

MEETING DATE: 11/01/10

AGENDA ITEM: Approval of the Downtown Culver City Business Improvement District Advisory Committee's Annual Work Program and Budget, and Adoption of a Resolution of Intention to Conduct a Public Hearing for Continuation of the Downtown Business Improvement District.

ATTACHMENTS

	<u>Pages</u>
1. Resolution of Intention, including BID Boundary Map (Exhibit "A"), Proposed Assessment Schedule (Exhibit "B"), and 2011 BID Work Program and Budget (Exhibit "C").	1-9
2. BID accomplishments during 2010.	10-11

Attachment 1

RESOLUTION NO. 2010-R _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CULVER CITY, CALIFORNIA, DECLARING ITS INTENTION TO CONDUCT A PUBLIC HEARING TO CONSIDER CONTINUATION OF THE DOWNTOWN CULVER CITY BUSINESS IMPROVEMENT DISTRICT ON NOVEMBER 22, 2010.

WHEREAS, the Parking and Business Improvement Area Law of 1989 (California Streets and Highway Code, sections 36500 *et seq.* (hereinafter, the "Act")) authorizes cities to establish parking and business improvement districts for the purpose of imposing assessments on businesses for certain purposes; and

WHEREAS, the City established by Ordinance No. 98-011 and Ordinance No. 2000-027 the Downtown Culver City Business Improvement District (the "District"); and

WHEREAS, on November 1, 2010, the City approved the District's Annual Report (work program and budget), prepared by the Culver City Business Improvement District Advisory Committee.

NOW, THEREFORE, the City Council of the City of Culver City DOES HEREBY RESOLVE as follows:

1. Pursuant to the provisions of the Act, the City Council declares its intent to levy and collect assessments for the year 2011 within the District.

2. The proposed boundaries of the District are set forth in Exhibit "A," which is attached hereto and incorporated herein by reference, and are the same as those contained in Ordinance No. 2000-027 and Ordinance No. 98-011.

1 3. The improvements and activities proposed for the District shall
2 be funded by the levy of assessments on businesses within the District
3 boundaries and may include, but are not limited to, the following:

4 a. General promotion of business activities within the
5 District;

6 b. Promotion of public events which benefit businesses in
7 the District and which take place on or in public places within the
8 District;

9 c. Decoration of any public place within the District; and,

10 d. Acquisition, construction, installation or maintenance of
11 improvements identified in section 36510 of the Act.
12

13 4. The City Council intends to levy assessments on businesses
14 located within the boundaries of the District, in the amounts and on the business
15 classifications set forth in Exhibit "B," which is attached hereto and incorporated
16 by reference as though fully set forth herein.

17 5. Except where funds are otherwise available, an assessment to
18 pay for all specified improvements and activities within the District will be used to
19 fund the activities and improvements shown on Exhibit "C."
20

21 6. The District's Annual Report, on file with the City Clerk, should
22 be referred to for a full and detailed description of the improvements and
23 activities to be provided for the year 2011, the boundaries of the District and the
24 assessments proposed to be levied upon the businesses within this District.

25 7. Businesses commenced during the year following the renewal
26 of the District shall not be exempt from such assessments, but shall be assessed
27
28

1 the appropriate amounts as listed on Exhibit "B" in a prorated manner, based
2 upon the number of whole months remaining in the assessment period.

3 8. The City Council shall hold a public hearing on the 22nd day of
4 November 2010, at 7:00 p.m., or as soon thereafter as this matter may be heard,
5 in the Culver City City Council Chambers at 9770 Culver Boulevard, Culver City,
6 California.

7 9. At the above-referenced public hearing, written and oral
8 protests may be made.

9 10. The City Clerk shall certify to the passage of this Resolution
10 and cause the same to be published once in a daily newspaper of general
11 circulation in the Culver City area, not less than seven days before the above-
12 referenced public hearing.

13
14 APPROVED and ADOPTED this _____ day of _____ 2010.

15
16
17
18 _____
19 CHRIS ARMENTA, MAYOR
20 City of Culver City, California

21
22 ATTEST:

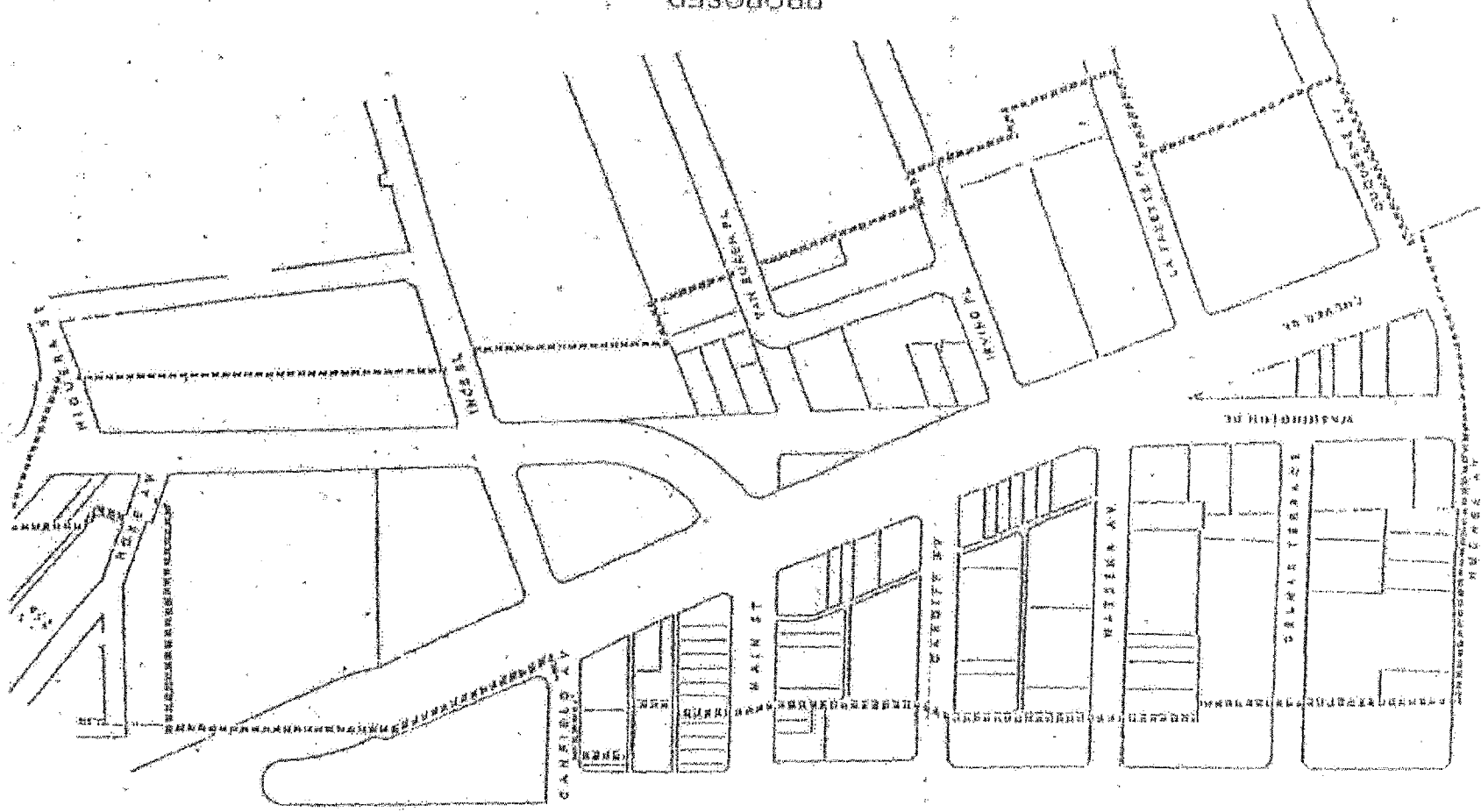
23 APPROVED AS TO FORM:

24 _____
25 MARTIN COLE, City Clerk
A10-00366

26
27
28

CAROL A. SCHWAB, City Attorney

Exhibit A



PROPOSED
DOWNTOWN CULVER CITY
BUSINESS IMPROVEMENT DISTRICT

Exhibit B

Downtown Culver City-Business Improvement District- Report of Proposed Year 2011 Work Program and Budget

The Downtown Culver City Business Improvement District Advisory Committee ("Advisory Committee") is pleased to present its Proposed Year 2011 Work Program and Budget. This report is prepared in accordance with the requirement of Culver City Ordinance No. 98-011, which established the Downtown Culver City Business Improvement District ("DCCBID"), the Business Improvement District Management Agreement between the City of Culver City ("City") and the Culver City Downtown Business Association ("CCDBA"), and the *Streets and Highways Code*, section 36533.

The Advisory Committee does not propose any changes to the Advisory Committee structure, nor to the boundaries of the parking and business improvement area. A map illustrating BID boundaries is included as Exhibit A. The Advisory Board recommends the assessment schedule as follows:

Business Type	City Business License Code	Annual BID Fee
<u>TYPE A</u>		
Retail 1-1000 sq. ft.	036-144, 396, 399, 402	\$ 351
Retail 1001-2500 sq. ft.		\$ 585
Retail 2501-5000 sq. ft.		\$ 877.50
Retail > 5000 sq. ft.		\$1170
Hotel	456, 480	\$1755
Bar/Restaurant: Total Seats, both Indoor & Outdoor:	390, 654-690	
0-50 seats		\$1170
51-100 seats		\$1755
> 100 seats		\$2340
Computer Graphics & Computer Services	152, 200	\$ 585
Martial Arts Studio, Health Studios, Hair Salon	744, 276	
0-25,000 sq. ft.		\$ 585
> 25,000 sq. ft.		\$1170
<u>TYPE B</u>		
Theaters	858	\$2.34/seat
Live Performance	858	\$1.17/seat
<u>TYPE C</u>		
All others, not listed		\$351
<u>TYPE D</u>		
Banking Institutions 0-7500 sq. ft.	342	\$1170
Banking Institutions > 7500 sq. ft.		\$1755
Film Studios	490, 498	\$1170
Recording Studios	554	\$1170
Utilities		\$1170
Hospitals > 20,000 sq. ft.	780	\$2340
Hospitals and Clinics < 20,000 sq. ft.		\$1170
<u>TYPE E</u>		
Commercial Rentals	432	
< 5,000		\$1170
5,001-15,000		\$1755
15,001-25,000		\$2340
25,001-35,000		\$2925
Over 35,000		\$3510

The DCCBID's activities and estimated costs for the coming year are set forth in Exhibit "B" Proposed Year 2011 Work Program Budget. All funds collected are used for BID activities which strengthen the business climate within the BID area, attract new investment and improve the quality of life for all downtown users.

Note:

1. Fee for individual business owners with multiple business licenses/operations at the same address will be based on the single highest category.
2. Business owners with multiple business locations within the BID area will be assessed separately at each location.
3. Commercial rentals will be assessed for each building location, not each tenant space.
4. Multiple independent business owners at the same address will be assessed separately at their respective rates.

Exhibit C

The Advisory Board proposes the following Work Program for 2011:

MAINTENANCE

The DBA Clean Team will continue to provide downtown maintenance services per the Memorandum of Understanding (MOU) between the City of Culver City and Culver City Downtown Business Association. MOU services are separately funded by a separate agreement between the City of Culver City and the DBA. Other Work Plan items outside of Maintenance are not funded by MOU dollars. Downtown Maintenance services, including both MOU agreed and DBA provided services, are as follows:

- Sidewalk maintenance program:
 - Personnel to sweep litter, debris and refuse from sidewalks, alleys (paseos) and gutters of the District
 - Empty sidewalk trash receptacles throughout District daily
 - Sweep and pressure wash District sidewalks, Town Plaza, paseos, alleys and parking structure stairwells, landings, alleys and entrance ramps on a monthly schedule throughout the year
 - Bi-annual pressure washing of parking structure stalls, floors and drive lanes
 - Monthly pressure washing of parking structure entrances, landings and stairwells; Wipe down of parking structure elevators to maintain a clean appearance
 - Sweep and maintain areas around trash compactors
 - Street furniture to be wiped and cleaned daily (benches, bike racks, parking meters, mailboxes, and pay phones)
 - DBA Clean Team on streets daily, 10am to 4pm (Sun-Thurs) and 1pm to 7pm (Fri and Sat)
- Landscape Program:
 - Weed abatement in planters, medians, sidewalks and tree wells
 - Trash and debris will be removed from planting areas
 - Removal and replacement of dead vegetation
 - Trimming of bushes and shrubs
 - Plants and flowers to be provided in planting areas and pots on an annual basis
- Graffiti reporting:
 - Graffiti is logged and reported immediately to the City Graffiti Removal Team for removal
 - Paper signs and handbills will be removed

COMMUNICATION/IMAGE

- Continue and extend marketing efforts of Downtown Culver City; by creating marketing partnerships with established and new downtown businesses, pursuing promotional opportunities and actively seeking visibility with media outlets.
- Continue development of the *Downtown Third Wednesday Block Parties*; increasing participation of downtown businesses, expanding the scope of the event, raising awareness and increasing attendance.
- Continue efforts to establish a lunchtime shuttle between Hayden Tract and Downtown Culver City

- Maintain, enhance and promote website, by increasing functionality and providing greater services to members and the general public.
- Fully utilize social media networking (i.e. Facebook, Foursquare, etc) for the promotion of Downtown Culver City.
- Creation and distribution of a new monthly e-newsletter, linked to the website
- Partner with the City of Culver City and the downtown business community to create a festive holiday atmosphere for downtown
- Partner with City of Culver City to produce the annual Holiday Tree Lighting Ceremony
- Maintenance of year-round Culver Blvd. decorative tree lights (twinkle lights)

ADVOCACY & ADMINISTRATION

- Employ a full-time Executive Director in order to ensure the successful management and administration of DBA programs and to provide efficient and timely communication to the DBA constituency
- Continue management of the Culver City Downtown Valet Parking Program; working with City of Culver City Engineering to determine best practices for a successful program
- Continue management of downtown maintenance program, including increased services set forth by the MOU agreement with the City of Culver City
- Proactive communication with City Council, staff, and the community on policy and development issues impacting Downtown Culver City.
- Continue to seek and support community fundraising opportunities, such as the Community Garden project
- Proactive communication with City on violations of existing codes in relation to aesthetics and safety of facades and streetscape
- Continuing coordination between City Sanitation Division and businesses to improve the district dumpster/trash/recycling issue. Work to include increasing the quantity of dumpsters and trash receptacles, adding recycling bins, as well as improving the maintenance of trash compactors and dumpsters
- Partner with City of Culver City and other organizations (Culver City Chamber, Downtown Residents' Association, etc.) on advocacy issues and initiatives that may impact the quality of life for businesses and all users of downtown Culver City
- Continue working with the City to develop additional funding to increase the maintenance and landscape efforts in downtown
- Fundraising effort will be explored to continue programs such as the Holiday Tree Lighting and other programs deemed important to the success of downtown
- Interacting with the City Finance Department to ensure timely assessment billing and payment
- Day to day communication of programs with DBA constituency

Downtown Culver City-Business Improvement District

Proposed Year 2011 Work Program and Budget

Revenue

2011 BID Assessment Fees	\$164,000
Carry forward from 2010 assessments	\$ 29,639
Interest Income	\$ 60
Memorandum of Understanding (MOU)	\$122,100
Downtown Valet Revenue (estimated at \$1500 @ 12mos)	\$ 18,000

Total Revenue

\$333,799

Expenses

Maintenance Management Contract (\$2,060 @ 12mos)	\$ 24,720
-Labor (\$1710 per month)	
-Fuel (\$350 per month)	
MOU Maintenance Management (\$10,175 @ 12mos)	\$122,100
Uniforms	\$ 100
Beautification Management (twinkles, add'l landscape, etc.)	\$ 3,500

Total Maintenance Management

\$150,420

Advocacy/Administration

Executive Director (full-time salary)	\$ 72,000
City BID Administration Fee (2%)	\$ 3,280
Professional Fees	\$ 2,000
D & O Insurance	\$ 1,450
Liability Insurance	\$ 770
Tax Preparation, Dues, Permits	\$ 900
Bank Service Charges	\$ 0
Office Rent	\$ 0
Telephone	\$ 1,920
Office Supplies/Postage/Computer Services	\$ 1,500

Downtown Valet Parking Management

Valet Operations city permit (\$300 per each 6mos)	\$ 600
Valet Stations city permit (\$1,290 @ 12mos)	\$ 15,480
Lot leases (\$2,000 @ 12mos)	\$ 24,000

Total Administration

\$123,900

Communication/Image/Downtown Marketing

\$ 29,840

-Holiday Event (\$4,300)
-Downtown Block Parties
-Website/e-newsletter
-Public Relations
-Shuttle Service
-Misc.

Total Communication/Image

\$ 29,840

2011 Reserves

\$ 29,639

Total Expenses

\$333,799

Attachment 2

2010 ACCOMPLISHMENTS

MAINTENANCE

- Continuation of the DBA's sidewalk maintenance and landscape program provided by the DBA Clean Team.
- Coordination with City of Culver City to implement a Memorandum of Understanding (MOU) for downtown maintenance. The MOU transfers funding to the DBA to perform increased maintenance and landscape services in downtown. Beginning September 2008, the following services are being provided by the DBA per the MOU agreement:
 - A sidewalk maintenance program with the DBA Clean Team on the streets daily conducting the following services: sweep litter, debris and refuse from sidewalks, alleys (paseos) and gutters of the District, empty sidewalk trash receptacles, sweep and pressure wash sidewalks, plaza, paseos, and alleys, parking structure stalls, floors and drive lanes, as well as entrances, landings and stairwells. Wipe down parking garage elevators. Sweep and maintain areas around trash compactors, cleaning of street furniture (benches, bike racks, parking meters, mailboxes, and pay phones). DBA Clean Team on streets daily.
 - A Landscape Program that includes the following: weed abatement in planters, medians and sidewalks, trash and debris removed from planting areas, removal and replacement of dead vegetation, trimming of bushes and shrubs, plants and flowers to be provided in planting areas and pots on an annual basis.
 - Removal of paper handbills and signs, as well as logging and reporting graffiti to City's Graffiti Removal Team.
- Established a "Maintenance Committee" of the Board of Directors to work on recycling, sanitation, landscaping and other maintenance issues related to downtown's business and pedestrian environment.
- Coordination with City Sanitation Division and businesses to improve the district dumpster/trash/recycling issue. Worked to include increases in the quantity of trash receptacles placed in the downtown district, as well as improved maintenance of trash compactors and dumpsters.

COMMUNICATION & IMAGE

- Expanded the "Marketing Committee" of the Board of Directors to develop programs for promoting Downtown businesses and marketing partnerships with established and new downtown businesses, as well as seeking visibility from media outlets.
- Produced the *Downtown Third Wednesdays/Summer Block Parties*, by engaging downtown businesses to work collaboratively in order to attract new visitors to Downtown and raise awareness of Downtown as an vibrant and exciting nightlife destination.

- Completed new design of website providing increased functionality and greater services to members and the general public.
- Began utilizing social media networking for the promotion of Downtown Culver City.
- Began investigating the possibility of implementing a lunchtime shuttle from the Hayden Tract to Downtown, which would service both the downtown businesses, as well as the Hayden Tract employees.
- Maintenance of downtown LED twinkle lights.
- Through development of an events MOU between the DBA and City Redevelopment Agency, the Annual Holiday Tree Lighting was a co-sponsored event between the DBA and the Agency.

ADVOCACY & ADMINISTRATION

- Employed a full-time Executive Director in October 2009 in order to ensure the successful management and administration of DBA programs and to provide efficient and timely communication to the DBA constituency.
- Established a "Community Relations Committee" of the Board of Directors to create a vehicle for communication between the DBA, downtown business, other Culver City organizations and City government.
- Sought to support community fundraising opportunities, such as the Community Garden project.
- Continue management of the Culver City Downtown Valet Parking Program; working with City of Culver City Engineering to determine best practices for a successful program.
- Communicated and worked with City Council, staff, and the community on policy and development issues impacting Downtown Culver City.
- Expedited communication with the City regarding violations of existing codes in relation to aesthetics and safety of the downtown district.
- Coordinate with City of Culver City and other organizations (Culver City Chamber, Downtown Residents' Association, etc.) on advocacy issues including recycling, outdoor dining standards, smoking regulations and other initiatives that may impact the quality of life for businesses and all users of downtown Culver City.
- Established a garden project at Farragut Elementary School and will continue with development of garden curriculum into next year.
- Enhanced day-to-day management of maintenance and communication programs as well as constituency services.
- Improved interaction with City to ensure timely assessment billing and payment.
- Day to day communication of programs with DBA constituency.