Engineer's Report

APPENDIX 1 – MAXIMUM ANNUAL ASSESSMENT RATES

The table below illustrates the maximum annual assessment rate with the assumption that the rates will be increased as detailed in Section V of the Plan. The maximum rates listed are a required disclosure and not the anticipated course of action.

Year 1: 2028	Zone 1		Zone 2		Zone 3	
Parcel Type	**Parcel Size**	**Building Size**	**Parcel Size**	**Building Size**	**Parcel Size**	**Building Size**
Commercial	$0.87/sq. ft.	$0.36/sq. ft.	$0.58/sq. ft.	$0.24/sq. ft.	$0.29/sq. ft.	$0.12/sq. ft.
Affordable housing	$0.522/sq. ft.	$0.216/sq. ft.	$0.348/sq. ft.	$0.144/sq. ft.	$0.174/sq. ft.	$0.072/sq. ft.
Residential Condos	$600 per unit		$400 per unit		$200 per unit	

Overlay	Frontage
Seasonal Services Frontage	$75.00
SSF Affordable Housing	$45.00
ECAF	$50.00
ECAF Affordable Housing	$30.00

Year 2: 2029	Zone 1		Zone 2		Zone 3	
Parcel Type	**Parcel Size**	**Building Size**	**Parcel Size**	**Building Size**	**Parcel Size**	**Building Size**
Commercial	$0.905/sq. ft.	$0.374/sq. ft.	$0.603/sq. ft.	$0.250/sq. ft.	$0.302/sq. ft.	$0.125/sq. ft.
Affordable housing	$0.543/sq. ft.	$0.225/sq. ft.	$0.362/sq. ft.	$0.150/sq. ft.	$0.181/sq. ft.	$0.075/sq. ft.
Residential Condos	$624.00 per unit		$416.00 per unit		$208.00 per unit	

Overlay	Frontage
Seasonal Services Frontage	$78.00
SSF Affordable Housing	$46.80
ECAF	$52.00
ECAF Affordable Housing	$31.20

Year 3: 2030	Zone 1		Zone 2		Zone 3	
Parcel Type	**Parcel Size**	**Building Size**	**Parcel Size**	**Building Size**	**Parcel Size**	**Building Size**
Commercial	$0.941/sq. ft.	$0.389/sq. ft.	$0.627/sq. ft.	$0.260/sq. ft.	$0.314/sq. ft.	$0.130/sq. ft.
Affordable housing	$0.565/sq. ft.	$0.234/sq. ft.	$0.376/sq. ft.	$0.156/sq. ft.	$0.188/sq. ft.	$0.078/sq. ft.
Residential Condos	$648.96 per unit		$432.64 per unit		$216.32 per unit	

Overlay	Frontage
Seasonal Services Frontage	$81.12
SSF Affordable Housing	$48.67
ECAF	$54.08
ECAF Affordable Housing	$32.45

Year 4: 2031	Zone 1		Zone 2		Zone 3	
Parcel Type	**Parcel Size**	**Building Size**	**Parcel Size**	**Building Size**	**Parcel Size**	**Building Size**
Commercial	$1.007/sq. ft.	$0.417/sq. ft.	$0.671/sq. ft.	$0.278/sq. ft.	$0.336/sq. ft.	$0.139/sq. ft.
Affordable housing	$0.604/sq. ft.	$0.250/sq. ft.	$0.403/sq. ft.	$0.167/sq. ft.	$0.201/sq. ft.	$0.083/sq. ft.
Residential Condos	$694.39 per unit		$462.92 per unit		$231.46 per unit	

Overlay	Frontage
Seasonal Services Frontage	$86.80
SSF Affordable Housing	$52.08
ECAF	$57.87
ECAF Affordable Housing	$34.72

Year 5: 2032	Zone 1		Zone 2		Zone 3	
Parcel Type	**Parcel Size**	**Building Size**	**Parcel Size**	**Building Size**	**Parcel Size**	**Building Size**
Commercial	$1.077/sq. ft.	$0.446/sq. ft.	$0.718/sq. ft.	$0.297/sq. ft.	$0.359/sq. ft.	$0.149/sq. ft.
Affordable housing	$0.646/sq. ft.	$0.267/sq. ft.	$0.431/sq. ft.	$0.178/sq. ft.	$0.215/sq. ft.	$0.089/sq. ft.
Residential Condos	$742.99 per unit		$495.33 per unit		$247.66 per unit	

Overlay	Frontage
Seasonal Services Frontage	$92.87
SSF Affordable Housing	$55.72
ECAF	$61.92
ECAF Affordable Housing	$37.15

Year 6: 2033	Zone 1		Zone 2		Zone 3	
Parcel Type	Parcel Size	Building Size	Parcel Size	Building Size	Parcel Size	Building Size
Commercial	$1.153/sq. ft.	$0.477/sq. ft.	$0.769/sq. ft.	$0.318/sq. ft.	$0.384/sq. ft.	$0.159/sq. ft.
Affordable housing	$0.692/sq. ft.	$0.286/sq. ft.	$0.461/sq. ft.	$0.191/sq. ft.	$0.231/sq. ft.	$0.095/sq. ft.
Residential Condos	$795.00 per unit		$530.00 per unit		$265.00 per unit	

Overlay	Frontage
Seasonal Services Frontage	$99.38
SSF Affordable Housing	$59.63
ECAF	$66.25
ECAF Affordable Housing	$39.75

Year 7: 2034	Zone 1		Zone 2		Zone 3	
Parcel Type	Parcel Size	Building Size	Parcel Size	Building Size	Parcel Size	Building Size
Commercial	$1.233/sq. ft.	$0.510/sq. ft.	$0.822/sq. ft.	$0.340/sq. ft.	$0.411/sq. ft.	$0.170/sq. ft.
Affordable housing	$0.740/sq. ft.	$0.306/sq. ft.	$0.493/sq. ft.	$0.204/sq. ft.	$0.247/sq. ft.	$0.102/sq. ft.
Residential Condos	$850.65 per unit		$567.10 per unit		$283.55 per unit	

Overlay	Frontage
Seasonal Services Frontage	$106.33
SSF Affordable Housing	$63.80
ECAF	$70.89
ECAF Affordable Housing	$42.53

Year 8: 2035	Zone 1		Zone 2		Zone 3	
Parcel Type	Parcel Size	Building Size	Parcel Size	Building Size	Parcel Size	Building Size
Commercial	$1.320/sq. ft.	$0.546/sq. ft.	$0.880/sq. ft.	$0.364/sq. ft.	$0.440/sq. ft.	$0.182/sq. ft.
Affordable housing	$0.792/sq. ft.	$0.328/sq. ft.	$0.528/sq. ft.	$0.218/sq. ft.	$0.264/sq. ft.	$0.109/sq. ft.
Residential Condos	$910.20 per unit		$606.80 per unit		$303.40 per unit	

Overlay	Frontage
Seasonal Services Frontage	$113.77
SSF Affordable Housing	$68.26
ECAF	$75.85
ECAF Affordable Housing	$45.51

Year 9: 2036	Zone 1		Zone 2		Zone 3	
Parcel Type	Parcel Size	Building Size	Parcel Size	Building Size	Parcel Size	Building Size
Commercial	$1.412/sq. ft.	$0.584/sq. ft.	$0.941/sq. ft.	$0.390/sq. ft.	$0.471/sq. ft.	$0.195/sq. ft.
Affordable housing	$0.847/sq. ft.	$0.351/sq. ft.	$0.565/sq. ft.	$0.234/sq. ft.	$0.282/sq. ft.	$0.117/sq. ft.
Residential Condos	$973.91 per unit		$649.28 per unit		$324.64 per unit	

Overlay	Frontage
Seasonal Services Frontage	$121.74
SSF Affordable Housing	$73.04
ECAF	$81.16
ECAF Affordable Housing	$48.70

Year 10: 2037	Zone 1		Zone 2		Zone 3	
Parcel Type	Parcel Size	Building Size	Parcel Size	Building Size	Parcel Size	Building Size
Commercial	$1.511/sq. ft.	$0.625/sq. ft.	$1.007/sq. ft.	$0.417/sq. ft.	$0.504/sq. ft.	$0.208/sq. ft.
Affordable housing	$0.907/sq. ft.	$0.375/sq. ft.	$0.604/sq. ft.	$0.250/sq. ft.	$0.302/sq. ft.	$0.125/sq. ft.
Residential Condos	$1042.09 per unit		$694.73 per unit		$347.36 per unit	

Overlay	Frontage
Seasonal Services Frontage	$130.26
SSF Affordable Housing	$78.16
ECAF	$86.84
ECAF Affordable Housing	$52.10

APPENDIX 2 – PBID LAW

CURRENT THROUGH CH. 790 OF THE LEGISLATION FROM THE 2025-2026 REGULAR SESSION, EFFECTIVE AS OF OCTOBER 13, 2025

STREETS AND HIGHWAYS CODE
DIVISION 18. PARKING
PART 7. PROPERTY AND BUSINESS IMPROVEMENT DISTRICT LAW OF 1994

CHAPTER 1. General Provisions

ARTICLE 1. Declarations

36600. Citation of part

This part shall be known and may be cited as the "Property and Business Improvement District Law of 1994."

36601. Legislative findings and declarations; Legislative guidance

The Legislature finds and declares all of the following:

(a) Businesses located and operating within business districts in some of this state's communities are economically disadvantaged, are underutilized, and are unable to attract customers due to inadequate facilities, services, and activities in the business districts.

(b) It is in the public interest to promote the economic revitalization and physical maintenance of business districts in order to create jobs, attract new businesses, and prevent the erosion of the business districts.

(c) It is of particular local benefit to allow business districts to fund business related improvements, maintenance, and activities through the levy of assessments upon the businesses or real property that receive benefits from those improvements.

(d) Assessments levied for the purpose of conferring special benefit upon the real property or a specific benefit upon the businesses in a business district are not taxes for the general benefit of a city, even if property, businesses, or persons not assessed receive incidental or collateral effects that benefit them.

(e) Property and business improvement districts formed throughout this state have conferred special benefits upon properties and businesses within their districts and have made those properties and businesses more useful by providing the following benefits:

(1) Crime reduction. A study by the Rand Corporation has confirmed a 12-percent reduction in the incidence of robbery and an 8-percent reduction in the total incidence of violent crimes within the 30 districts studied.

(2) Job creation.

(3) Business attraction.

(4) Business retention.

(5) Economic growth.

(6) New investments.

(f) With the dissolution of redevelopment agencies throughout the state, property and business improvement districts have become even more important tools with which communities can combat blight, promote economic opportunities, and create a clean and safe environment.

(g) Since the enactment of this act, the people of California have adopted Proposition 218, which added Article XIII D to the Constitution in order to place certain requirements and restrictions on the formation of, and activities, expenditures, and assessments by property-based districts. Article XIII D of the Constitution provides that property-based districts may only levy assessments for special benefits.

(h) The act amending this section is intended to provide the Legislature's guidance with regard to this act, its interaction with the provisions of Article XIII D of the Constitution, and the determination of special benefits in property-based districts.

(1) The lack of legislative guidance has resulted in uncertainty and inconsistent application of this act, which discourages the use of assessments to fund needed improvements, maintenance, and activities in property-based districts, contributing to blight and other underutilization of property.

(2) Activities undertaken for the purpose of conferring special benefits upon property to be assessed inherently produce incidental or collateral effects that benefit property or persons not assessed. Therefore, for special benefits to exist as a separate and distinct category from general benefits, the incidental or collateral effects of those special benefits are inherently part of those special benefits. The mere fact that special benefits produce incidental or collateral effects that benefit property or persons not assessed does not convert any portion of those special benefits or their incidental or collateral effects into general benefits.

(3) It is of the utmost importance that property-based districts created under this act have clarity regarding restrictions on assessments they may levy and the proper determination of special benefits. Legislative clarity with regard to this act will provide districts with clear instructions and courts with legislative intent regarding restrictions on property-based assessments, and the manner in which special benefits should be determined.

36602. Purpose of part

The purpose of this part is to supplement previously enacted provisions of law that authorize cities to levy assessments within property and business improvement districts, to ensure that those assessments conform to all constitutional requirements and are determined and assessed in accordance with the guidance set forth in this act. This part does not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes.

36603. Preemption of authority or charter city to adopt ordinances levying assessments

Nothing in this part is intended to preempt the authority of a charter city to adopt ordinances providing for a different method of levying assessments for similar or additional purposes from those set forth in this part. A property and business improvement district created pursuant to this part is expressly exempt from the provisions of the Special Assessment Investigation, Limitation and Majority Protest Act of 1931 (Division 4 (commencing with Section 2800)).

36603.5. Part prevails over conflicting provisions

Any provision of this part that conflicts with any other provision of law shall prevail over the other provision of law, as to districts created under this part.

36604. Severability

This part is intended to be construed liberally and, if any provision is held invalid, the remaining provisions shall remain in full force and effect. Assessments levied under this part are not special taxes.

ARTICLE 2. Definitions

36606. "Activities"

"Activities" means, but is not limited to, all of the following that benefit businesses or real property in the district:

(a) Promotion of public events.
(b) Furnishing of music in any public place.
(c) Promotion of tourism within the district.
(d) Marketing and economic development, including retail retention and recruitment.
(e) Providing security, sanitation, graffiti removal, street and sidewalk cleaning, and other municipal services supplemental to those normally provided by the municipality.
(f) Other services provided for the purpose of conferring special benefit upon assessed real property or specific benefits upon assessed businesses located in the district.

36606.5. "Assessment"

"Assessment" means a levy for the purpose of acquiring, constructing, installing, or maintaining improvements and providing activities that will provide certain benefits to properties or businesses located within a property and business improvement district.

36607. "Business"

"Business" means all types of businesses and includes financial institutions and professions.

36608. "City"

"City" means a city, county, city and county, or an agency or entity created pursuant to Article 1 (commencing with Section 6500) of Chapter 5 of Division 7 of Title 1 of the Government Code, the public member agencies of which includes only cities, counties, or a city and county, or the State of California.

36609. "City council"

"City council" means the city council of a city or the board of supervisors of a county, or the agency, commission, or board created pursuant to a joint powers agreement and which is a city within the meaning of this part.

36609.4. "Clerk"

"Clerk" means the clerk of the legislative body.

36609.5. "General benefit"

"General benefit" means, for purposes of a property-based district, any benefit that is not a "special benefit" as defined in Section 36615.5.

36610. "Improvement"

"Improvement" means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following:

(a) Parking facilities.
(b) Benches, booths, kiosks, display cases, pedestrian shelters and signs.
(c) Trash receptacles and public restrooms.
(d) Lighting and heating facilities.
(e) Decorations.
(f) Parks.
(g) Fountains.
(h) Planting areas.
(i) Closing, opening, widening, or narrowing of existing streets.
(j) Facilities or equipment, or both, to enhance security of persons and property within the district.
(k) Ramps, sidewalks, plazas, and pedestrian malls.
(l) Rehabilitation or removal of existing structures.

36611. "Management district plan"; "Plan"

"Management district plan" or "plan" means a proposal as defined in Section 36622.

36612. "Owners' association"

"Owners' association" means a private nonprofit entity that is under contract with a city to administer or implement improvements, maintenance, and activities specified in the management district plan. An owners' association may be an existing nonprofit entity or a newly formed nonprofit entity. An owners' association is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose. Notwithstanding this section, an owners' association shall comply with the Ralph M. Brown Act (Chapter 9 (commencing with Section 54950) of Part 1 of Division 2 of Title 5 of the Government Code), at all times when matters within the subject matter of the district are heard, discussed, or deliberated, and with the California Public Records Act (Division 10 (commencing with Section 7920.000) of Title 1 of the Government Code), for all records relating to activities of the district.

36614. "Property"

"Property" means real property situated within a district.

36614.5. "Property and business improvement district"; "District"

"Property and business improvement district," or "district," means a property and business improvement district established pursuant to this part.

36614.6. "Property-based assessment"

"Property-based assessment" means any assessment made pursuant to this part upon real property.

36614.7. "Property-based district"

"Property-based district" means any district in which a city levies a property-based assessment.

36615. "Property owner"; "Business owner"; "Owner"

"Property owner" means any person shown as the owner of land on the last equalized assessment roll or otherwise known to be the owner of land by the city council. "Business owner" means any person recognized by the city as the owner of the business. "Owner" means either a business owner or a property owner. The city council has no obligation to obtain other information as to the ownership of land or businesses, and its determination of ownership shall be final and conclusive for the purposes of this part. Wherever this part requires the signature of the property owner, the signature of the authorized agent of the property owner shall be sufficient. Wherever this part requires the signature of the business owner, the signature of the authorized agent of the business owner shall be sufficient.

36615.5. "Special benefit"

(a) "Special benefit" means, for purposes of a property-based district, a particular and distinct benefit over and above general benefits conferred on real property located in a district or to the public at large. Special benefit includes incidental or collateral effects that arise from the improvements, maintenance, or activities of property-based districts even if those incidental or collateral effects benefit property or persons not assessed. Special benefit excludes general enhancement of property value.

(b) "Special benefit" also includes, for purposes of a property-based district, a particular and distinct benefit provided directly to each assessed parcel within the district. Merely because parcels throughout an assessment district share the same special benefits does not make the benefits general.

36616. "Tenant"

"Tenant" means an occupant pursuant to a lease of commercial space or a dwelling unit, other than an owner.

ARTICLE 3. Prior Law

36617. Alternate method of financing certain improvements and activities; Effect on other provisions

This part provides an alternative method of financing certain improvements and activities. The provisions of this part shall not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes. Every improvement area established pursuant to the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500) of this division) is valid and effective and is unaffected by this part.

CHAPTER 2. Establishment

36620. Establishment of property and business improvement district

A property and business improvement district may be established as provided in this chapter.

36620.5. Requirement of consent of city council

A county may not form a district within the territorial jurisdiction of a city without the consent of the city council of that city. A city may not form a district within the unincorporated territory of a county without the consent of the board of supervisors of that county. A city may not form a district within the territorial jurisdiction of another city without the consent of the city council of the other city.

36621. Initiation of proceedings; Petition of property or business owners in proposed district

(a) Upon the submission of a written petition, signed by the property or business owners in the proposed district who will pay more than 50 percent of the assessments proposed to be levied, the city council may initiate proceedings to form a district by the adoption of a resolution expressing its intention to form a district. The amount of assessment attributable to property or a business owned by the same property or business owner that is in excess of 40 percent of the amount of all assessments proposed to be levied, shall not be included in determining whether the petition is signed by property or business owners who will pay more than 50 percent of the total amount of assessments proposed to be levied.

(b) The petition of property or business owners required under subdivision (a) shall include a summary of the management district plan. That summary shall include all of the following:

- (1) A map showing the boundaries of the district.
- (2) Information specifying where the complete management district plan can be obtained.
- (3) Information specifying that the complete management district plan shall be furnished upon request.

(c) The resolution of intention described in subdivision (a) shall contain all of the following:

- (1) A brief description of the proposed improvements, maintenance, and activities, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property or businesses within the district, a statement as to whether bonds will be issued, and a description of the exterior boundaries of the proposed district, which may be made by reference to any plan or map that is on file with the clerk. The descriptions and statements do not need to be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements, maintenance, and activities, and the location and extent of the proposed district.
- (2) A time and place for a public hearing on the establishment of the property and business improvement district and the levy of assessments, which shall be consistent with the requirements of Section 36623.

36622. Contents of management district plan

The management district plan shall include, but is not limited to, all of the following:

(a) If the assessment will be levied on property, a map of the district in sufficient detail to locate each parcel of property and, if businesses are to be assessed, each business within the district. If the assessment will be levied on businesses, a map that identifies the district boundaries in sufficient detail to allow a business owner to reasonably determine whether a business is located within the district boundaries. If the assessment will be levied on property and businesses, a map of the district in sufficient detail to locate each parcel of property and to allow a business owner to reasonably determine whether a business is located within the district boundaries.

(b) The name of the proposed district.

(c) A description of the boundaries of the district, including the boundaries of benefit zones, proposed for establishment or extension in a manner sufficient to identify the affected property and businesses included, which may be made by reference to any plan or map that is on file with the clerk. The boundaries of a proposed property assessment district shall not overlap with the boundaries of another existing property assessment district created pursuant to this part. This part does not prohibit the boundaries of a district created pursuant to this part to overlap with other assessment districts established pursuant to other provisions of law, including, but not limited to, the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500)). This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with another business assessment district created pursuant to this part. This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with a property assessment district created pursuant to this part.
(d) The improvements, maintenance, and activities proposed for each year of operation of the district and the estimated cost thereof. If the improvements, maintenance, and activities proposed for each year of operation are the same, a description of the first year's proposed improvements, maintenance, and activities and a statement that the same improvements, maintenance, and activities are proposed for subsequent years shall satisfy the requirements of this subdivision.
(e) The total annual amount proposed to be expended for improvements, maintenance, or activities, and debt service in each year of operation of the district. If the assessment is levied on businesses, this amount may be estimated based upon the assessment rate. If the total annual amount proposed to be expended in each year of operation of the district is not significantly different, the amount proposed to be expended in the initial year and a statement that a similar amount applies to subsequent years shall satisfy the requirements of this subdivision.
(f) The proposed source or sources of financing, including the proposed method and basis of levying the assessment in sufficient detail to allow each property or business owner to calculate the amount of the assessment to be levied against their property or business. The plan also shall state whether bonds will be issued to finance improvements.
(g) The time and manner of collecting the assessments.
(h) The specific number of years in which assessments will be levied. In a new district, the maximum number of years shall be five. Upon renewal, a district shall have a term not to exceed 10 years. Notwithstanding these limitations, a district created pursuant to this part to finance capital improvements with bonds may levy assessments until the maximum maturity of the bonds. The management district plan may set forth specific increases in assessments for each year of operation of the district.
(i) The proposed time for implementation and completion of the management district plan.
(j) Any proposed rules and regulations to be applicable to the district.
(k)

(1) A list of the properties or businesses to be assessed, including the assessor's parcel numbers for properties to be assessed, and a statement of the method or methods by which the expenses of a district will be imposed upon benefited real property or businesses, in proportion to the benefit received by the property or business, to defray the cost thereof.
(2) In a property-based district, the proportionate special benefit derived by each identified parcel shall be determined exclusively in relationship to the entirety of the capital cost of a public improvement, the maintenance and operation expenses of a public improvement, or the cost of the activities. An assessment shall not be imposed on any parcel that exceeds the reasonable cost of the proportional special benefit conferred on that parcel. Only special benefits are assessable, and a property-based district shall separate the general benefits, if any, from the special benefits conferred on a parcel. Parcels within a property-based district that are owned or used by any city, public agency, the State of California, or the United States shall not be exempt from assessment unless the governmental entity can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit. The value of any incidental, secondary, or collateral effects that arise from the improvements, maintenance, or activities of a property-based district and that benefit property or persons not assessed shall not be deducted from the entirety of the cost of any special benefit or affect the proportionate special benefit derived by each identified parcel.
(3) In a property-based district, properties throughout the district may share the same special benefits. In a district with boundaries that define which parcels are to receive improvements,

maintenance, or activities over and above those services provided by the city, the improvements, maintenance, or activities themselves may constitute a special benefit. The city may impose assessments that are less than the proportional special benefit conferred, but shall not impose assessments that exceed the reasonable costs of the proportional special benefit conferred. Because one or more parcels pay less than the special benefit conferred does not necessarily mean that other parcels are assessed more than the reasonable cost of their special benefit.

(l) In a property-based district, a detailed engineer's report prepared by a registered professional engineer certified by the State of California supporting all assessments contemplated by the management district plan.

(m) Any other item or matter required to be incorporated therein by the city council.

36623. Procedure to levy assessment

(a) If a city council proposes to levy a new or increased property assessment, the notice and protest and hearing procedure shall comply with Section 53753 of the Government Code.

(b) If a city council proposes to levy a new or increased business assessment, the notice and protest and hearing procedure shall comply with Section 54954.6 of the Government Code, except that notice shall be mailed to the owners of the businesses proposed to be assessed. A protest may be made orally or in writing by any interested person. Every written protest shall be filed with the clerk at or before the time fixed for the public hearing. The city council may waive any irregularity in the form or content of any written protest. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the city as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business or the authorized representative. A written protest that does not comply with this section shall not be counted in determining a majority protest. If written protests are received from the owners or authorized representatives of businesses in the proposed district that will pay 50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50 percent, no further proceedings to levy the proposed assessment against such businesses, as contained in the resolution of intention, shall be taken for a period of one year from the date of the finding of a majority protest by the city council.

(c) If a city council proposes to conduct a single proceeding to levy both a new or increased property assessment and a new or increased business assessment, the notice and protest and hearing procedure for the property assessment shall comply with subdivision (a), and the notice and protest and hearing procedure for the business assessment shall comply with subdivision (b). If a majority protest is received from either the property or business owners, that respective portion of the assessment shall not be levied. The remaining portion of the assessment may be levied unless the improvement or other special benefit was proposed to be funded by assessing both property and business owners.

36624. Changes to proposed assessments

At the conclusion of the public hearing to establish the district, the city council may adopt, revise, change, reduce, or modify the proposed assessment or the type or types of improvements, maintenance, and activities to be funded with the revenues from the assessments. Proposed assessments may only be revised by reducing any or all of them. At the public hearing, the city council may only make changes in, to, or from the boundaries of the proposed property and business improvement district that will exclude territory that will not benefit from the proposed improvements, maintenance, and activities. Any modifications, revisions, reductions, or changes to the proposed assessment district shall be reflected in the notice and map recorded pursuant to Section 36627.

36625. Resolution of formation

(a) If the city council, following the public hearing, decides to establish a proposed property and business improvement district, the city council shall adopt a resolution of formation that shall include, but is not limited to, all of the following:

(1) A brief description of the proposed improvements, maintenance, and activities, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property, businesses, or both within the district, a statement on whether bonds will be issued, and a description of the exterior boundaries of the proposed district, which may be made by reference to any plan or map that is on file with the clerk. The descriptions and statements need not be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements, maintenance, and activities and the location and extent of the proposed district.
(2) The number, date of adoption, and title of the resolution of intention.
(3) The time and place where the public hearing was held concerning the establishment of the district.
(4) A determination regarding any protests received. The city shall not establish the district or levy assessments if a majority protest was received.
(5) A statement that the properties, businesses, or properties and businesses in the district established by the resolution shall be subject to any amendments to this part.
(6) A statement that the improvements, maintenance, and activities to be conferred on businesses and properties in the district will be funded by the levy of the assessments. The revenue from the levy of assessments within a district shall not be used to provide improvements, maintenance, or activities outside the district or for any purpose other than the purposes specified in the resolution of intention, as modified by the city council at the hearing concerning establishment of the district. Notwithstanding the foregoing, improvements and activities that must be provided outside the district boundaries to create a special or specific benefit to the assessed parcels or businesses may be provided, but shall be limited to marketing or signage pointing to the district.
(7) A finding that the property or businesses within the area of the property and business improvement district will be benefited by the improvements, maintenance, and activities funded by the proposed assessments, and, for a property-based district, that property within the district will receive a special benefit.
(8) In a property-based district, the total amount of all special benefits to be conferred on the properties within the property-based district.

(b) The adoption of the resolution of formation and, if required, recordation of the notice and map pursuant to Section 36627 shall constitute the levy of an assessment in each of the fiscal years referred to in the management district plan.

36627. Notice and assessment diagram

Following adoption of the resolution establishing district assessments on properties pursuant to Section 36625, the clerk shall record a notice and an assessment diagram pursuant to Section 3114. No other provision of Division 4.5 (commencing with Section 3100) applies to an assessment district created pursuant to this part.

36628. Establishment of separate benefit zones within district; Categories of businesses

The city council may establish one or more separate benefit zones within the district based upon the degree of benefit derived from the improvements or activities to be provided within the benefit zone and may impose a different assessment within each benefit zone. If the assessment is to be levied on businesses, the city council may also define categories of businesses based upon the degree of benefit that each will derive from the improvements or activities to be provided within the district and may impose a different assessment or rate of assessment on each category of business, or on each category of business within each zone.

36628.5. Assessments on businesses or property owners

The city council may levy assessments on businesses or on property owners, or a combination of the two, pursuant to this part. The city council shall structure the assessments in whatever manner it determines corresponds with the distribution of benefits from the proposed improvements, maintenance, and activities, provided that any property-based assessment conforms with the requirements set forth in paragraph (2) of subdivision (k) of Section 36622.

36629. Provisions and procedures applicable to benefit zones and business categories

All provisions of this part applicable to the establishment, modification, or disestablishment of a property and business improvement district apply to the establishment, modification, or disestablishment of benefit zones or categories of business. The city council shall, to establish, modify, or disestablish a benefit zone or category of business, follow the procedure to establish, modify, or disestablish a property and business improvement district.

36630. Expiration of district; Creation of new district

If a property and business improvement district expires due to the time limit set pursuant to subdivision (h) of Section 36622, a new management district plan may be created and the district may be renewed pursuant to this part.

CHAPTER 3. Assessments

36631. Time and manner of collection of assessments; Delinquent payments

The collection of the assessments levied pursuant to this part shall be made at the time and in the manner set forth by the city council in the resolution levying the assessment. Assessments levied on real property may be collected at the same time and in the same manner as for the ad valorem property tax, and may provide for the same lien priority and penalties for delinquent payment. All delinquent payments for assessments levied pursuant to this part may be charged interest and penalties.

36632. Assessments to be based on estimated benefit; Classification of real property and businesses; Exclusion of residential and agricultural property

(a) The assessments levied on real property pursuant to this part shall be levied on the basis of the estimated benefit to the real property within the property and business improvement district. The city council may classify properties for purposes of determining the benefit to property of the improvements and activities provided pursuant to this part.
(b) Assessments levied on businesses pursuant to this part shall be levied on the basis of the estimated benefit to the businesses within the property and business improvement district. The city council may classify businesses for purposes of determining the benefit to the businesses of the improvements and activities provided pursuant to this part.
(c) Properties zoned solely for residential use, or that are zoned for agricultural use, are conclusively presumed not to benefit from the improvements and service funded through these assessments, and shall not be subject to any assessment pursuant to this part.

36633. Time for contesting validity of assessment

The validity of an assessment levied under this part shall not be contested in an action or proceeding unless the action or proceeding is commenced within 30 days after the resolution levying the assessment is adopted pursuant to Section 36625. An appeal from a final judgment in an action or proceeding shall be perfected within 30 days after the entry of judgment.

36634. Service contracts authorized to establish levels of city services

The city council may execute baseline service contracts that would establish levels of city services that would continue after a property and business improvement district has been formed.

36635. Request to modify management district plan

The owners' association may, at any time, request that the city council modify the management district plan. Any modification of the management district plan shall be made pursuant to this chapter.

36636. Modification of plan by resolution after public hearing; Adoption of resolution of intention

(a) Upon the written request of the owners' association, the city council may modify the management district plan after conducting one public hearing on the proposed modifications. The city council may modify the improvements and activities to be funded with the revenue derived from the levy of the assessments by adopting a resolution determining to make the modifications after holding a public hearing on the proposed modifications. If the modification includes the levy of a new or increased assessment, the city council shall comply with Section 36623. Notice of all other public hearings pursuant to this section shall comply with both of the following:

(1) The resolution of intention shall be published in a newspaper of general circulation in the city once at least seven days before the public hearing.

(2) A complete copy of the resolution of intention shall be mailed by first class mail, at least 10 days before the public hearing, to each business owner or property owner affected by the proposed modification.

(b) The city council shall adopt a resolution of intention which states the proposed modification prior to the public hearing required by this section. The public hearing shall be held not more than 90 days after the adoption of the resolution of intention.

36637. Reflection of modification in notices recorded and maps

Any subsequent modification of the resolution shall be reflected in subsequent notices and maps recorded pursuant to Division 4.5 (commencing with Section 3100), in a manner consistent with the provisions of Section 36627.

36638. Assessment as government imposed fee on Civ C § 1770 transaction

(a) A business assessment pursuant to this part is a fee imposed by a government on the transaction for purposes of paragraph (29) of subdivision (a) of Section 1770 of the Civil Code.

(b) This section shall become operative on July 1, 2024.

CHAPTER 3.5. Financing

36640. Bonds authorized; Procedure; Restriction on reduction or termination of assessments

(a) The city council may, by resolution, determine and declare that bonds shall be issued to finance the estimated cost of some or all of the proposed improvements described in the resolution of formation adopted pursuant to Section 36625, if the resolution of formation adopted pursuant to that section provides for the issuance of bonds, under the Improvement Bond Act of 1915 (Division 10 (commencing with Section 8500)) or in conjunction with Marks-Roos Local Bond Pooling Act of 1985 (Article 4 (commencing with Section 6584) of Chapter 5 of Division 7 of Title 1 of the Government Code). Either act, as the case may be, shall govern the proceedings relating to the issuance of bonds, although proceedings under the Bond Act of 1915 may be modified by the city council as necessary to accommodate assessments levied upon business pursuant to this part.

(b) The resolution adopted pursuant to subdivision (a) shall generally describe the proposed improvements specified in the resolution of formation adopted pursuant to Section 36625, set forth the estimated cost of those improvements, specify the number of annual installments and the fiscal years during which they are to be collected. The amount of debt service to retire the bonds shall not exceed the amount of revenue estimated to be raised from assessments over 30 years.

(c) Notwithstanding any other provision of this part, assessments levied to pay the principal and interest on any bond issued pursuant to this section shall not be reduced or terminated if doing so would interfere with the timely retirement of the debt.

CHAPTER 4. Governance

36650. Report by owners' association; Approval or modification by city council

(a) The owners' association shall cause to be prepared a report for each fiscal year, except the first year, for which assessments are to be levied and collected to pay the costs of the improvements, maintenance, and activities described in the report. The owners' association's first report shall be due after the first year of operation of the district. The report may propose changes, including, but not limited to, the boundaries of the property and business improvement district or any benefit zones within the district, the basis and method of levying the assessments, and any changes in the classification of property, including any categories of business, if a classification is used.
(b) The report shall be filed with the clerk and shall refer to the property and business improvement district by name, specify the fiscal year to which the report applies, and, with respect to that fiscal year, shall contain all of the following information:
(1) Any proposed changes in the boundaries of the property and business improvement district or in any benefit zones or classification of property or businesses within the district.
(2) The improvements, maintenance, and activities to be provided for that fiscal year.
(3) An estimate of the cost of providing the improvements, maintenance, and activities for that fiscal year.
(4) The method and basis of levying the assessment in sufficient detail to allow each real property or business owner, as appropriate, to estimate the amount of the assessment to be levied against his or her property or business for that fiscal year.
(5) The estimated amount of any surplus or deficit revenues to be carried over from a previous fiscal year.
(6) The estimated amount of any contributions to be made from sources other than assessments levied pursuant to this part.
(c) The city council may approve the report as filed by the owners' association or may modify any particular contained in the report and approve it as modified. Any modification shall be made pursuant to Sections 36635 and 36636.
The city council shall not approve a change in the basis and method of levying assessments that would impair an authorized or executed contract to be paid from the revenues derived from the levy of assessments, including any commitment to pay principal and interest on any bonds issued on behalf of the district.

36651. Designation of owners' association to provide improvements, maintenance, and activities

The management district plan may, but is not required to, state that an owners' association will provide the improvements, maintenance, and activities described in the management district plan. If the management district plan designates an owners' association, the city shall contract with the designated nonprofit corporation to provide services.

CHAPTER 5. Renewal

36660. Renewal of district; Transfer or refund of remaining revenues; District term limit

(a) Any district previously established whose term has expired, or will expire, may be renewed by following the procedures for establishment as provided in this chapter.
(b) Upon renewal, any remaining revenues derived from the levy of assessments, or any revenues derived from the sale of assets acquired with the revenues, shall be transferred to the renewed district. If the renewed district includes additional parcels or businesses not included in the prior district, the remaining revenues shall be spent to benefit only the parcels or businesses in the prior district. If the renewed district does not include parcels or businesses included in the prior district, the remaining revenues attributable to these parcels shall be refunded to the owners of these parcels or businesses.
(c) Upon renewal, a district shall have a term not to exceed 10 years, or, if the district is authorized to issue bonds, until the maximum maturity of those bonds. There is no requirement that the boundaries, assessments, improvements, or activities of a renewed district be the same as the original or prior district.

CHAPTER 6. Disestablishment

36670. Circumstances permitting disestablishment of district; Procedure

(a) Any district established or extended pursuant to the provisions of this part, where there is no indebtedness, outstanding and unpaid, incurred to accomplish any of the purposes of the district, may be disestablished by resolution by the city council in either of the following circumstances:

(1) If the city council finds there has been misappropriation of funds, malfeasance, or a violation of law in connection with the management of the district, it shall notice a hearing on disestablishment.

(2) During the operation of the district, there shall be a 30-day period each year in which assessees may request disestablishment of the district. The first such period shall begin one year after the date of establishment of the district and shall continue for 30 days. The next such 30-day period shall begin two years after the date of the establishment of the district. Each successive year of operation of the district shall have such a 30-day period. Upon the written petition of the owners or authorized representatives of real property or the owners or authorized representatives of businesses in the district who pay 50 percent or more of the assessments levied, the city council shall pass a resolution of intention to disestablish the district. The city council shall notice a hearing on disestablishment.

(b) The city council shall adopt a resolution of intention to disestablish the district prior to the public hearing required by this section. The resolution shall state the reason for the disestablishment, shall state the time and place of the public hearing, and shall contain a proposal to dispose of any assets acquired with the revenues of the assessments levied within the property and business improvement district. The notice of the hearing on disestablishment required by this section shall be given by mail to the property owner of each parcel or to the owner of each business subject to assessment in the district, as appropriate. The city shall conduct the public hearing not less than 30 days after mailing the notice to the property or business owners. The public hearing shall be held not more than 60 days after the adoption of the resolution of intention.

36671. Refund of remaining revenues upon disestablishment or expiration without renewal of district; Calculation of refund; Use of outstanding revenue collected after disestablishment of district

(a) Upon the disestablishment or expiration without renewal of a district, any remaining revenues, after all outstanding debts are paid, derived from the levy of assessments, or derived from the sale of assets acquired with the revenues, or from bond reserve or construction funds, shall be refunded to the owners of the property or businesses then located and operating within the district in which assessments were levied by applying the same method and basis that was used to calculate the assessments levied in the fiscal year in which the district is disestablished or expires. All outstanding assessment revenue collected after disestablishment shall be spent on improvements and activities specified in the management district plan.

(b) If the disestablishment occurs before an assessment is levied for the fiscal year, the method and basis that was used to calculate the assessments levied in the immediate prior fiscal year shall be used to calculate the amount of any refund.

Appendix 3 – Map book

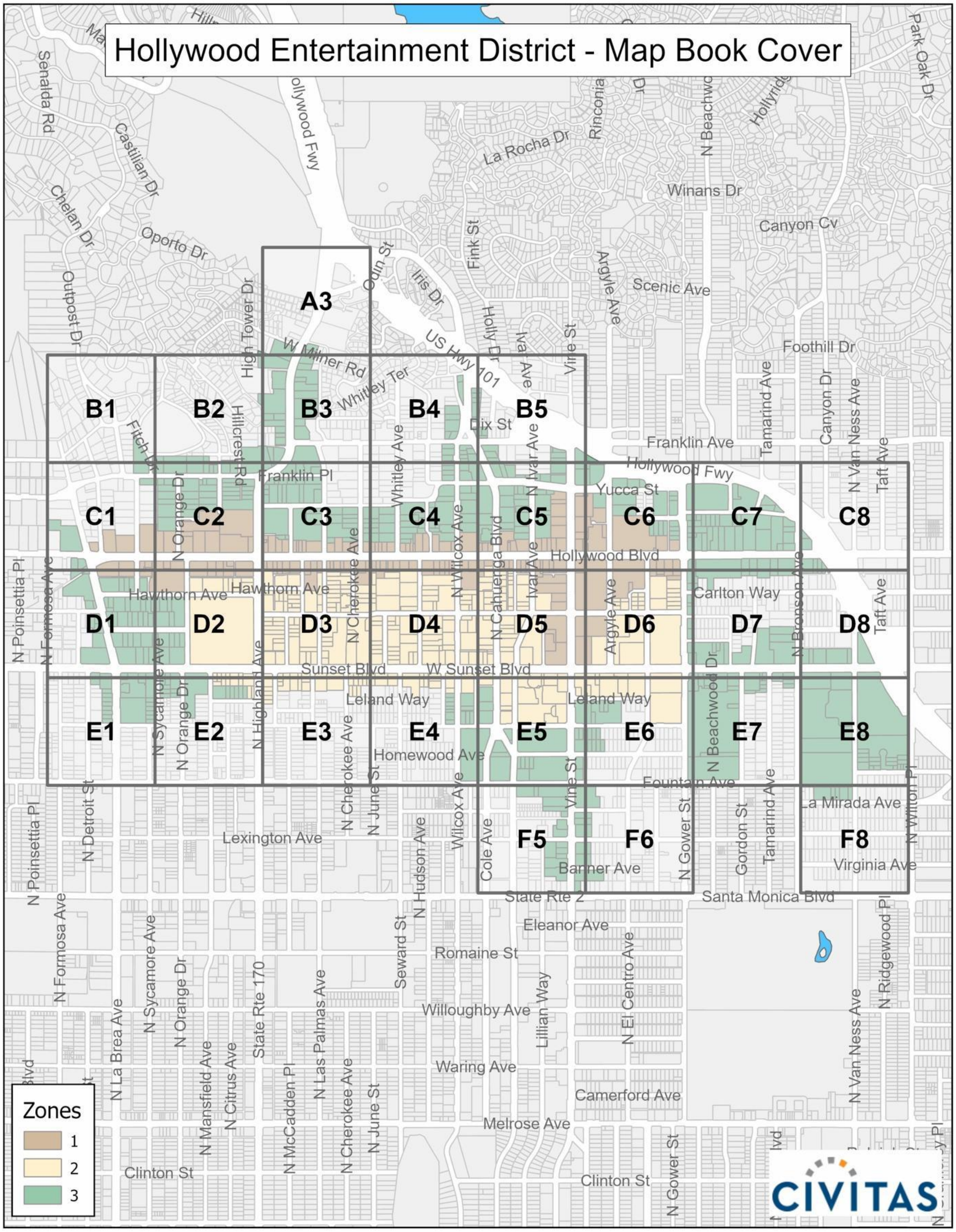


Exhibit A: District Map

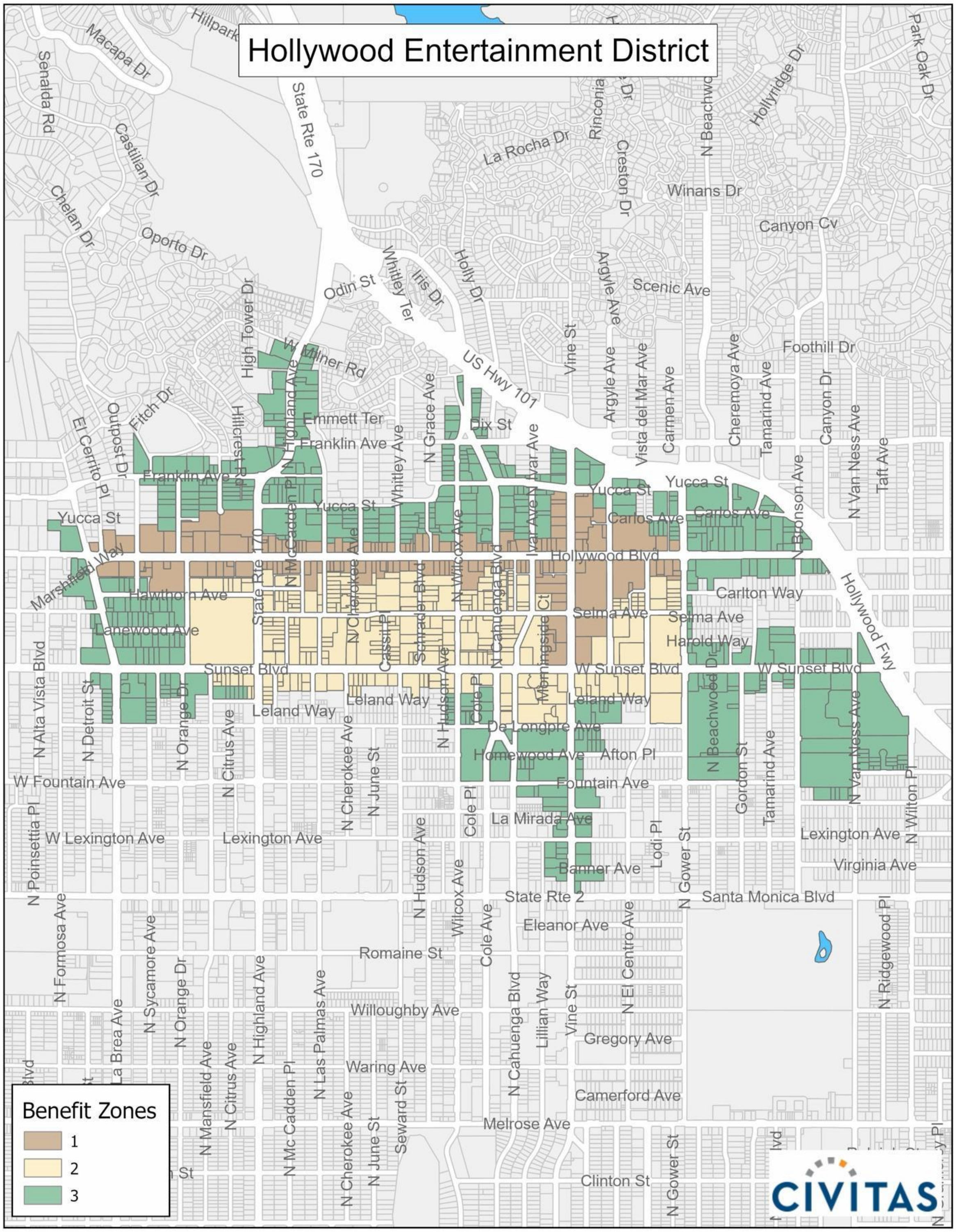


Exhibit B: Seasonal Services Overlay Zone

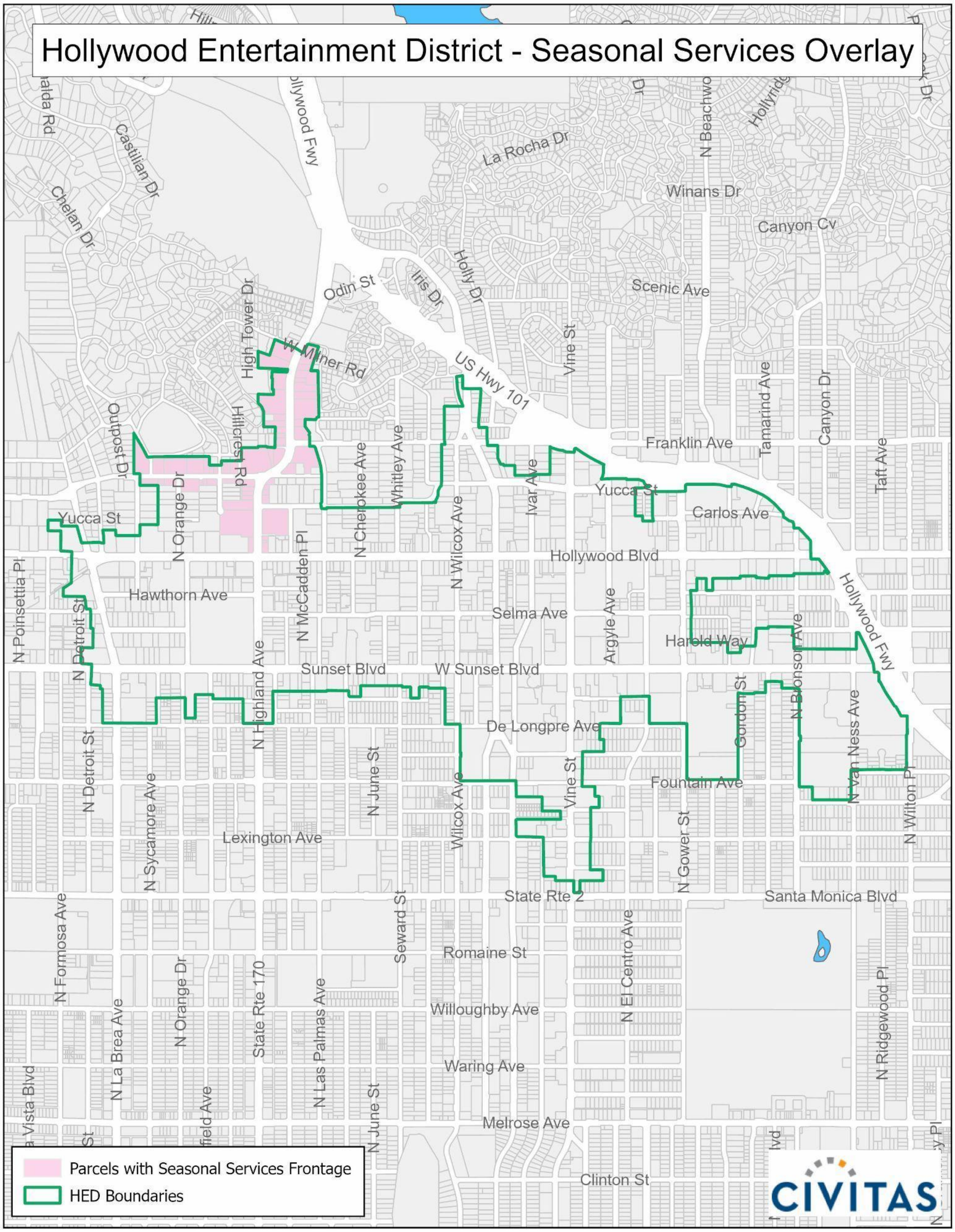


Exhibit C: EaCa Alley Overlay Zone

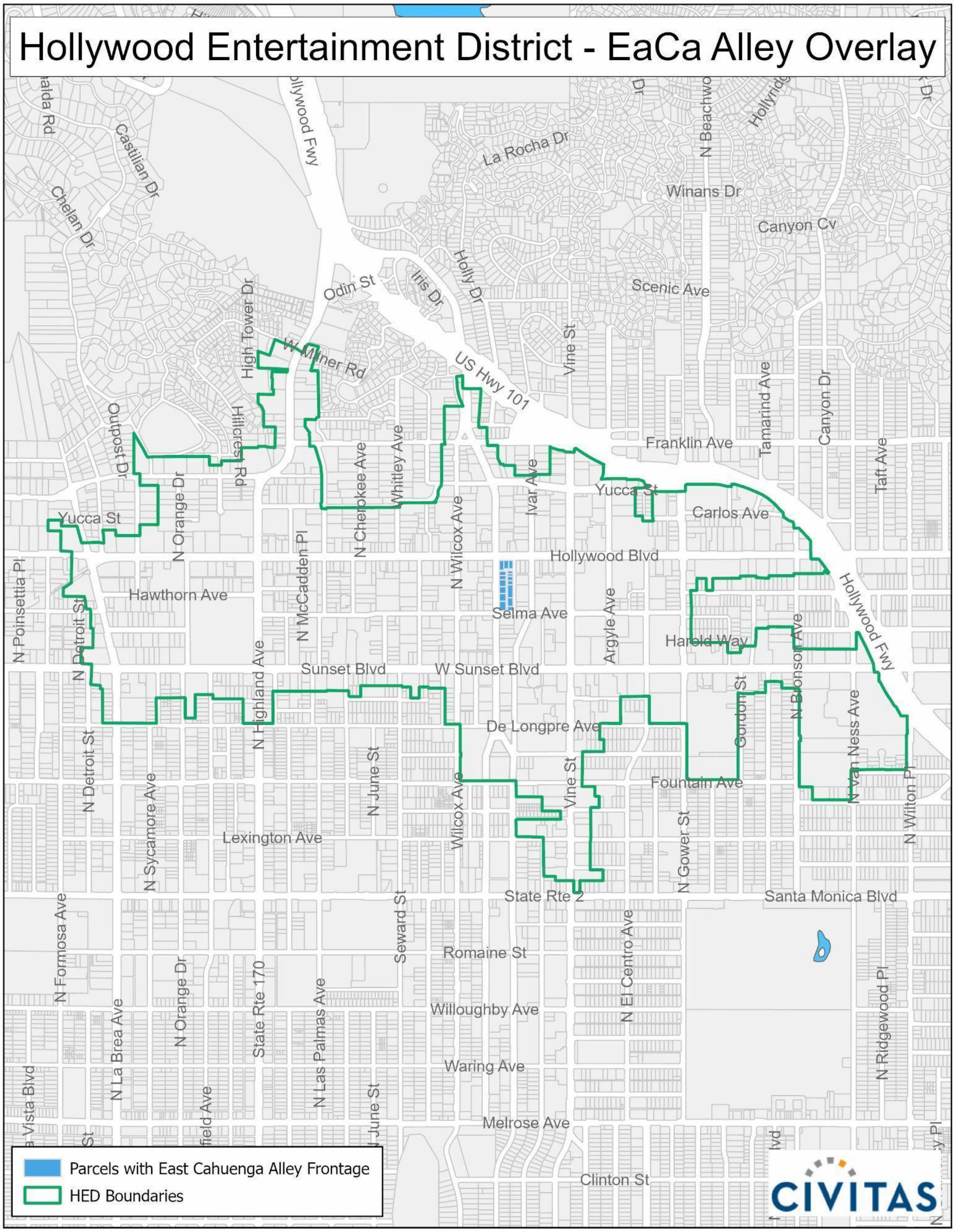
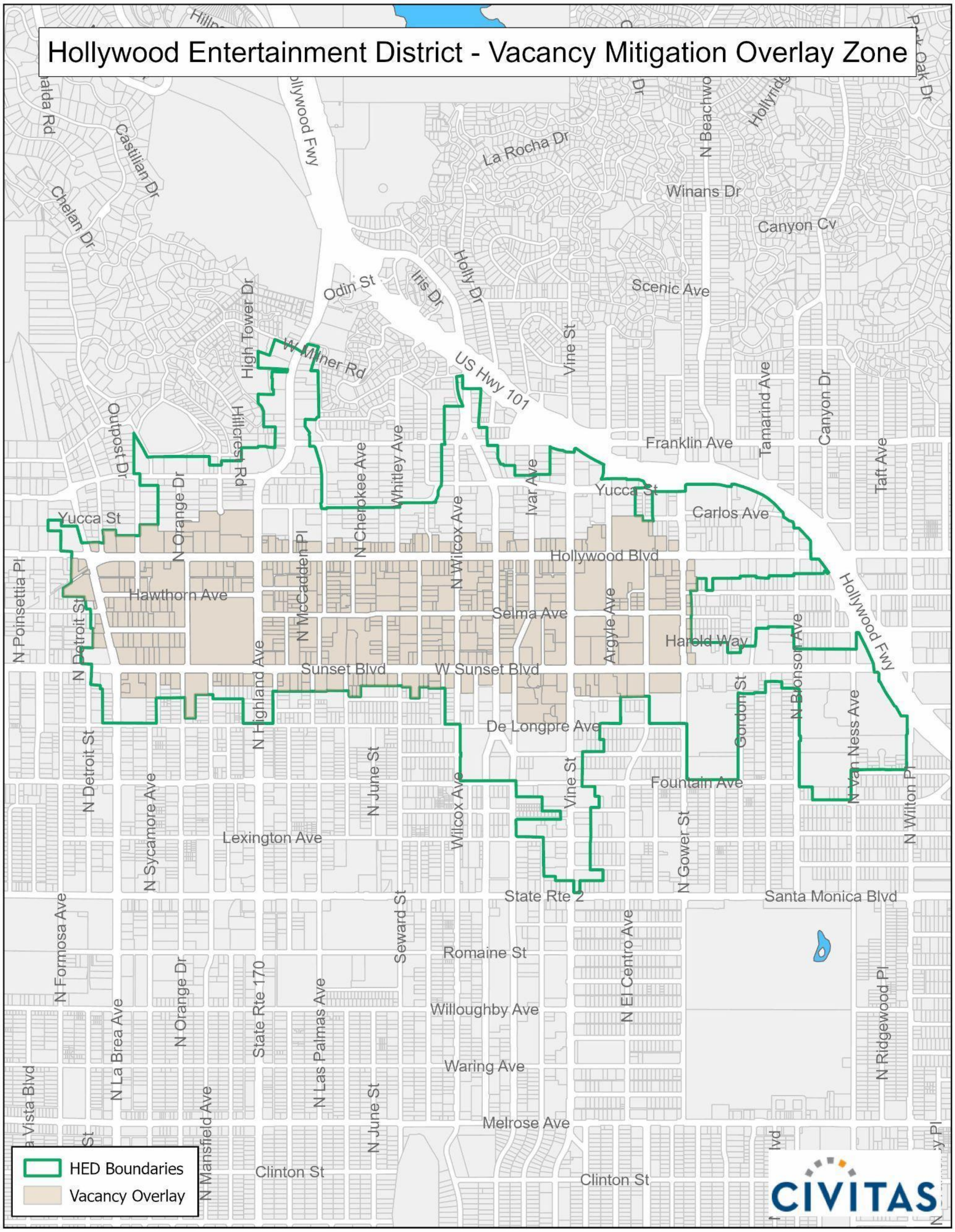
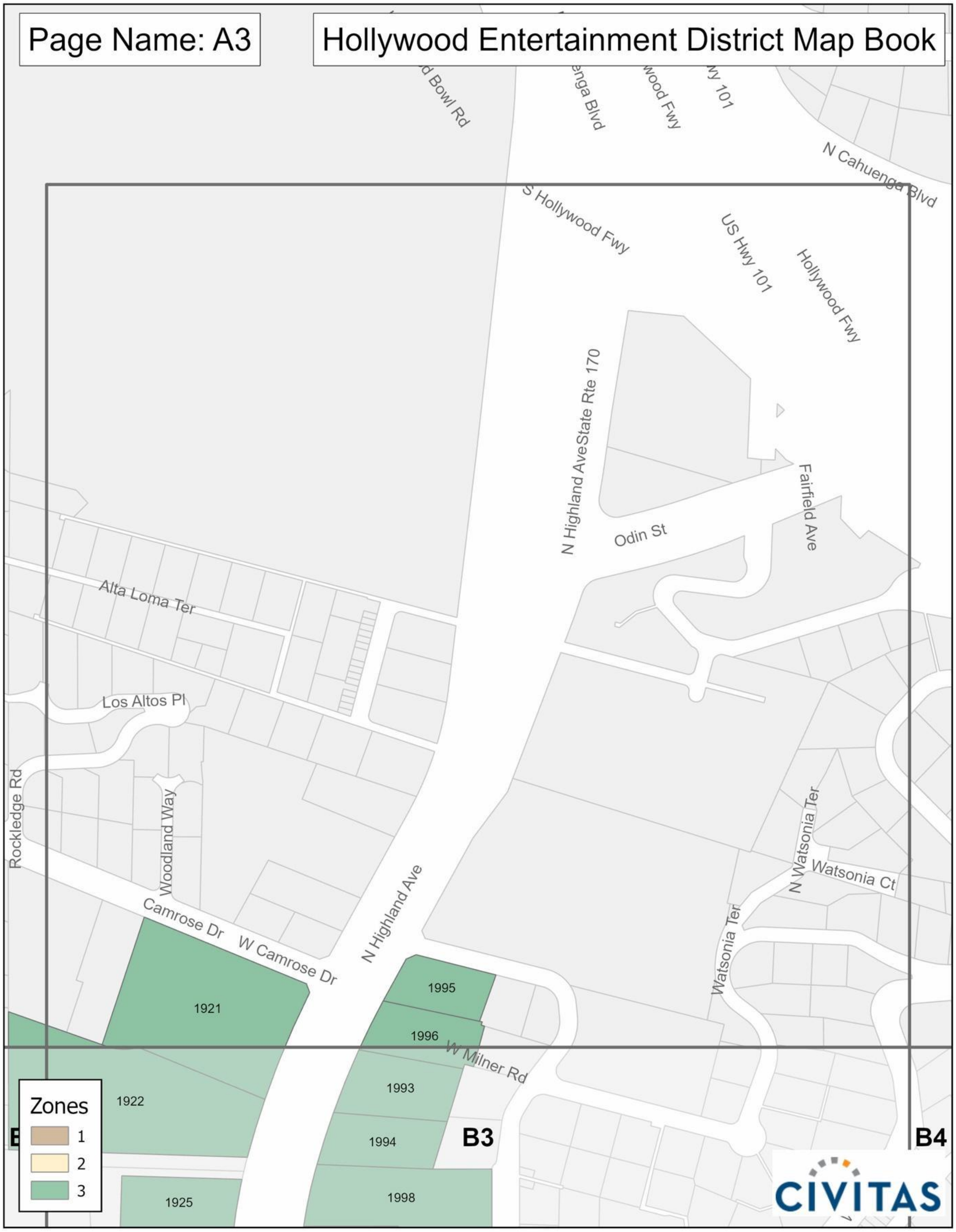


Exhibit D: Vacancy Mitigation Overlay Zone

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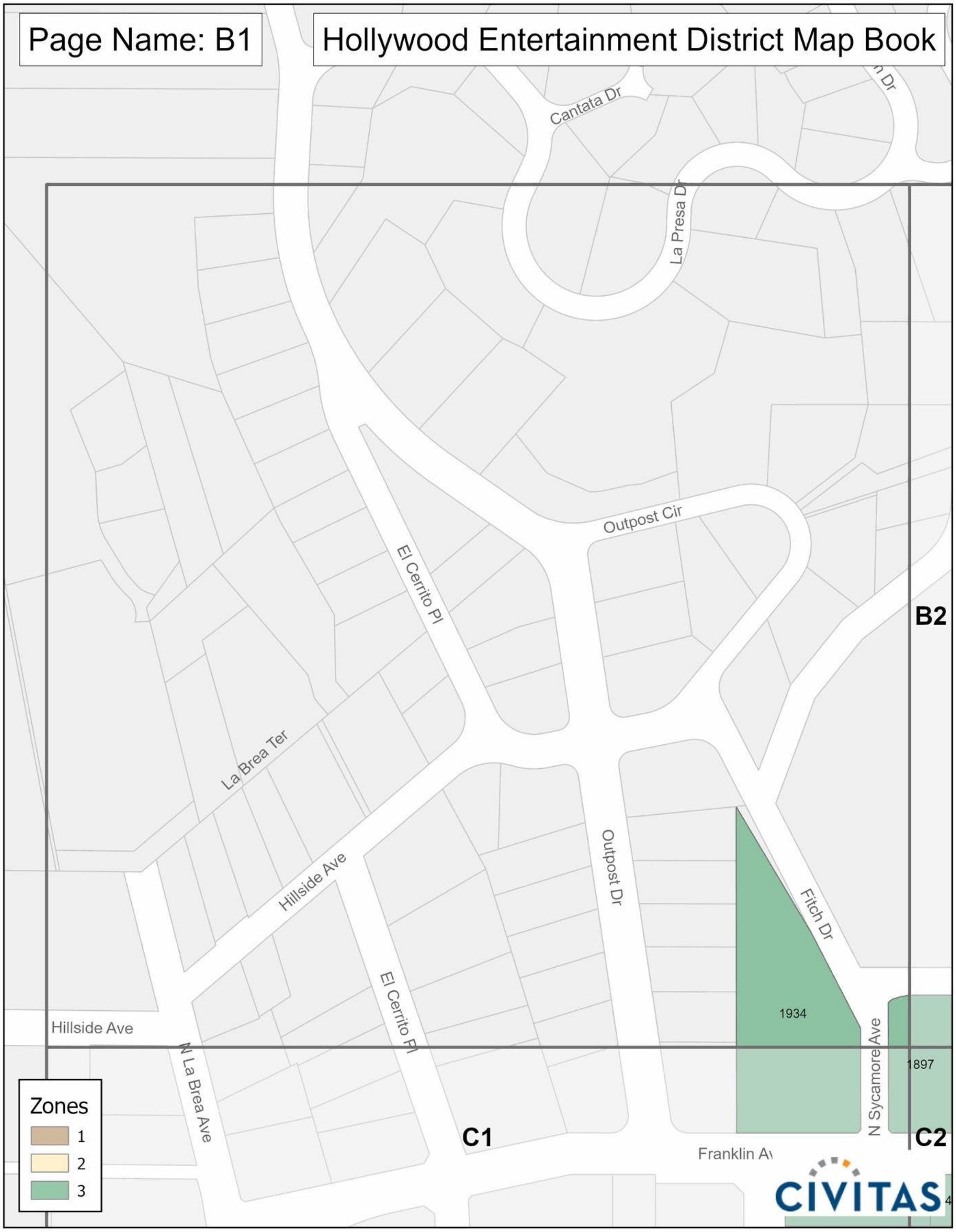
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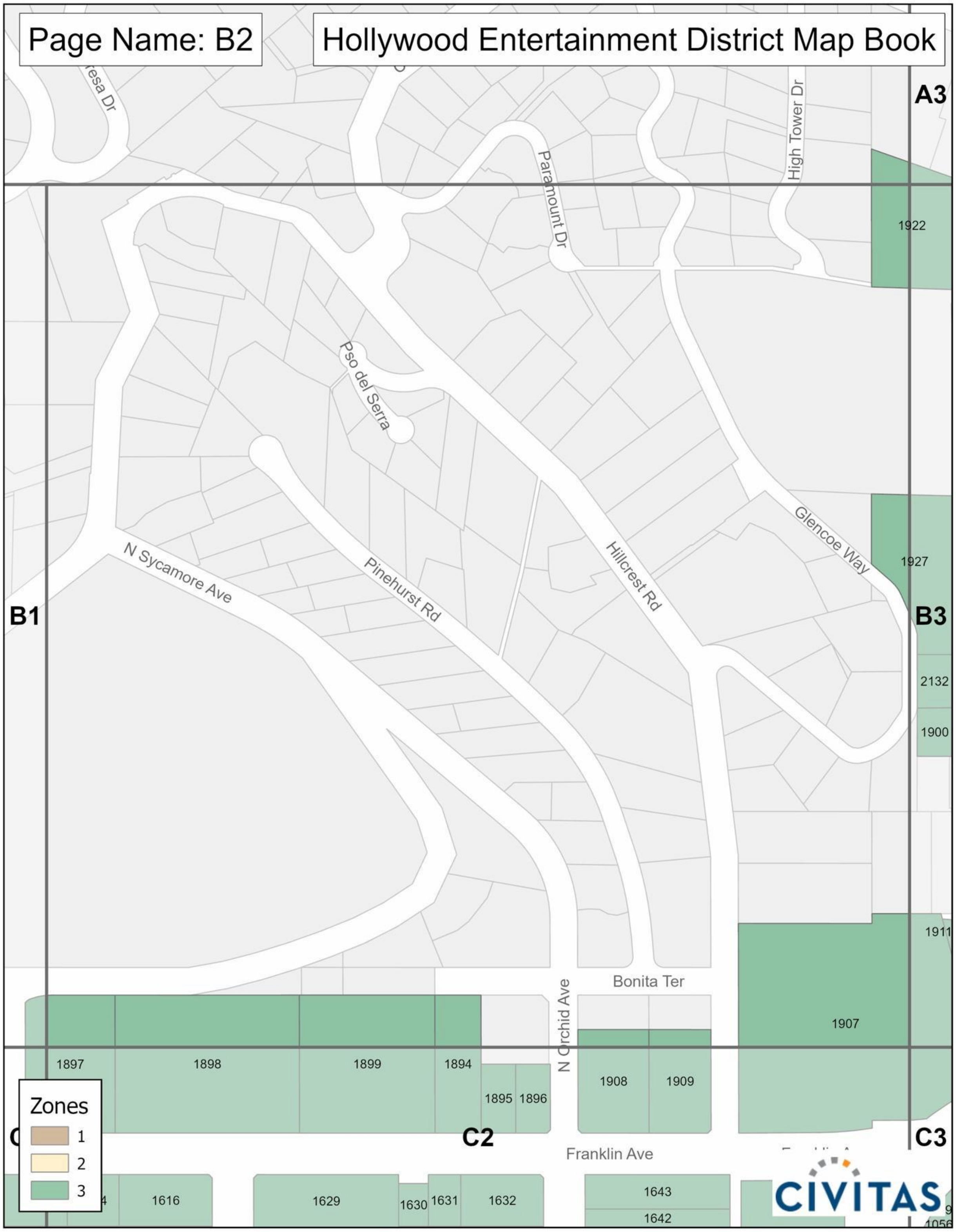
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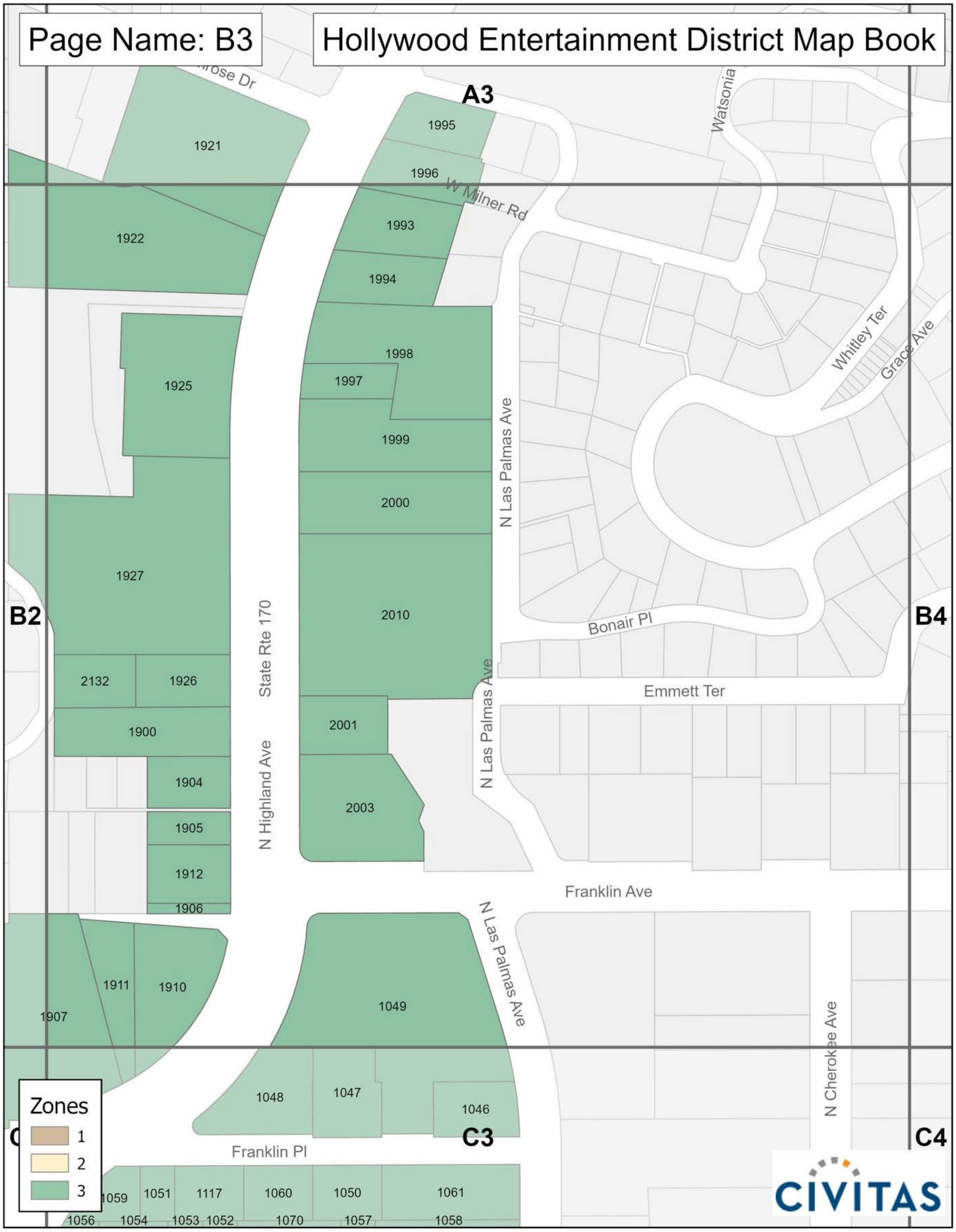
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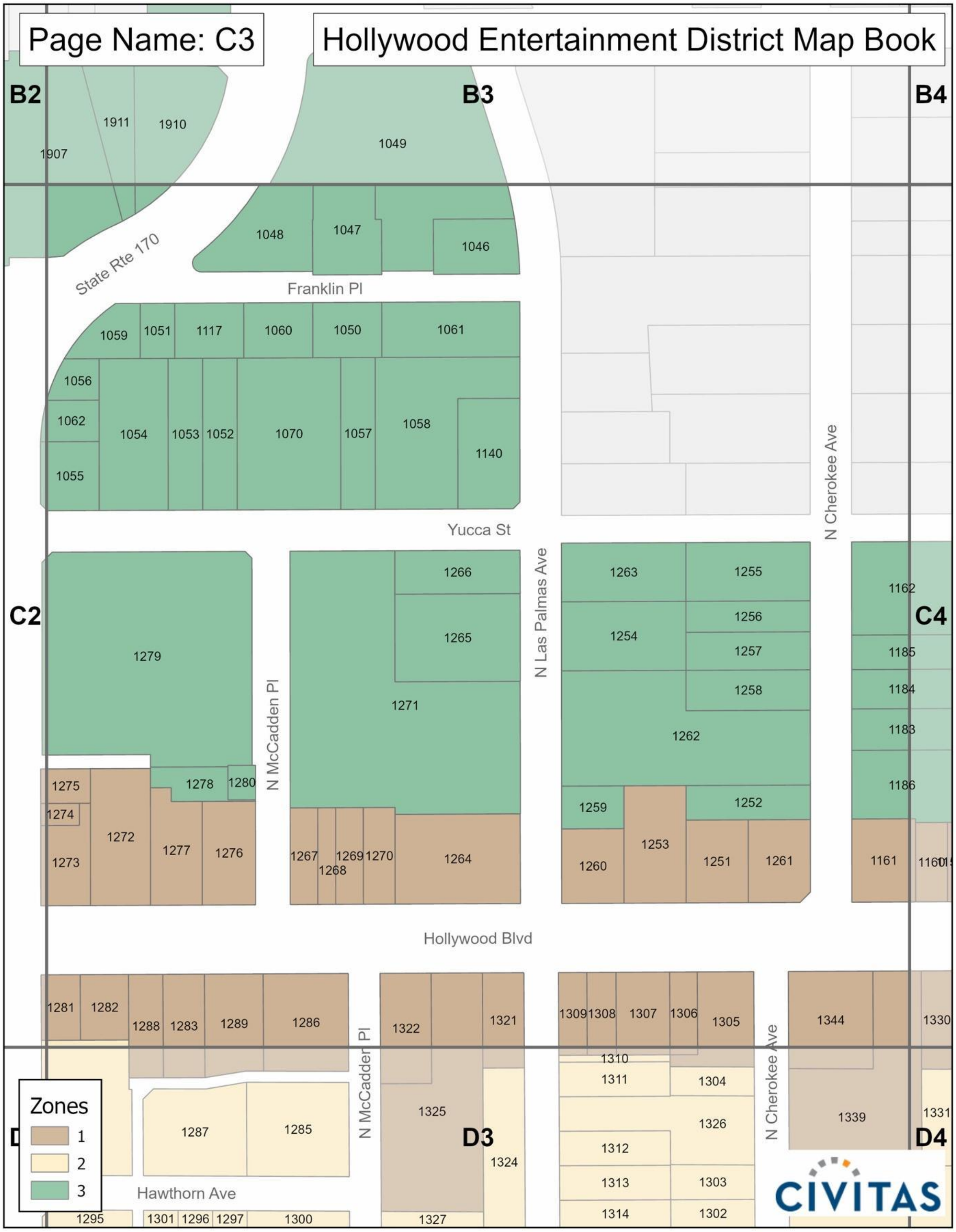
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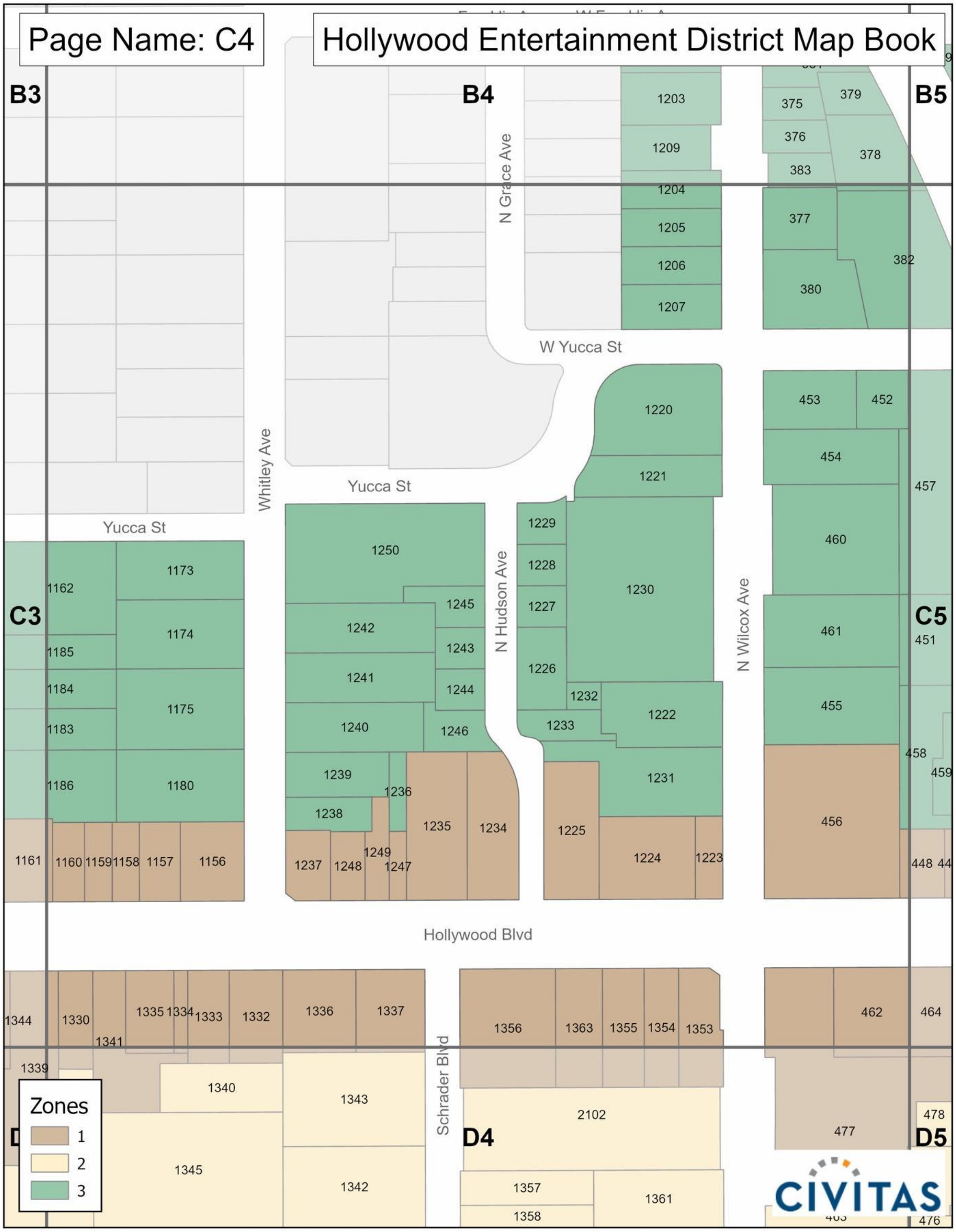
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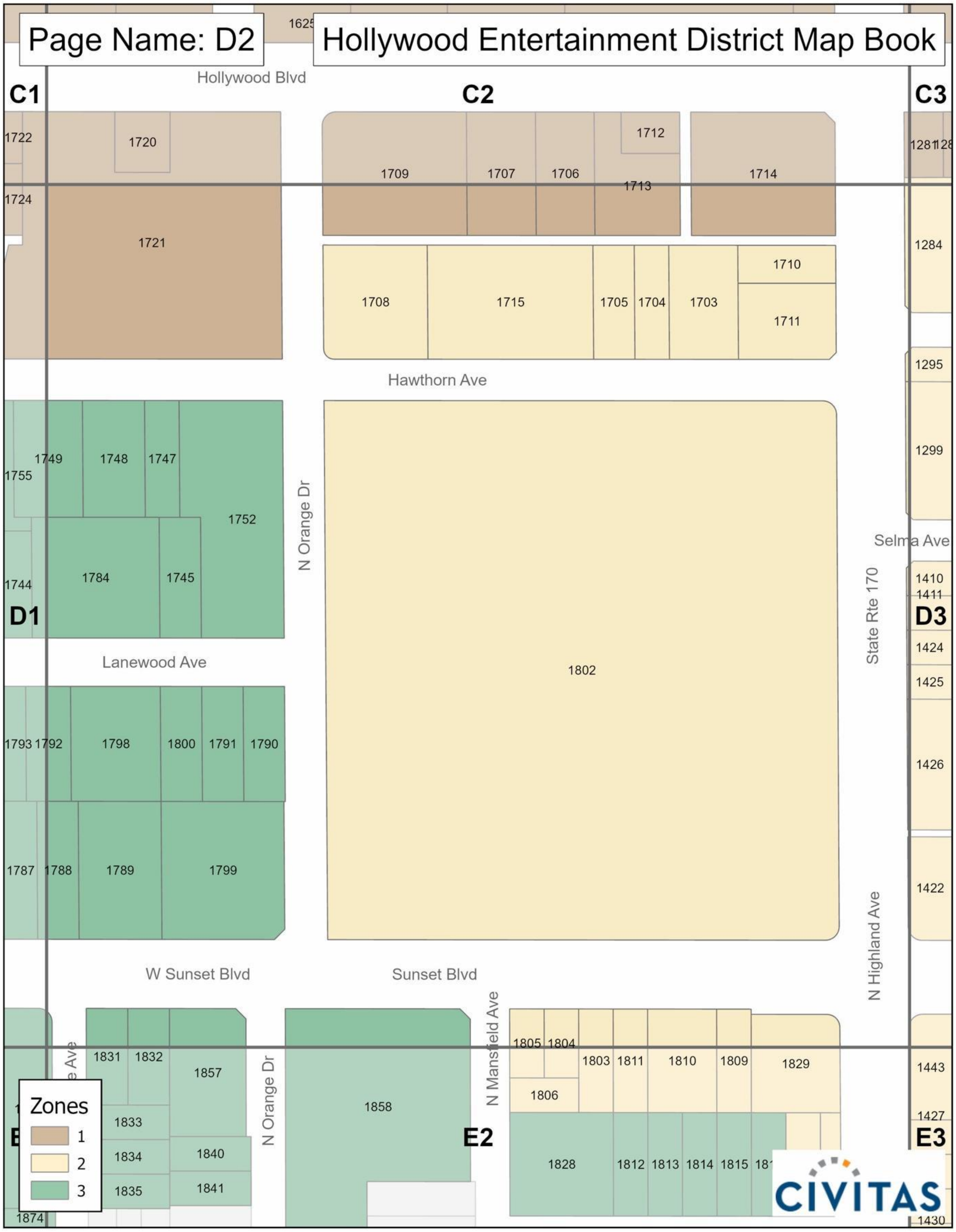

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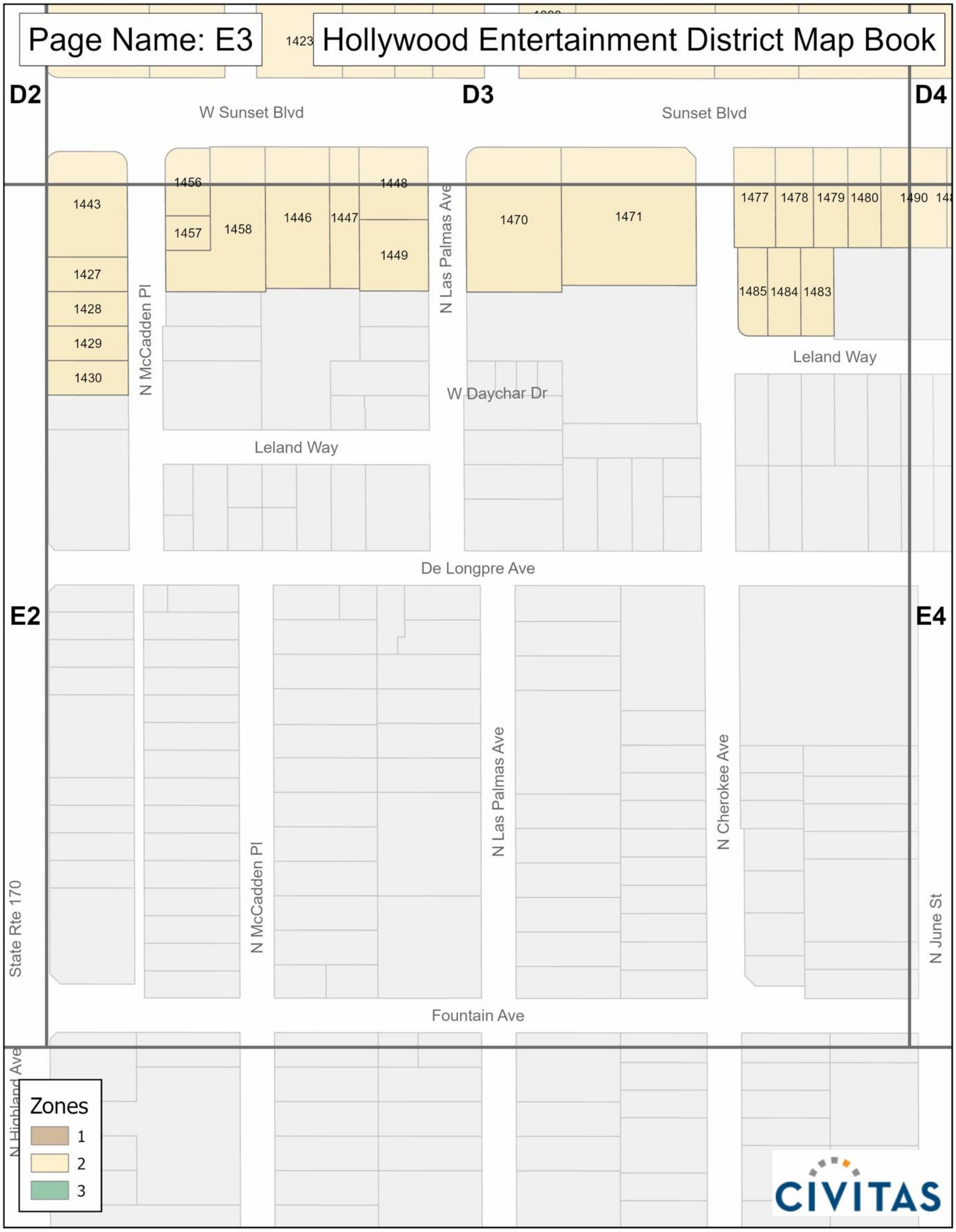
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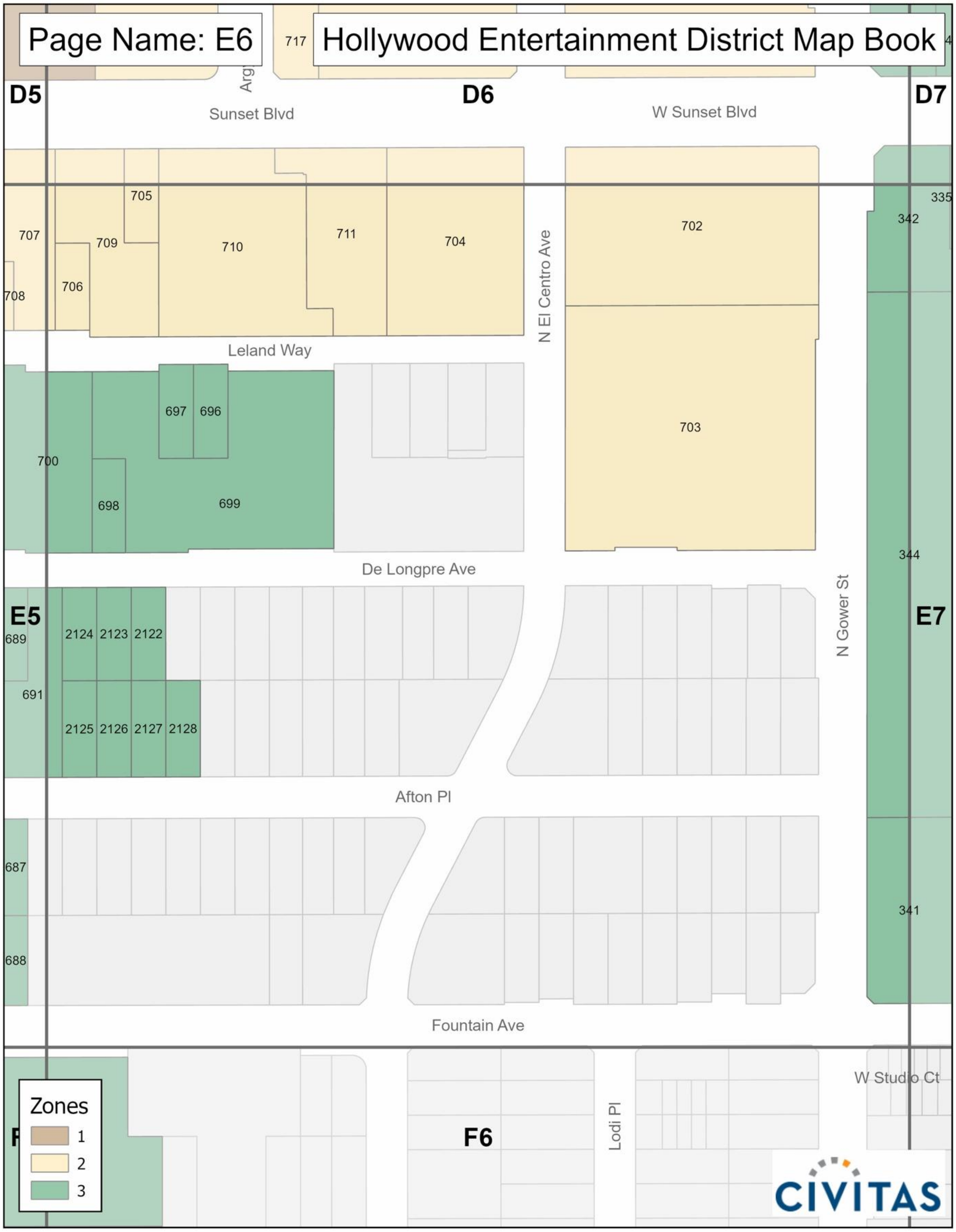
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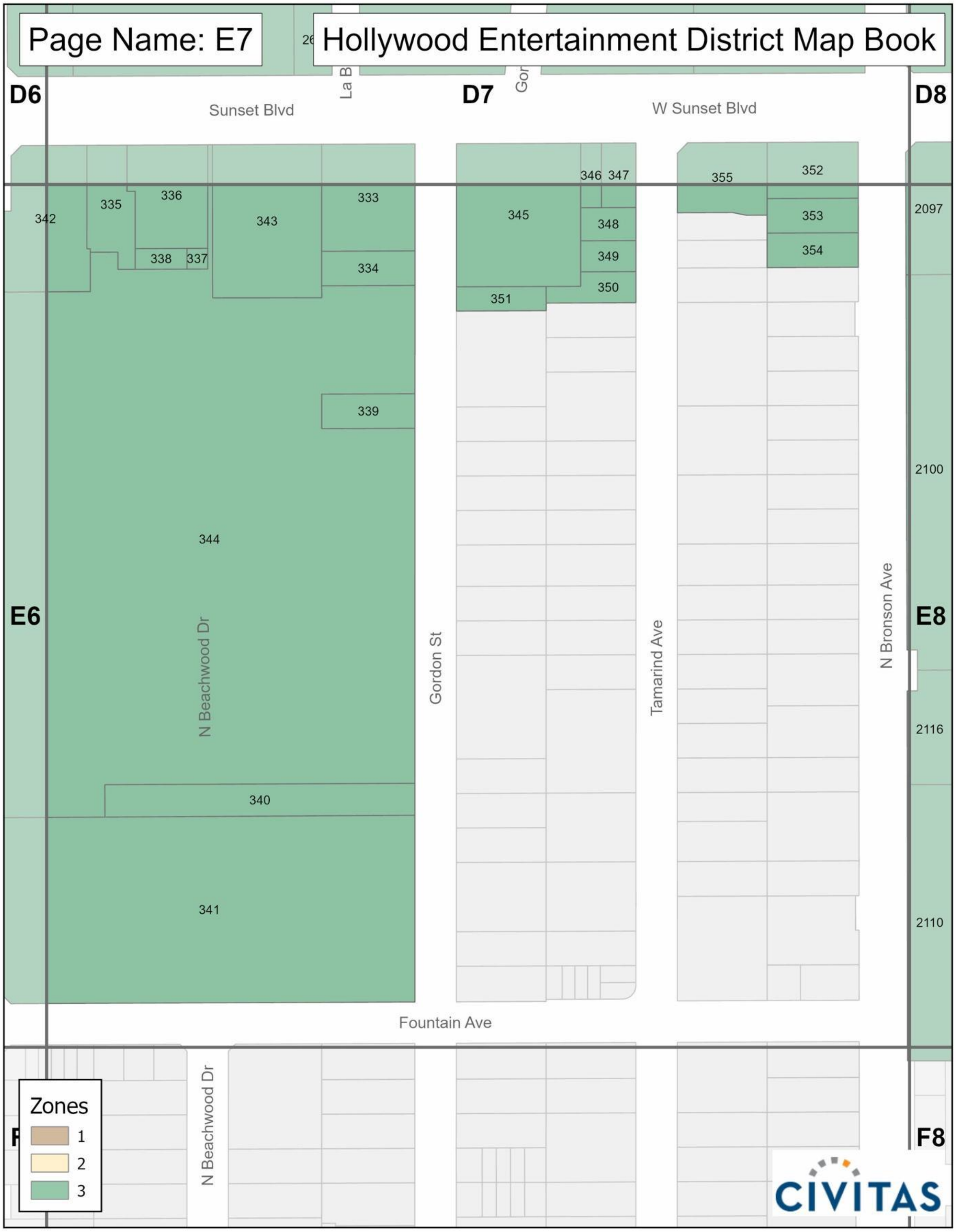
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APPENDIX 4 – PARCEL ASSESSMENT CALCULATIONS

*To be added once database in finalized and approved by City

APPENDIX 5 - TOTAL ESTIMATED COST OF IMPROVEMENTS, MAINTENANCE, AND ACTIVITIES

The estimated maximum cost of the line items below was developed based on the estimated costs of providing improvements, maintenance, and activities in the HED PBID. The costs below are estimated, the actual line item costs will fluctuate. The table below shows combined expenditures from assessment and non-assessment funds. Assessment funds are governed by Section VI. There is no limit on reallocation of non-assessment funds by the Owners' Association. The total maximum budget may exceed the maximum listed in this table if parcel ownership changes result in parcels being assessed at a higher rate due to a higher estimated benefit.
*To come from Engineer…

APPENDIX 6 – SERVICES BY ZONE

SERVICE LAYER	CATEGORY / ZONE	SERVICES
Environmental Services	**Safety, Cleaning & Operations**	• Foot, Bicycle & Vehicle Safety Patrols • Safety Escorts • Security Cameras & Technologies • Coordinated Dispatch & Security Communications • Homelessness, Mental Health & Social Service Outreach • Pressure Washing& Street Sweeping • Star & Sidewalk Polishing • Trash Collection & Litter Removal • Graffiti, Sticker & Flyer Removal • Curb Painting • Tree & Landscaping Management & Weed Abatement • Streetscape & Infrastructure Management • Public Open Space Management • Pedestrian Improvements • Traffic & Transportation Improvements
Vibrancy Services	**Placemaking & Events**	• Lighting Design & Installation • Signage Design & Installation • Landscaping Design & Installation • Tree Planting & Establishment Care • Public Art Development & Conservation • Interactive Installations & Programming • Holiday Displays & Seasonal Decor • Community Events & Programming • Entertainment Zone Management • Capital Improvements & Special Projects
	Economic Development & Business Support	• Economic Development Planning & Management • Business Support & Retention • Leasing Support • Real Estate Development Support • Business Recruitment & Incubation • Pop-Ups, Temporary Activations & Mobile Businesses • Incentive Programs • Technical Assistance
	Tourism & Visitor Experience	• Visitor Assistance, Hospitality & Concierge Services • Information Kiosks & Visitor Centers • Wayfinding Signage • Visitor Experience Monitoring & Improvements • Destination Branding, Marketing & Publicity • Public Restroom Management

SERVICE LAYER	CATEGORY / ZONE	SERVICES
	Policy, Planning & Advocacy	• Legislative Monitoring & Advocacy • Government Relations • Streetscape & Public Open Space Development • Zoning, Land Use & Community Development • Community Outreach & Communications • Community Meetings & Roundtables • Data Management, Insights & Storytelling • Research & Publication • Civic Leadership Development
Overlay Services	**Seasonal Services Overlay Zone (SSOZ)**	• Foot, Bicycle & Vehicle Safety Patrols • Safety Escorts • Pressure Washing, Sweeping & Polishing • Trash Collection & Litter Removal • Graffiti, Sticker & Flyer Removal • Traffic & Transportation Improvements • Visitor Assistance, Hospitality & Concierge Services • Capital Improvements & Special Projects
	EaCa Alley Overlay Zone (EAOZ)	• Trash Collection & Waste Management • Pressure Washing, Sweeping & Custodial Services • Capital Improvements & Special Projects
	Vacancy Mitigation Overlay Zone (VMOZ)*	• Foot, Bicycle & Vehicle Safety Patrols • Security Cameras & Technologies • Trash Collection & Litter Removal • Graffiti, Sticker & Flyer Removal • Painting & Anti-Graffiti Treatments • Lighting Design & Installation • Leasing Support • Signage & Window Clings • Pop-Ups & Temporary Activations • Incentive Programs

**Note: VMOZ services shall commence beginning in year two (2) of HED PBID operations.*

APPENDIX 7 – SERVICE LEVEL PRIORITIES BY ZONE

	Zone 1	Zone 2	Zone 3
Safety, Cleaning & Operations			
Foot, Bicycle, & Vehicle Safety Patrols	High	High	High
Safety Escorts	Medium	Medium	Low
Security Cameras & Technologies	High	Medium	Low
Coordinated Dispatch & Security Communications	Medium	Medium	Medium
Homelessness, Mental Health & Social Service Outreach	Medium	Medium	Medium
Pressure Washing, Sweeping & Polishing	High	Medium	Low
Trash Collection & Litter Removal	High	High	High
Graffiti, Sticker & Flyer Removal	High	High	High
Painting & Anti-Graffiti Treatments	Medium	Medium	Low
Tree & Landscaping Management & Weed Abatement	High	Medium	Low
Streetscape & Infrastructure Management	High	Medium	Medium
Public Open Space Management	High	Medium	Low
Pedestrian Improvements	Medium	Low	Not Provided
Traffic & Transportation Improvements	Low	Low	Not Provided
	Zone 1	Zone 2	Zone 3
Placemaking & Events			
Lighting Design & Installation	Medium	Medium	Low
Signage Design & Installation	High	Medium	Medium
Landscaping Design & Installation	High	Medium	Low
Tree Planting & Establishment Care	Medium	Medium	Low
Public Art Development & Conservation	High	High	Low
Interactive Installations & Programming	Medium	Low	Not Provided
Holiday Displays & Seasonal Decor	Low	Low	Not Provided
Community Events & Programming	High	High	Low
Entertainment Zone Management	Medium	Medium	Not Provided
Capital Improvements & Special Projects	Medium	Medium	Low
	Zone 1	Zone 2	Zone 3
Econ. Dev. & Business Support			
Economic Development Planning & Management	Medium	Medium	Medium
Business Support & Retention	High	High	Medium
Leasing Support	Low	Low	Low
Real Estate Development Support	Low	Low	Low
Business Recruitment & Incubation	High	Medium	Low
Pop-Ups, Temporary Activations & Mobile Businesses	High	Medium	Not Provided
Incentive Programs	Medium	Low	Not Provided
Technical Assistance	Medium	Medium	Medium
	Zone 1	Zone 2	Zone 3
Tourism & Visitor Experience			
Visitor Assistance, Hospitality & Concierge Services	High	Medium	Not Provided
Information Kiosks & Visitor Centers	High	High	High
Wayfinding Signage	High	Medium	Low

Visitor Experience Monitoring & Improvements	Low	Low	Low
Destination Branding, Marketing & Publicity	Medium	Medium	Medium
Public Restroom Management	Medium	Medium	Medium
	Zone 1	**Zone 2**	**Zone 3**
Policy, Planning & Advocacy			
Legislative Monitoring & Advocacy	High	High	High
Government Relations	Medium	Medium	Medium
Streetscape & Public Open Space Development	High	Medium	Low
Zoning, Land Use & Community Development	Medium	Medium	Medium
Community Outreach & Communications	High	High	High
Community Meetings & Roundtables	Medium	Medium	Medium
Data Management, Insights & Storytelling	Medium	Medium	Medium
Research & Publication	Medium	Low	Low
Civic Leadership Development	Low	Low	Low