

Old Granada Village

BUSINESS
IMPROVEMENT
DISTRICT



2020

ANNUAL REPORT

“The Valley’s Most Neighborly Town”



2020 BOARD OF DIRECTORS

JOHN CICCARELLI *President*
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COLIN CREWS
Council District 12 Liaison

SUSAN LEVI
Executive Director

SERVICES

- Annual Tree Trimming
- Sidewalk Sweeping and Pressure Washing
- Litter Receptacle Emptying
- Landscape and Median Maintenance

We are happy to be supporting the continuation of the BID to ensure the maintenance and the continued esthetic improvement of the Chatsworth Street corridor. The many beautification projects that the BID has accomplished over the years have done a lot to give a facelift to our Old Granada Village. Projects including the town clock, the landscaped medians, the benches, trashcans and the latest project, the hanging flower baskets, have all been done with quality and lasting style. Being local business owners, commercial and residential property owners who see many San Fernando Valley residents in our office on any given day, we are always happy to hear when they are pleased with the transformation that has taken place on Chatsworth Street. It not only encourages local city pride but is an added feature to our commercial property owners when they are marketing their spaces for lease or sale.

DR. BOB & LORI LUSZCZAK
White Oak Family Dentistry & Property Owner



My name is Gohar Hovsepyan. My husband Káren and I are the owners, and have our dental practice at Viva Smile on Chatsworth Street in Granada Hills. We just celebrated our second year in Granada Hills. We both strongly support the Business Improvement District and we love the services they bring to our neighborhood, as well as the upgrades to the streetscape which enhances our commercial property as well. We're excited about attracting more restaurants to the area and continuing to create the village community. Our family lives here in Granada Hills and we care about what's happening here. We hope you will join us by voting yes on the upcoming petition. Stop in and see us!

GOHAR HOVSEPYAN, DDS & KÁREN BAGHDASARYAN, DDS, MBA
Viva Smile & Property Owner

My name is Valentino and my wife Maria and I are the owners of your neighborhood Frosty Queen and we love what the BID has done to the neighborhood! The Business Improvement District does so much to keep our streetscape clean. We also like that it encourages folks to stop and shop, to slow down and look around. Stop by and say hello, have one of the best burgers ever, and tell us about how you love Granada Hills as much as we do! See you soon!

VALENTINO AND MARIA SANTUCCI
Frosty Queen & Property Owner



It is with pleasure that I write this testimonial for the Business Improvement District concerning their enhancements in our neighborhood. With the hanging baskets, holiday decorations, the beautiful landscaping, elegant trash cans, and the old town clock, it gives the small town feel to our area that the ladies in the Granada Hills Woman's Club truly appreciate. We look forward to their continuing efforts to make our community even more family friendly.

BARBARA MURPHY
President, Granada Hills Woman's Club & Property Owner

WHAT WE'VE ACHIEVED

- Hanging Baskets
- Iconic Town Clock
- Landscaped Medians
- White Oak Parkways Project
- Benches and Litter Receptacles
- Vietnam Veterans Memorial Contributor

Hats off to the Old Granada Hills Business Improvement District. It's hard to believe how much they have done to improve the overall appearance and vitality of Chatsworth Street and the surrounding area. The installation of the beautifully landscaped center islands and the redirection in the way the existing Ficus trees are trimmed, give Chatsworth Street a much-needed sense of presence. The ongoing street maintenance and seasonal decorations that the business district is responsible for, reflect the strong sense of community that makes Granada Hills such a special place. Also, a special thanks to Bonnie Bursk for her endless support and involvement with the district and the community in general.

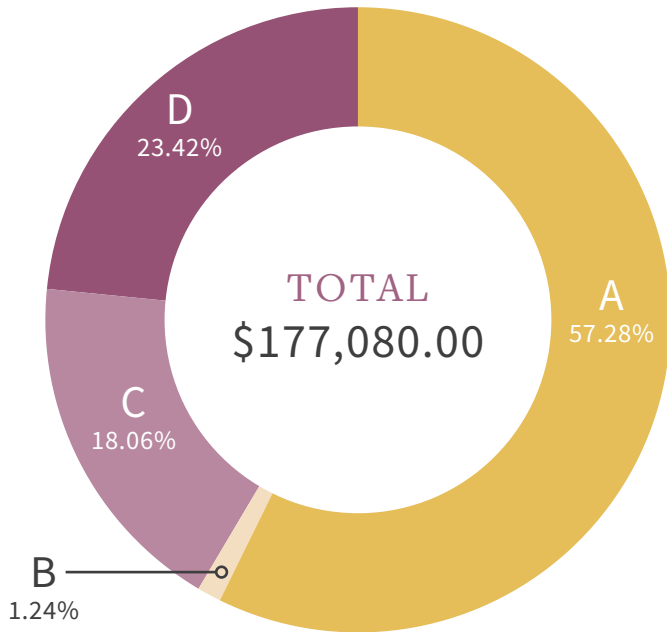
JOHN BROSNIHAN
Colonial Coach Works & Property Owner



ANNUAL BUDGET 2020

EXPENSES

* = estimated costs



A) IMAGE ENHANCEMENT

Litter Receptacles Installation @ \$80.....	\$1,760.00
Tree Wells Planting*.....	\$3,070.00
Clock Annual Maintenance*.....	\$1,000.00
Street Light Pole Painting.....	\$40,000.00
Contingency.....	\$4,000.00

Sub-total \$49,830.00

B) MARKETING

Website & Newsletter.....	\$2,000.00
Holiday Décor.....	\$5,000.00
Holiday Décor Storage.....	\$1,200.00
Stakeholder Outreach.....	\$2,000.00

Sub-total \$10,200.00

C) STREETScape SERVICES

Porter/Landscape Maintenance*.....	\$22,095.00
Extra Litter Receptacles*.....	\$5,920.00
Pressure Washing.....	\$10,500.00
Clean Litter Receptacles.....	\$2,040.00
Graffiti Abatement.....	\$1,000.00
Wash Baskets.....	\$2,280.00
Replace Two Trees.....	\$900.00
Tree Trimming*.....	\$10,000.00
Tree Watering.....	\$2,400.00
Rosemary Watering*.....	\$4,000.00
Replace Broken Receptacle Locks.....	\$500.00
Contingency.....	\$4,000.00

Sub-total \$65,635.00

D) ADMINISTRATIVE EXPENSES

Executive Director.....	\$28,550.00
General Liability*.....	\$1,800.00
Directors & Officers*.....	\$1,500.00
Property Insurance*.....	\$3,000.00
State Fund*.....	\$1,200.00
Quickbooks Online.....	\$480.00
City/County Collection Fee.....	\$3,885.00
Annual Review and Tax Return*.....	\$4,500.00
Annual Meeting*.....	\$500.00
Membership/Dues/Misc*.....	\$500.00
BID Renewal*.....	\$5,500.00

Sub-total \$51,415.00



VOTE YES FOR BID RENEWAL

The BID expires at the end of this year and we need your help to keep all of the services in place. Please call BID Executive Director, Susan Levi, at (818) 780-9100 or email susan@labids.org if you need a replacement petition or have questions/comments.