

MEETING DATE: 11/12/2013

AGENDA ITEM: (1) Review and Approval of the Downtown Culver City Business Improvement District Advisory Board's Annual Work Program and Budget, and (2) Adoption of a Resolution of Intent to Levy the Downtown Business Improvement District Assessment for 2014.

ATTACHMENTS

	<u>Pages</u>
1. Resolution of Intention, including BID Boundary Map (Exhibit A), Proposed Assessment Schedule (Exhibit B), and 2014 BID Work Program and Budget (Exhibit C).	1-8

RESOLUTION NO. 2013- _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CULVER CITY, CALIFORNIA, DECLARING ITS INTENT TO LEVY THE DOWNTOWN CULVER CITY BUSINESS IMPROVEMENT DISTRICT ASSESSMENT FOR 2014.

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

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 12, 2013, the City approved the District's annual report, prepared by the Culver City Business Improvement District Advisory Board.

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

1. The City Council hereby declares its intent to levy and collect assessments for the year 2014 within the District.

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

Attachment No. 1

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

- 4 a. General promotion of business activities within the District;
5 b. Promotion of public events which benefit businesses in the
6 District and which take place on or in public places within the
7 District;
8 c. Decoration of any public place within the District; and,
9 d. Acquisition, construction, installation or maintenance of
10 improvements identified in section 36510 of the Act.

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

17 5. Except where funds are otherwise available, the assessments will
18 be used to fund the activities and improvements shown on Exhibit C, which is attached
19 hereto and incorporated by reference.

20 6. The District's annual report, on file in the City Clerk's Office, should
21 be referred to for a full and detailed description of the improvements and activities to be
22 provided for the year 2014, the boundaries of the District and the assessments
23 proposed to be levied upon the businesses within this District.

24 7. Businesses commenced during the 2014 year shall not be exempt
25 from such assessments, but shall be assessed the amounts listed on Exhibit B in a
26 prorated manner, based upon the number of whole months remaining in the 2014 year.
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9. At the above-referenced public hearing, written and oral protests may be made.

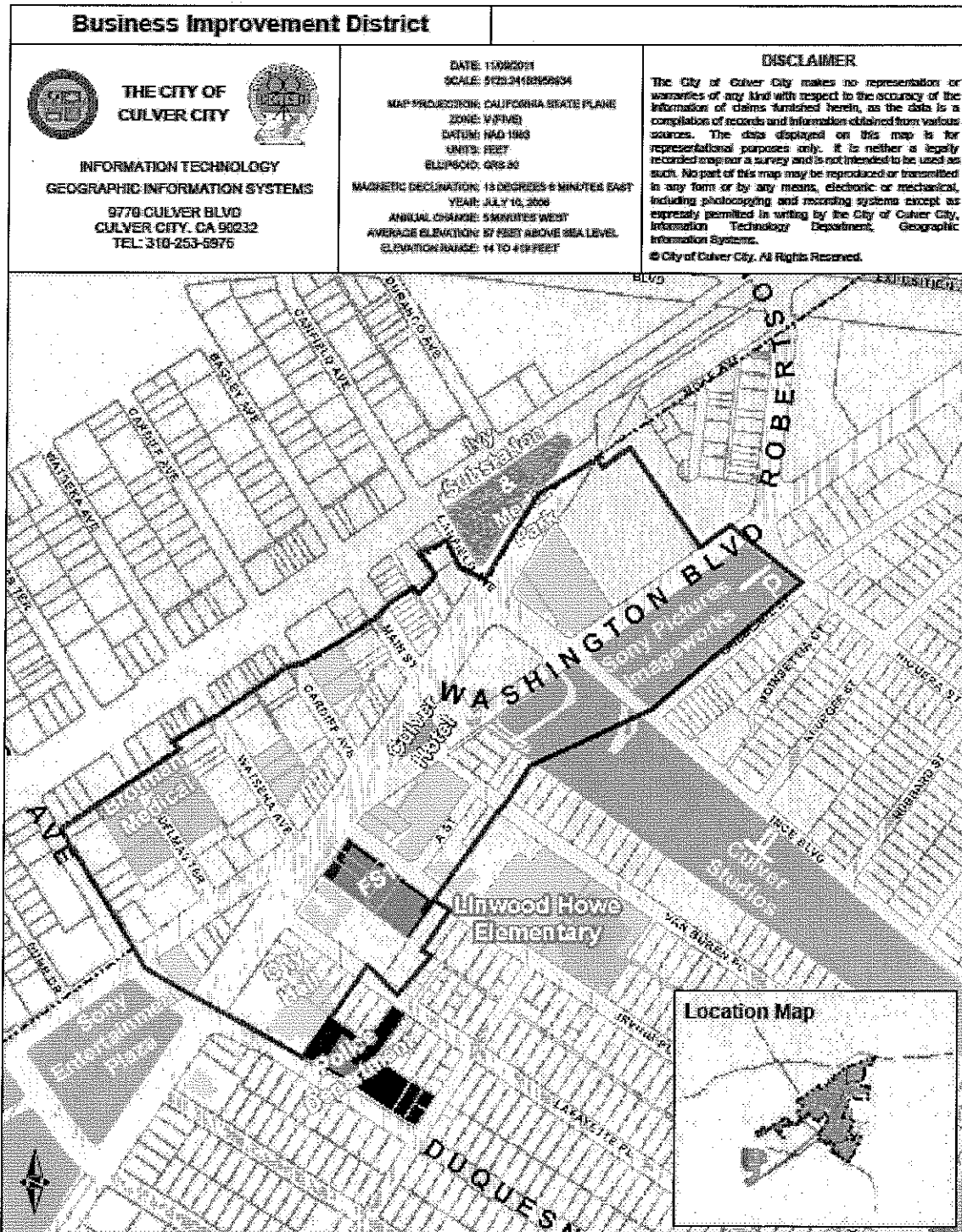
APPROVED and ADOPTED this _____ day of _____ 2013.

ATTEST:

APPROVED AS TO FORM:

for 
CAROL A. SCHWAB, City Attorney

Exhibit A



Source: Community Development Department

Map Created: 11/09/2011

Exhibit B

Proposed 2014 Assessment Schedule

Business Type	City Business License Code	Annual BID Fee
<u>TYPE A</u>		
Retail 1-1000 sq. ft.	036-144, 396, 399, 402	\$ 369
Retail 1001-2500 sq. ft.		\$ 615
Retail 2501-5000 sq. ft.		\$ 922
Retail > 5000 sq. ft.		\$1,229
Hotel	456, 480	\$1,843
Bar/Restaurant: Total Seats, both Indoor & Outdoor:	390, 654-690	
0-50 seats		\$1,229
51-100 seats		\$1,843
> 100 seats		\$2,457
Computer Graphics & Computer Services	152, 200	\$ 615
Martial Arts Studio, Health Studios, Hair Salon	744, 276	
0-25,000 sq. ft.		\$ 615
> 25,000 sq. ft.		\$1,229
<u>TYPE B</u>		
Theaters	858	\$ 3/seat
Live Performance	858	\$ 2/seat
<u>TYPE C</u>		
All others, not listed		\$ 369
<u>TYPE D</u>		
Banking Institutions 0-7500 sq. ft.	342	\$1,229
Banking Institutions > 7500 sq. ft.		\$1,843
Film Studios	490, 498	\$1,229
Recording Studios	554	\$1,229
Utilities		\$1,229
Hospitals > 20,000 sq. ft.	780	\$2,457
Hospitals and Clinics < 20,000 sq. ft.		\$1,229
<u>TYPE E</u>		
Commercial Rentals	432	
< 5,000		\$1,229
5,001-15,000		\$1,843
15,001-25,000		\$2,457
25,001-35,000		\$3,072
Over 35,000		\$3,686

Notes:

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.

Proposed 2014 BID Advisory Board

1. Eric Sims
2. John Byers
3. Kathryn Lundeen
4. Karl Kuhn

Exhibit C

Proposed 2014 Work Program

MAINTENANCE

The DBA Clean Team will continue to provide additional downtown maintenance services in addition to the work it performs on behalf of the City per the Memorandum of Understanding (MOU) between the City of Culver City and Culver City Downtown Business Association. Downtown Maintenance 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 and alleys on a regular schedule throughout the year.
 - 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, as needed.
- Landscape Program:
 - Work with the City to create and implement a long-term plan for landscaping improvements and maintenance.
- 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 to implement vision of the Marketing Committee for Downtown Culver City with support of outside vendors as needed.
- Continue to employ professional publicist to actively seek visibility with media outlets for DBA sponsored events and activities.
- Develop marketing partnerships with established and new downtown businesses, pursuing promotional opportunities.
- Pursue opportunities with the City to actively market and promote the businesses of Downtown Culver City- such as CicLAvia, Bike to Work Day and appropriate events taking place in the community.
- Facilitate communication between event producers in Downtown Culver City and the business community for the purpose of seeking sponsorship, co-promotion and partnership.
- Continue development of the *Downtown Third Wednesdays*; increasing participation of downtown businesses, expanding the scope of the event, raising awareness and increasing attendance.
- Reach out to key audience segments through the use of targeted promotions and special events.
- Maintain, enhance and promote website, by increasing functionality and providing greater services to members and the general public.

Exhibit C

- Fully utilize social media networking (i.e. Facebook, Twitter, Foursquare, etc) for the promotion of Downtown Culver City.
- Expand our email marketing to include promotion of Downtown events, profiles of business owners and other content of interest to our subscribers.
- 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.
- Quarterly 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 renting a permanent DBA office space in Downtown Culver City.
- 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.
- Proactive communication with City Council, staff, and the community on policy and development issues impacting Downtown Culver City.
- Proactive communication with City and businesses 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/rodent 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.
- Work in collaboration with the City, Chamber and other stakeholders to actively address transportation and parking issues that impact Downtown Culver City- including limited parking inventory, garage management, public transportation and alternative transportation.
- 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, such as storm drain issues.
- 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.
- Develop three to five year Strategic Plan to include action steps and result-based accountability.

Exhibit C

Proposed 2014 Budget

Revenue

2014 BID Assessment Fees	\$179,711
Reserve Revenue (est. carryover from previous years)	\$ 31,000
Previous Delinquent Fees (and penalties) collected in 2013	\$ 3,085
Remaining uncollected Fees (past three years 2011-2013)	\$ 23,002
Interest Income	\$ 20
Downtown Valet Revenue (estimated at \$2,000 @ 12mos)	\$ 24,000

Total Revenue **\$260,818**

Expenses

Maintenance Management Contract (\$1,579.67 @ 12mos)	\$ 18,958
Uniforms	\$ 50
Beautification Maintenance (twinkles, add'l landscape, etc.)	\$ 11,000
Additional Maintenance Services	\$ 14,000

Total Maintenance Management **\$44,006**

Advocacy/Administration

Executive Director (full-time salary)	\$ 72,000
City BID Administration Fee (2%)	\$ 3,594
Professional Fees	\$ 500
D & O Insurance	\$ 1,575
Liability Insurance	\$ 800
Tax Preparation, Dues, Permits	\$ 1,195
Bank Service Charges	\$ 0
Office Rent	\$ 11,000
Telephone	\$ 1,920
Office Supplies/Postage/Computer Services	\$ 1,000
Administrative Support	\$ 3,994

Downtown Valet Parking Management

Valet Operations city permit (\$300 per each 6mos)	\$ 600
Valet Stations city permit (\$1,250 @ 12mos)	\$ 15,480
Lot leases (\$1,000 @ 12mos)	\$ 12,000

Total Administration **\$128,633**

Communication/Image/Downtown Marketing

-Holiday Event (\$4,188)	\$ 28,166
-Marketing Hard Costs (\$11,000)	
-Website/e-newsletter (\$1,000)	
-PR/Marketing (\$12,000)	

Total Communication/Image **\$ 28,166**

Reserve (carry forward for first 3 months of 2014)	\$ 31,000
Estimated Uncollectable 2014 Fees (Est. 5% of budget)	\$ 8,988
Previous Years Uncollected Fees (2011 - 2013)	\$ 23,002

\$ 62,988

Total Expenses **\$260,818**