



2016 Accomplishments and Revenue/Expense Detail

Since its formation in February 2016, the Culver City Arts District Business Improvement District (CCAD BID) has worked to encourage engagement and promote its unique business community. Accomplishments to date include the creation of a brand style guide, social media marketing, increased streetscape maintenance, execution of Artwalk 2016 event, and advocacy and partnership with the City of Culver City, Culver City Academy of Visual and Performing Arts, The Culver City Chamber of Commerce and other local arts agencies. The CCAD BID is also currently working on formation of a non-profit 501(c)(6) and new banner program throughout the district. Specific accomplishments and associated expenses are presented below:

Maintenance and Beautification

The Culver City Arts District BID worked to enhance maintenance and progress beautification efforts throughout the district in 2016. This included providing enhanced monthly maintenance (above the City standard) to abate trash and weeds as well as a district wide “clean-up” in October 2016, which included sidewalk sweeping, weeding, debris removal and general cleaning of the area.

The CCAD BID met with Culver City Public Works on several occasions to discuss enhanced lighting in the area and a gateway lighting design, painting and improvements to the tree surrounds, installation of additional parking meters and median enhancements. Given the potential for the city refurbishing the medians and lack of adequate power, the CCAD BID was advised to avoid improvements (lighting or landscaping) to the existing medians.

During the July mixer, members of the CCAD BID also opted not to proceed with the gateway lighting design. The Advisory Board is instead working with a local lighting designer to create an alternate lighting plan that will visually connect the district.

Lastly, the CCAD BID is in the process of developing new street banners for the district to highlight the various “arts” represented in the district (i.e. literary arts, culinary arts, architecture, entertainment, etc.). Initial conceptual designs have been completed and were presented to members at the CCAD BID’s December meeting. The CCAD BID will progress this work in 2017.

Advocacy/Administration

The CCAD BID engaged legal services to assist with the formation of 501 (c)(6) non-profit entity to handle the future administrative functions of the BID. The CCAD BID has successfully filed Articles of Incorporation and received an Employer Identification Number from the State of California and can now legally enter into a management agreement with the City to manage the administrative functions of the CCAD BID. The CCAD BID is in the process of filing for tax exempt status with the Internal Revenue Service.



The CCAD BID also supported the City's efforts to enhance pedestrian and bicycle initiatives with The BIG JUMP grant and submitted a letter of support in October 2016.

The CCAD BID also worked with the Culver City Unified School District Academy of Visual and Performing Arts to present a "pop-gallery" presenting more than 50 students original work during Artwalk 2016. Lastly, the CCAD BID has worked to engage businesses within the district with a mailings, email blasts and mixers to encourage participation and networking.

Marketing/Promotion

The CCAD BID engaged a part-time marketing consultant to continue to market and promote the various businesses in the district. Duties included developing a comprehensive marketing plan, managing the district's current website and social media, writing blogs and newsletters and developing relationships with



businesses located within the district. The CCAD BID also produced Artwalk 2016 featuring pop-up artists, artist demonstrations, musical and dance performances, and community chalk art to promote the district as well as celebrate the City's Centennial. It is estimated that attendance was approximately 3 – 4,000 people.



Culver City Arts District 2016 Revenues and Expenses

Total Assessments Levied **47,575**

Total Revenues Received **36,200**

Assessments received (76%) - 2016 *36,200*

Total Expenses **36,200**

Amount Slated for Carryover for 2017 **14,076**

Expense Detail	Anticipated Costs	Expended	Proposed Carryover for 2017
Marketing/Events	14,543		
<i>Marketing Consultant</i>	<i>4,300</i>	<i>4,300</i>	
<i>Website</i>	<i>2,500</i>	<i>2,500</i>	
<i>Events and Advertising 2016</i>	<i>6,545</i>	<i>6,545</i>	
<i>Quarterly Member Mixers/Meetings</i>	<i>1,198</i>	<i>1,198</i>	
Improvements	13,336		
<i>Mural Banner</i>	<i>135.77</i>	<i>135.77</i>	
<i>Street Banners</i>	<i>10,000</i>		10,000
<i>Lighting Design</i>	<i>2,000</i>		2,000
<i>Maintenance/Clean-up</i>	<i>1,200</i>	<i>1,124</i>	76
Administration	8,321		
<i>Legal Services</i>	<i>3,850</i>	<i>3,850</i>	
<i>Reserve</i>	<i>1,967</i>		1,967
<i>Web Hosting</i>	<i>125</i>	<i>125</i>	
<i>City Administration Fee (5%)</i>	<i>2,379</i>	<i>2,379</i>	
TOTAL EXPENSES	36,200	22,157	14,043