

MEETING DATE: **9.15.15**

AGENDA ITEM: Consideration of City Sponsorship for the First Annual Taste of West Washington Event in Culver City

ATTACHMENTS

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**City of Culver City, California
Agenda Item Report**

Meeting Date: 01/12/15	Item Number: <u>A-1</u>
CITY COUNCIL AGENDA ITEM: (1) Consideration of a Petition from Area Property and Business Owners Requesting Recognition of a Newly Formed “Washington West Business District” and (2) Sponsorship of Cooperative Economic Development and Marketing Programs in the Newly Formed District.	
Contact Person / CDD Dept.: Elaine Gerety-Warner Todd Tipton	Phone Number: (310) 253-5777 (310) 253-5783
Fiscal Impact: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	General Fund: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Public Hearing: <input type="checkbox"/>	Action Item: <input checked="" type="checkbox"/> Attachments: <input checked="" type="checkbox"/>
Commission Action Required: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	Date: _____
Public Notification: (E-Mail) Meetings and Agendas – City Council (01/06/15); Stakeholders interested in forming the Washington West business district (12/02/14).	
Departmental Approval: Sol Blumenfeld (12/29/14)	City Attorney Approval: Carol Schwab (by H. Baker) (01/05/15)
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (01/06/15)	City Manager Approval: John Nachbar (01/06/15)

RECOMMENDATION:

Staff recommends the City Council (1) recognize the newly formed “Washington West Business District” which consists of property and business owners along the West Washington Boulevard corridor (between Inglewood Boulevard to the east and Beethoven Street to the west) as the “Washington West Business District” and (2) approve sponsorship of cooperative economic development and marketing activities for the area through in-kind City services.

BACKGROUND:

In 2008, the City Council and the former Culver City Redevelopment Agency Board approved a commercial revitalization concept known as an Area Improvement Plan to meet two broad goals: (1) encourage private capital investment/reinvestment and (2) eliminate blight along the West Washington Boulevard corridor. The program targets the area surrounding two catalytic redevelopment sites located at the intersection of Washington Boulevard and Centinela Avenue and Washington Boulevard and Moore Street. In addition to property acquisition, increased code enforcement, and specific land use planning, other programs were developed to meet these goals that included construction of landscaped medians, a commercial rehabilitation façade grant program, gap loans for tenant improvements, and a graphic identity/banner program.

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DISCUSSION:

The on-going revitalization efforts have attracted several new businesses and contributed to an improved climate for private capital investment/reinvestment. Recently, area business and property owners have inquired about organizing themselves to provide area-wide branding and marketing programs that could include special events; development of a business district promotional map that highlights the unique shops, services and restaurants in the area; local and social media promotions; new street banners identifying the district; and other similar programs. "Washington West Business District" was selected as the organization name.

City Sponsorship

To be categorized as a "sponsored" event by the City, an event or activity must meet the criteria set forth in Culver City Municipal Code (CCMC) Section 17.330.040.B.7.b.ii., confirming that the City is (a) participating in an official capacity in the planning, preparation or promotion of the event or activity; and (b) contributing 25% of the total estimated costs of the civic event or activity or at least \$1,000, whichever is less. This contribution may take the form of funds, labor, staff time, materials, a waiver of fees, or any combination thereof. The CCMC requires both (a) AND (b) conditions be satisfied. Additionally, in order for an event to be considered City-sponsored, the City Council must determine, by specific action, that the above criteria have been met.

If approved by the City Council, the City would (a) be participating in an official capacity in the planning, preparation or promotion of the economic development and marketing activities for the area; and (b) contributing at least \$1,000 or 25% of the total estimated costs in the form of staff time and special event permit fee application waivers.

FISCAL ANALYSIS:

City Council recognition of the newly formed "district" does not create a legally defined entity (such as the Culver City Downtown Business Improvement District). Recognition does not authorize or otherwise empower the collection of taxes, assessments, or fees. Participation in the "district" by area property and business owners is completely voluntary.

There is no additional financial impact to the City associated with recognizing the organization of property and business owners in the proposed district. The property/business owners in the area will work in partnership with Economic Development Division staff to implement branding and marketing efforts to enhance

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the area. Administration of the effort is a component of the Community Development Department's Work Plan that was approved by the City Council as part of the City Council Adopted Budget for Fiscal Year 2014/2015. The cost to implement programs will be funded voluntarily by the members of the district, and the City will provide special event permit fee waivers estimated to amount to less than \$1,000 annually and provide in-kind staff support as needed.

ATTACHMENTS:

1. Signed Petition from Property and Business Owners in the Washington West Business District

MOTION:

That the City Council:

1. Recognize the organization of property and business owners along Washington Boulevard from Inglewood Boulevard to Beethoven Street as the "Washington West Business District;" and,
2. Determine that the Washington West Business District's future events meet the criteria set forth in CCMC Section 17.330.040.B.7.b.ii. and are deemed City sponsored events; and,
3. Authorize the City Manager to provide City in-kind support to future cooperative economic development and marketing activities for the area through providing staff services and special event permit fee waivers.