

CULVER CITY
ARTS DISTRICT
2026 WORKPLAN



Proposed 2026 CCAD Fiscal Year Work Plan

The Culver City Arts District Business Improvement District (CCAD BID) is comprised of numerous art galleries, architecture firms, creative businesses, specialty retail, restaurants, professional services, and design/wholesale firms located on the east side of Culver City (Exhibit 1). Formed in February 2016, CCAD BID works to encourage engagement among the business community and to create/promote an identity for the area. Current objectives of the district include marketing and promotion, advocacy, and maintenance/beautification of the area to visually connect the community. Accomplishments to date include the creation of a brand style guide, social media marketing, median replanting, increased streetscape maintenance, a new street-pole banner program, implementation of an outdoor dining and retail program, Washington Boulevard lighting program, execution of the annual Art Walk & Roll Festival, advocacy and partnership with the City of Culver City, the Arts District Residents Association, the Culver City Academy of Visual and Performing Arts, the Culver City Chamber of Commerce and other local arts agencies and the formation of a non-profit 501(c)(6) to manage the BID organization. By pooling resources, business owners in the BID can collectively pay for activities, which they may not be able to afford individually and can continue to revitalize and strengthen the Culver City Arts District.

Boundaries

The Arts District is primarily located along Washington Boulevard between the Metro Expo Line (National Boulevard) and Fairfax Avenue, and along La Cienega Boulevard from Washington Boulevard to Blackwelder Street. In addition, the district encompasses a portion of Fairfax Avenue from Washington Boulevard to La Cienega Boulevard and Adams Street from Washington Boulevard to Fairfax Avenue. It also includes all of Helms Avenue, Wesley Street, Perry Street, Smiley Drive, Blackwelder Street and Hines Avenue. Please see Exhibit B-1.

Advisory Board

The Advisory Board is appointed by the City Council and serves on a volunteer basis. They hold regular bi-monthly meetings to progress the annual work plan.

The composition of the CCAD BID Board is as follows:

- Member 1 – Art Gallery Owner/Operator - Joretta Sbeglia
- Member 2 – Retail - Janiece Heyward
- Member 3 – Restaurant – Alex Majurinen
- Member 4 – Art/Professional Services – Jeff Morrical
- Member 5 – Commercial Sublease/Property Owner - Noah Baylin
- Member 6 – Art/Professional Services - Carlo Marcucci

- Member 7 – Charitable Organization – Lee Chernotsky
- Member 8 – Apartment Rentals – Danaan Whitney
- Member 9 – Restaurant – Francesco Sinatra

Proposed Improvements and Activities for 2026

The activities proposed for the 2026 CCAD BID are focused in three areas: maintenance/beautification, advocacy/administration, and marketing/promotion.

Maintenance/Beautification

- Expand and maintain decorative lighting program to help promote and support outdoor dining and retail in the District.
- Paint and refurbish Ballona Creek gateway monument.
- Continue to increase street maintenance beyond the city standard to improve appearance, walkability and safety with additional weeding, sweeping and trash pick-up in landscaped areas.
- Build out a District-wide mural program.

Advocacy/Administration

- Address the City Council and the community with one voice and to strengthen partnerships with community organizations.
- Partner with the City to enhance multi-mobility and circulation throughout the District. Continue to explore parking opportunities and additional crosswalks in collaboration with City's Parking and Traffic Subcommittee.
- Explore and pursue grant opportunities.
- Maintain an active member directory.
- Continue to advocate for the needs of property & business owners in the District and relay concerns to City staff and City Council.

Marketing/Events/Promotion

- Produce and host pop-up markets/events, in partnership with local businesses to increase BID awareness and participation in the CCAD.
- Plan and execute the 2026 Art Walk and Roll Festival with the City.
- Update and maintain website(s), manage social media accounts, email marketing and printed newsletter.
- Develop and maintain relationships with businesses located within the district.

- Oversee administration and management of the BID, adherence to The Brown Act and ongoing communication between City Staff and the Board.
- Examine the feasibility of a second event in the Spring with a focus on art and community building.

Annual Assessment

The CCAD BID is an annually renewable program. Funding to implement the annual work plan is collected via assessments to businesses. Funds may only be used on the approved programs within the CCAD BID.

The assessment schedule has three levels based on both the City's business license activity codes as well as the physical location of the businesses within the district.

Business Activity

Those businesses that have business activity codes that reflect "creative" or artistic enterprise, support artistic or creative enterprise in the arts (art, architecture, marketing, entertainment, production, design services, culinary, etc.) or directly benefit from these enterprises (retail, restaurant, etc.) are identified as primary beneficiaries. Those businesses whose activity may not be directly related to the arts but that support the arts/creative businesses or its employees and/or receive some benefit by being part of an "arts" or organized district are classified as secondary beneficiaries. All other businesses in the CCAD will be classified as tertiary. Tertiary beneficiaries, similar to primary and secondary businesses, will derive benefits from the maintenance, beautification and business promotion services provided by the CCAD.

The dues from 2026 are listed below:

Dues & Assessment Schedule (Effective Calendar Year 2026)

Primary Tier: \$375 annually (Washington Blvd., National Blvd., La Cienega Blvd., Helms Avenue, Wesley Street) / \$281.25 (Smiley Dr., Blackwelder St., Adams St., Hines Ave., Fairfax Ave., Perry Dr.)

Secondary Tier: \$250 annually (Washington Blvd., National Blvd., La Cienega Blvd., Helms Avenue, Wesley Street) / \$187.50 (Smiley Dr., Blackwelder St., Adams St., Hines Ave., Fairfax Ave., Perry Dr.)

Tertiary Tier: \$125 annually (Washington Blvd., National Blvd., La Cienega Blvd., Helms Avenue, Wesley Street) / \$93.75 (Smiley Dr., Blackwelder St., Adams St., Hines Ave., Fairfax Ave., Perry Dr.)

A detailed listing of Business Activity Code and Benefit Level is listed below:

Primary Tier: \$375 annually (Washington Blvd., National Blvd., La Cienega Blvd., Helms Avenue, Wesley Street) / \$281.25 (Smiley Dr., Blackwelder St., Adams St., Hines Ave., Fairfax Ave., Perry Dr.)

Business Activity -Code Activity

144 misc. retail

152 graphic arts

157 art galleries

168 interior decoration

186 advertising/marketing

205 talent/modeling agency

216 photography/studio

225 public relations

294 architect

390 restaurant no alcohol

396 food retail

399 liquor store

410 private school

488-490 entertainment industry

126 clothing-retail

675, 678 restaurants

744 bar/tavern

828 rentals - back drops/cameras

456 hotel/hospitality

29 cannabis / distribution

Secondary Tier: \$250 annually (Washington Blvd., National Blvd., La Cienega Blvd., Helms Avenue, Wesley Street) / \$187.50 (Smiley Dr., Blackwelder St., Adams St., Hines Ave., Fairfax Ave., Perry Dr.)

Business Activity - Code Activity

138 wallpaper/paint retail

160 sales of real property

162 tailor/alteration

180 misc. trade/service

198 consultants misc.

216 photographer

222 property management

240 professional services

255 woodworking/cabinetry/welding

276 beauty shop

288 accountant cpa

300 attorney

306 dentist

312 therapist/doctor

314 chiropractor/acupuncture

324 finance/escrow service

336-37 real estate brokers

348 travel agency

384 newspaper/publications

402 pharmacy/drugs

414 apartment rentals

432 commercial property sublease

474 manufacturing/retail/wholesale

551 computer software development

557 telephone service

774 fitness center/gym/health spa

822 rentals – motor vehicles

894 animal hospital

96 jewelry store

36 arts / crafts

Tertiary Tier: \$125 annually (Washington Blvd., National Blvd., La Cienega Blvd., Helms Avenue, Wesley Street) / \$93.75 (Smiley Dr., Blackwelder St., Adams St., Hines Ave., Fairfax Ave., Perry Dr.)

Business Activity Code Activity

102 lumber/building supplies

108 mail order/retail

192 business office service

204 staffing employment

208 insurance agent

227 285 coach/teacher computer services

354 contractor in city

420 automotive repair

438 laundry/dry cleaning

444 gasoline station 505

computer repair services 510

repair services misc.

528 warehouse < 5,000 sq. ft.

540 warehouse < 10,000 sq. ft.

522 wholesale

784 export/import

786 impound yard

864 towing service

882 automobile dealers new/used

Notes:

- 1. Fee for individual business owners with multiple business licenses/operations at the same address will be based on the single highest category reflective of their primary business operation. In the event of a dispute, the CCAD Advisory Board shall review the request and make disposition on the appropriate 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 excluding beauty and health service professionals.*

The above codes represent known business activity currently within the district. New businesses that are within the district will be assessed on a pro-rata basis. If a business code is not listed above, beneficiary level will be determined by the advisory board or default to a tertiary level until the work plan can be updated.

2026 Proposed Collection

The CCAD will work with the City to develop an appropriate collection schedule to encourage full payment and receipt of the assessment fees. Carryover funds may be used to augment budgeted expenses if revenues fall short. If any additional funds are received beyond anticipated revenues they shall be allocated to the maintenance/beautification line item.

Please see Exhibit B-2.

EXHIBIT B-1: Arts District Boundaries



CULVER CITY ARTS DISTRICT Exhibit B-2
2026 STATEMENT OF REVENUE & EXPENSE
BUDGET FOR THE PERIOD 1/1/2026 TO 12/31/2026
CULVER CITY ARTS DISTRICT

Budget Summary

Category	Amount
Revenue	
BID Assessments	\$55,745
Art Walk & Roll Festival Rev.	\$105,000
Total Revenue	\$160,745
 Carryover	 \$38,702
Expenses	
City Administrative Cost	\$1,280
HdL Collection Fees	\$713
Admin. & Operations Services	\$5,000
Insurance	\$2,583
SBA Loan Repayment	\$2,898
General Administrative	\$21,072
Art Walk & Roll Festival	\$92,000
Marketing	\$11,000
Total Expenses	\$136,546
 Net Available (Revenue + Carryover – Expenses)	 \$62,901

