

## **Culver City Downtown Business Improvement District**

### **WORK PLAN 2025**

#### **Maintenance Management/Beautification/Security**

1. Coordinate with the City to enhance the décor and exterior lighting throughout Downtown Culver City in order to beautify the neighborhood and enhance the customer experience.
2. Contract with personnel and manage program for daily cleaning of trash and sidewalks in Downtown Culver City, per the Memorandum of Understanding (MOU) between the City and the DBA, including the following:
  - Sweep litter, debris and refuse from sidewalks, alleys (paseos) and gutters of Downtown Culver City on a daily basis.
  - Empty sidewalk trash receptacles throughout Downtown Culver City daily.
  - Pressure wash Downtown Culver City sidewalks, Town Plaza, paseos and alleys on a weekly basis.
  - Clean and wipe down street furniture daily (benches, bike racks, parking meters, and mailboxes).
  - Report and remove graffiti immediately and refer to the City Graffiti Removal Team as necessary.
  - Remove paper signs and handbills.
3. Beautification
  - Provide maintenance of year-round decorative tree lights in Downtown Culver City.
  - Maintain Main Street overhead decorative lights.
  - Work on additional beautification projects, including enhanced holiday decorations.
4. Participate in regular walk-throughs of downtown with Economic Development, Public Works, PRCS, ABM Parking, and Chrysalis to identify maintenance issues, and determine responsibility and solutions. Remain in close contact to ensure issues are addressed in a timely fashion.
5. Communicate with CCPD on issues involving Downtown Culver City safety and security.

#### **Advocacy & Administration**

1. Provide a platform for Downtown Culver City businesses to express their concerns and advocate for their needs with City Council and staff.
2. Work with the City and stakeholders to address economic issues facing the businesses in Downtown Culver City and to improve the mix of businesses in the community.
3. Maintain a permanent professional DBA office space in Downtown Culver City.
4. Employ full-time Executive Director to ensure the successful management of the BID and administration of DBA programs, and other staff as appropriate.
5. Proactively communicate with City and businesses on violations of existing codes in relation to health, aesthetics, and safety issues.
6. Interact with the City Finance Department and HdL to ensure timely assessment billing, payment, and collection of delinquent assessments.
7. Regularly review assessment fees, categories, and requests for penalty waivers in conjunction with HdL.
8. Serve as a resource for individual businesses navigating through billing issues.

9. Provide regular communication with DBA members, stakeholders, and other interested parties through regular membership newsletters.
10. Monitor City Council and other Culver City meetings for issues relating to Downtown Culver City.
11. Host regular meetings with business leaders to address shared concerns as they arise.
12. Support the Farmers Market in Downtown Culver City.
13. Partner with City and arts organizations to promote the public art and architectural history of Downtown Culver City.

### **Parking, Transportation and Mobility**

1. Advocate for appropriate connectivity from Expo Station to Downtown Culver City and for traffic mitigation issues.
2. Partner with the City and stakeholders to identify parking and transportation solutions which serve the interests of Downtown Culver City businesses.
3. Regularly assess the parking needs in Downtown Culver City including the former valet program to determine its viability and any necessary adjustments given current conditions.
4. Support connection with transit options and buses in Downtown Culver City, including City applications for grants relating to transportation and mobility.

### **Communication, Image, and Marketing**

1. Produce the annual Holiday Tree Lighting Ceremony in conjunction with the City and local stakeholders.
2. Produce an annual Independence Celebration for the Fourth of July Weekend with Aerial Drone Show in Downtown Culver City.
3. Produce the annual Hip and Historic Halloween event.
4. Coordinate Third Wednesday events to increase participation and promotion of Downtown Culver City businesses, expand the scope of events, and increase attendance.
5. Retain social media director to maximize the use of all social media outlets for Downtown Culver City.
6. Utilize graphic designers to ensure a consistent and professional branded look for all DBA communications with the public.
7. Retain publicist for major DBA-produced events (2025: Tree Lighting and Independence Celebration).
8. Produce the annual "A Heart of Screenland" award for a special, important, or unique contribution to Downtown Culver City.
9. Consider the development of additional events and cultural activations to promote Downtown Culver City.
10. Pursue opportunities to actively market and promote Downtown Culver City through events such as CicLAvia and the Summer Concert Series.
11. Partner with the City and the Downtown business community to create a festive holiday atmosphere for Downtown Culver City in December.
12. Maintain an up-to-date DBID map of Downtown Culver City.
13. Maintain a website to provide benefit to members and the general public.
14. Email marketing to include promotion of Downtown events and other content of interest to our subscribers.

15. Work with the CCAD and other Culver City districts and organizations, such as Fiesta La Ballona and Culver City Chamber of Commerce.
16. Develop campaign on multiple platforms encouraging local community to rediscover Downtown Culver City.

**2025 BID Advisory Committee Members**

- Eric Sims
- Kathryn Lundeen
- Karl Kuhn
- Alan Schulman
- Macks Collins
- Kevin Lachoff
- Andrew Weissman

Culver City Downtown Business Association  
2025 Budget

**Revenue**

Projected 2024 BID Assessment Collections	<b>396,000.00</b>
City BID Administration Fee (2%)	<b>7,920.00</b>
Projected 2024 BID Assessment Revenue (Subtotal)	<b>388,080.00</b>
Projected 2024 Delinquent / New Business Collections	45,000.00
Projected HdLCollection Fee for Delinquent / New Business	<b>(25,000.00)</b>

**Projected 2024 Total Revenue**

**408,080.00**

**Expenses**

**Maintenance Management**

Maintenance Management Contract (Less City MOU Contribution)	100,000.00
Beautification/Maintenance (twinkles, add'l decor, etc.)	25,000.00

**Total Maintenance Management**

**\$125,000.00**

**Advocacy/Labor/Administration**

Labor (Exec Director, staff, taxes, benefits, workers comp)	150,000.00
Professional Fees	5,000.00
D & O Insurance	1,000.00
Liability Insurance	4,000.00
Tax Preparation, Dues, Permits	3,000.00
Office Rent	25,000.00
Telephone	1,000.00
Office Supplies/Postage/Computer Services	4,000.00

**Total Administration**

**\$193,000.00**

**Communication/Image/Downtown Marketing**

Event Hard Costs	\$40,000.00
Social & Marketing Support	40,000.00

**Total Communication/Image**

**\$80,000.00**

**Reserve**

**10,000.00**

**Projected Total Expenses**

**\$408,000.00**

Net Revenue

\$80.00

<b>Business Type</b>	<b>City Business License Code</b>	<b>2024 BID Fee (USD - \$)</b>	<b>2025 BID Fee (USD - \$)</b>	<b>Proposed Increase (USD - \$)</b>
<b><u>TYPE A</u></b>				
Retail	036-144, 396, 399, 402			
1-1,000 sq. ft.		\$432	\$445	\$13
1,001-2,500 sq. ft.		\$721	\$743	\$22
2,501-5,000 sq. ft.		\$1,080	\$1,112	\$32
5,001-10,000 sq. ft.		\$2,156	\$2,221	\$65
> 10,000 sq. ft.		\$3,593	\$3,701	\$108
Hotels	456, 480	\$2,156	\$2,221	\$65
Bar/Restaurant:	390, 654-690			
0-50 seats		\$1,438	\$1,481	\$43
51-100 seats		\$2,156	\$2,221	\$65
> 100 seats (total seats, both indoor & outdoor)		\$2,875	\$2,961	\$86
Computer Graphics & Computer Services	152, 200	\$721	\$743	\$22
Martial Arts Studio, Health Studios, Hair Salon	744, 276			
1-25,000		\$721	\$743	\$22
>25,000		\$1,438	\$1,481	\$43
Independent Contractor		\$107	\$110	\$3
Micro-Business in a Shared Workspace		\$107	\$110	\$3
<b><u>TYPE B</u></b>				
Theaters	858	\$3.41/seat	3.51/seat	\$0.10/seat
Live Performance	858	\$2.34/seat	2.41/seat	\$0.07/seat
<b><u>TYPE C</u></b>				
All others, not listed	036-144, 396, 399, 402			
1 - 2,500 sq. ft.		\$432	\$445	\$13
2,501 -5,000 sq. ft.		\$1,080	\$1,112	\$32
5,001-15,000 sq. ft.		\$2,156	\$2,221	\$65
15,001-25,000 sq. ft.		\$2,875	\$2,961	\$86
25,001-35,000 sq. ft.		\$3,594	\$3,702	\$108
35,001- 50,000 sq. ft.		\$5,752	\$5,925	\$173
50,001- 100,000 sq. ft.		\$7,190	\$7,406	\$216
>100,000 sq. ft.		\$8,627	\$8,886	\$259
<b><u>TYPE D</u></b>				
Banking Institutions	342	\$2,156	\$2,221	\$65

Media Production Facilities	490, 498			
< 5,000 sq. ft.		\$1,438	\$1,481	\$43
5,001-15,000 sq. ft.		\$2,156	\$2,221	\$65
15,001-25,000 sq. ft.		\$2,875	\$2,961	\$86
25,001-35,000 sq. ft.		\$3,594	\$3,702	\$108
35,001- 50,000 sq. ft.		\$5,752	\$5,925	\$173
50,001- 100,000 sq. ft.		\$7,190	\$7,406	\$216
>100,000 sq. ft.		\$8,627	\$8,886	\$259
Recording Studios	554	\$1,438	\$1,481	\$43
Utilities		\$1,438	\$1,481	\$43
Hospitals and Clinics	780	\$2,875	\$2,961	\$86
<b><u>TYPE E</u></b>				
Commercial Rentals	432			
< 5,000 sq. ft.		\$1,438	\$1,481	\$43
5,001-15,000 sq. ft.		\$2,156	\$2,221	\$65
15,001-25,000 sq. ft.		\$2,875	\$2,961	\$86
25,001-35,000 sq. ft.		\$3,594	\$3,702	\$108
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