



January 13, 2016

Sherman Oaks Neighborhood Council  
Green & Beautification Committee  
Carolyn Casavan, Chair

Dear Committee Members,

We are pleased to present a request to partner with SONC to clean and paint the poles and street furniture in the Village at Sherman Oaks Business Improvement District (“District”).

Background

We first partnered with SONC in September 2013 to remove the hundreds of stickers and graffiti from all of the poles and street furniture in The Village at Sherman Oaks and to paint the furniture and poles in the District.

This partnership has continued and together we have kept the Village at Sherman Oaks clean, sticker free and its furniture and trash cans freshly painted allowing this hub of Sherman Oaks to remain a pre-eminent neighborhood in the San Fernando Valley.

Request

The District is requesting \$2,500 from the Sherman Oaks Neighborhood Council to refresh the District and keep it clean and beautiful. Below we have filled out all of the information per your request. Thank you for reviewing our project, we look forward to partnering with you once again.

- Project name: *Sherman Oaks Street Furniture Maintenance and Painting Project*
- Organization’s primary contact information:  
*Vicki Nussbaum, Executive Director*  
*Sherman Oaks Business Improvement District*  
*The Village at Sherman Oaks, Inc*  
*13907 Ventura Boulevard, Suite 104*  
*Sherman Oaks, CA 91423*  
*(310)985-8284 (cell)*  
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***The Village at Sherman Oaks, Inc.***  
***Sherman Oaks Business Improvement District***  
***13907 Ventura Boulevard, Suite 104, Sherman Oaks, CA 91423***

- The scope of the project and who this project benefits:  
*The scope of the project includes cleaning and painting the street furniture in the Village at Sherman Oaks Business Improvement District. The Sherman Oaks Business Improvement District (SOBID) will provide the labor for the cleaning of the furniture and we will contract with New Directions for Youth to paint over graffiti and scratches on the furniture.*

*We have included the proposal from New Directions for Youth (NDY) to provide graffiti removal and painting services to the street furniture (Benches, Chairs and Trash Receptacles) within the Sherman Oaks Business Improvement District (SOBID). (See attached map). These painting and graffiti removal services will include color match painting of the street furniture.*

*This project benefits everyone who lives, visits and/or works in the District. Keeping the street furniture clean and painted helps to give the entire corridor a more polished appeal and mitigate future graffiti by increasing community presence.*

- The time frame of the project from start to completion:  
*Once The Sherman Oaks BID receives approval for the funding from Sherman Oaks Neighborhood Council we will schedule the project with New Directions for Youth (NDY). New Directions for Youth (NDY) estimates that it will take 24 to 48 hours to complete the request. NDY will provide these services Monday through Friday between the hours of 7:30am to 2:30pm.*
- Project budget: Total cost for the project including breakdown of how money will be spent:  
*New Directions for Youth (NDY) will charge a \$100.00 fee for each piece of street future. The total amount paid to NDY in the past was \$5,000. Of the total, the District paid \$2,500 and SONC paid \$2,500. The SO BID day porter will also be helping to clean the street furniture. The maximum cost of the project for the painting should not exceed \$5000.00 (the amount that was paid last time) and the District will assume all day porter costs.*
- Who else is providing funding for your project and the amount(s):  
*The Village at Sherman Oaks will assume all day porter cleaning costs. It is uncertain how long it will take him help clean some of the street furniture in order to determine the exact labor cost.*

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- The amount of funding you are requesting from SONC:  
*The Sherman Oaks Business Improvement District is requesting \$2,500 from SONC to help cover the projects costs. The total project maximum cost is \$5,000. New Directions for Youth (NDY) requests SONC and the District to compensate NDY for services rendered within 15 days of submission of invoice. Since SONC payment schedule would most likely take longer, the District will pay its portion within the 15 days.*
- How SONC will receive recognition for our participation:  
*SONC will receive recognition for the project in the Sherman Oaks Business Improvement District's Newsletter and website. The newsletter is sent to all property owners in the Sherman Oaks Business Improvement District and informs property owners of the latest news happening in the BID and services that are being provided. It is important that SONC receive the proper recognition and we would also welcome any other suggestions you may have.*

On behalf of the Village at Sherman Oaks, we look forward to partnering with you on this project that will benefit the entire Sherman Oaks community.

Sincerely,

Vicki Nussbaum  
Executive Director  
Sherman Oaks Business Improvement District  
The Village at Sherman Oaks, Inc.

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