



We're supporting thriving communities.
Finance, Budget & Audit Committee - April 17, 2024
Legistar File #2024-0183

Recommendation

AUTHORIZE the Chief Executive Officer, or their designee, to execute a Petition to Renew Los Angeles County Metropolitan Transportation Authority's ("LACMTA") participation in the North Hollywood Transit Property-Based Business Improvement District (BID) for a period of six (6) years commencing January 1, 2025, for a total estimated amount not to exceed \$1,130,228.16 over the term of the BID renewal.

North Hollywood Transit BID Map

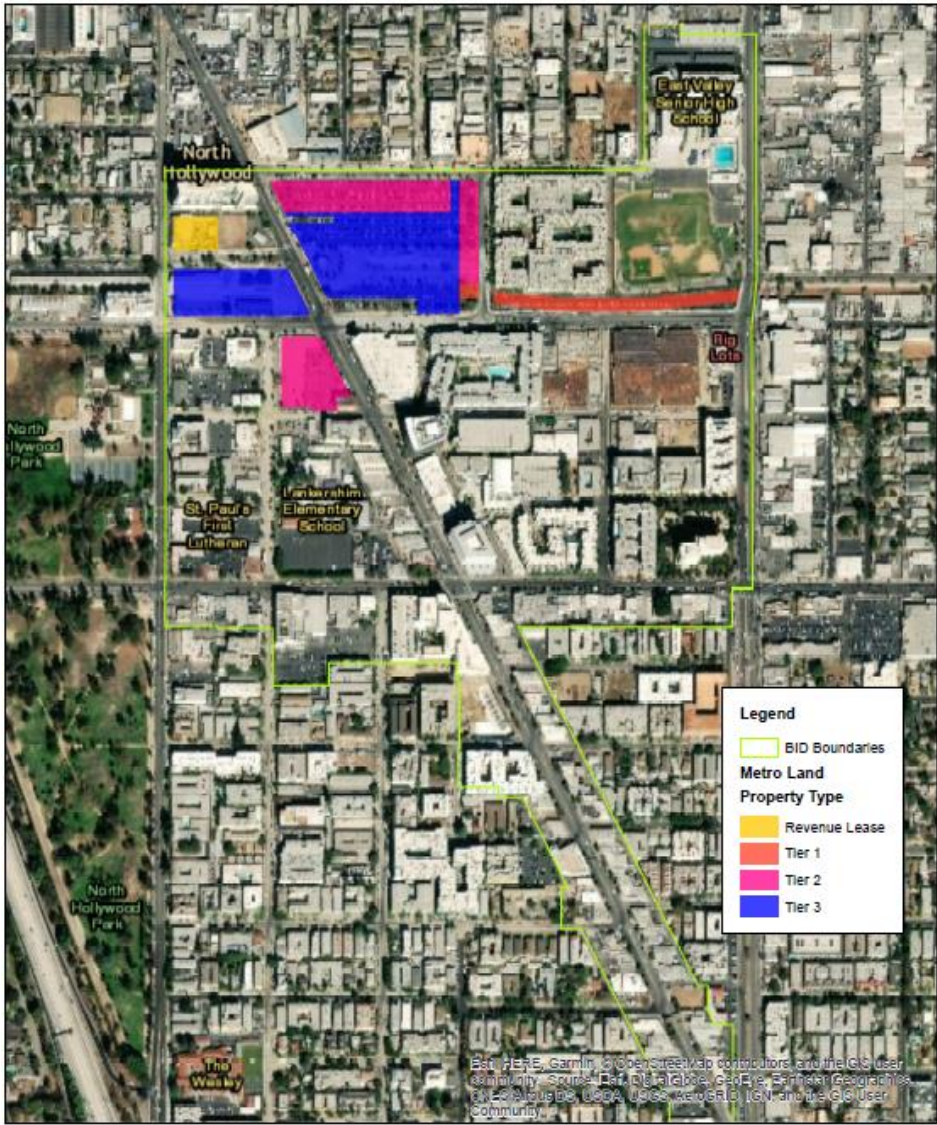


- █ BID Boundary
 - Zone 1
 - Zone 2
 - Zone 3
- APN List
 1= 2350-003-902
 2= 2350-003-906

North Hollywood Transit
Business Improvement District
 2025 - 2030



Metro-owned Property within BID



BID Services Provided to Metro Properties

The fees paid by Metro to the BID will finance, in part, the annual budget for the BID which includes:

- **Clean & Safe Programs:**
 - Bicycle and foot patrol
 - Sidewalk sweeping and pressure washing
 - Graffiti and handbill removal
 - Trash removal and landscaping.
- **Communication & Marketing Programs:**
 - NoHo Card/App business attraction program
 - District banner branding program
 - Destination Marketing
 - Placemaking Activities
 - Website

Financial Impact & Next Steps

Financial Impact

PERIOD	YEAR	AMOUNT	ANNUAL INCREASE
1	2025	\$158,001.15	Base
2	2026	\$169,061.23	7%
3	2027	\$180,895.52	7%
4	2028	\$193,558.20	7%
5	2029	\$207,107.28	7%
6	2030	\$221,604.79	7%
TOTAL		\$1,130,228.16	

Upon Board approval:

Upon guidance and approval by the Board of Directors, the BID Petition to Renew will be finalized and executed by the CEO or their designee.