



2017 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 and website development, elevated streetscape maintenance, Artwalk 2016 and 2017 events, formation of a non-profit 501(c)(6), design and installation of a new banner program 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. 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 2017. This included a district wide “clean-up” in October 2017 to include sidewalk sweeping, weeding, debris removal and general cleaning of the area. In September 2017, new street banners were installed throughout the district. The banner concept “Art is...” highlights the different “arts” represented in the district (i.e. literary arts, culinary arts, architecture, entertainment, etc.). In October 2017, a new mural was installed at the corner of Adams Avenue and Washington Boulevard.

Advocacy/Administration

The CCAD BID completed the formation of 501 (c)(6) non-profit entity to manage the administrative functions of the BID. The CCAD BID has successfully filed Articles of Incorporation, received an EIN from the State of California and entered into a management agreement with the City. 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 2017. Further, the CCAD BID has been working with the City’s Public Works Division and the Traffic and Parking Subcommittee to discuss increased parking opportunities for area businesses and is working with businesses in the area to assess the parking shortage throughout the district. Lastly, the CCAD BID has worked to engage businesses within the district with a new website, directory 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 BID. Duties included developing a comprehensive marketing plan, managing the district's current website and social media, and developing relationships with businesses located within the district. The CCAD BID also produced Artwalk 2017 featuring pop-up artists (including the AVPA), artist demonstrations, musical and dance performances, and a community chalk art lot in October 2017 to promote the district. It is estimated that approximately 4 – 5,000 people attended throughout the day.

Total Assessments Levied **52,000**

Total Revenues Received **38,750**

Assessments received *75%*

Estimated Carryover from 2017 **19,234**

Estimated Beginning Balance **57,984**

Estimated Total Expenses 2017 **35,903**

Amount Slated for Carryover for 2018 **22,082**

Expense Detail	Budget	Expended
Marketing/Events	19,500	15,183
<i>Marketing Consultant</i>		<i>5,550</i>
<i>Website Development</i>		<i>1,000</i>
<i>Events and Advertising 2017</i>		<i>7,400</i>
<i>Quarterly Member Mixers/Meetings</i>		<i>1,233</i>
Improvements	21,000	14,765
<i>Mural Banner</i>		<i>3500</i>
<i>Street Banners</i>		<i>10,515</i>
<i>Lighting Design</i>		
<i>Maintenance/Clean-up</i>		<i>750</i>
Administration	5,990	5,955
<i>Legal Services</i>		<i>1,888</i>
<i>Insurance</i>		<i>500</i>
<i>Reserve</i>		<i>1,000</i>
<i>Web site hosting</i>		<i>349</i>
<i>Business License</i>		<i>578</i>
<i>Supplies</i>		<i>550</i>
<i>Bank Accounting Fees</i>		<i>50</i>
<i>Admin fee</i>		<i>1,040</i>
TOTAL EXPENSES	46,490	35,903

