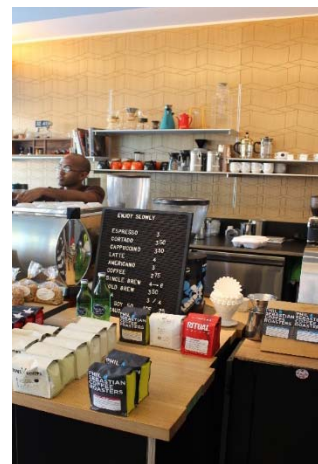
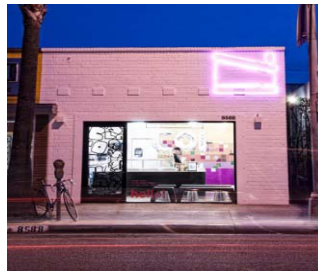


CULVER CITY ARTS DISTRICT BID  
BEAUTIFY PROMOTE ADVOCATE  
**TOGETHER**



Proposed 2016 Work Plan

## **Introduction**

The Culver City Arts District 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. Recognized by the City Council in September 2013 as a “city organization” the district has worked to encourage engagement among the business community and create/promote a brand and identity for the area. Accomplishments to date include the installation of 32 streetscape banners, the execution of summer crawls and art walks and the development of a district website and social media presence. The current objective of the district is now to form Business Improvement District to further the goals of maintenance/beautification of the area, advocacy and promotion of this dynamic area.

A BID will provide businesses in the area the resources necessary to develop marketing campaigns, increase awareness and enhance public improvement projects in partnership with the City. By pooling resources, business owners in BID’s can collectively pay for activities which they may not be able to afford individually. An active BID may also help in reducing vacancies and continue to revitalize and strengthen the Culver City Arts District.

## **Boundaries**

The Arts District is located on the east side of Culver City (Exhibit 1). The district is primarily located along Washington Boulevard between Helms Avenue and Fairfax Boulevard 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 Perry Street, Smiley Drive, Blackwelder Street and Hines Avenue.

## **Proposed Improvements and Activities for 2016**

The activities proposed for the 2016 CCAD BID are focused in three areas: maintenance/beautification, advocacy and administration and marketing and promotion.

### **Maintenance/Beautification**

- Elevate street maintenance beyond the city standard to improve appearance, walkability and safety.
- Install decorative lights to visually connect all areas of the district. Small white lights may be installed in center median tree canopies or wrapped around palm trees per City requirements.
- Complete street banner program along La Cienega Boulevard to visually extend the district brand south to Blackwelder Street.
- Explore re-painting/re-branding the “film” tree surrounds to promote the Culver City Arts District.
- Develop and design “Welcome to Culver City” signs to identify the City’s gateway at Fairfax Avenue and Blackwelder Street.
- Collaborate with City to implement landscaping improvements in the streetscape medians throughout the district.
- Partner with City to abate graffiti and enhance the neighborhood watch for the area.

### **Advocacy/Administration**

- Within 12 months of the formation of the District, establish a 501 (c)(3) or other non-profit entity to handle the administrative functions of the District including, but not limited to, collecting assessments, pursuing grant opportunities and contracting with consultants and vendors. (During the first 12 months, or until such time as a nonprofit entity is established, whichever is sooner, the administration of the District will be managed by the City, subject to a 5% administrative fee as discussed in the 2016 Proposed Budget section of this Work Plan.)
- Work together to address the City Council and the community with one voice and to strengthen partnerships.
- Collaborate with City to study pedestrian and bike circulation throughout the district to increase pedestrian/bike mobility including additional crosswalks.
- Develop Active Member Directory
- Establish a reserve fund for contingencies.

### **Marketing/Promotion**

- Engage a part-time consultant to develop a comprehensive marketing plan including interactive website design, updated district wide map, social media, collateral materials, blogs/newsletters and develop/maintain relationships with businesses located within the district.
- Implement a causal, low-cost First Thursday or First Friday program for the district to promote the area's assets and encourage visitation to the district in the evening. Coordinate with Yelp, Uber or other third party to develop a cross promotional event.
- Celebrate the City's Centennial with special event or promotion throughout the district.

### **Assessment Schedule and Collection**

The CCAD BID is an annually renewable, "pay as you go" program. Funding to implement the annual work plan is collected via assessments to businesses during the business license renewal process. Funds collected may only be used on the approved programs within the CCAD BID.

The proposed Assessment Schedule is based on both the City's business license activity codes relative to arts and creative enterprise 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.

#### **Location**

Most of the businesses within the Arts District are located on the Washington Blvd. and La Cienega Blvd. commercial corridors.

For businesses along Washington Blvd. and La Cienega Blvd, the levels are as follows:

Primary - \$300 annually

Secondary - \$200 annually

Tertiary- \$100 annually

For those businesses along Smiley Dr., Blackwelder Street, Adams Street or Perry Drive, a 25% reduced assessment is proposed for the first few years until/when the district can integrate the Arts District brand more fully throughout these areas via banners, lighting and pedestrian improvements.

Primary - \$225 annually

Secondary - \$150 annually

Tertiary - \$75 annually

#### Proposed 2015 Assessment Schedule

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

Primary Benefit – Annual Fee = \$300 (located on Washington Blvd. or La Cienega Blvd.)/  
\$225 located along Smiley Dr., Blackwelder Street. Adams Street, Hines Avenue or Perry Drive

#### Business Activity

Code	Activity
144	misc retail
152	graphic arts
157	art galleries
168	interior decoration
186	advertising/promotion
205	Talent modeling agency
225	public relations
294	architect
390	restaurant no alcohol
396	food retail

399	liquor
410	school
488-490	entertainment industry
540	clothing-retail
666-678, 690	restaurant serving alcohol
828	Rentals - back drops/cameras

Secondary Benefit – Annual Fee = \$200 (located on Washington Blvd. or La Cienega Blvd.)/ \$150 located along Smiley Dr., Blackwelder Street. Adams Street, Hines Avenue or Perry Drive

### **Business Activity**

<b>Code</b>	<b>Activity</b>
138	wall paper/paint retail
160	sale of real property
162	tailor/alteration
180	misc. trade/service
198	consultant misc.
200	computer services
222	property management
255	woodworking/Cabinetry
276	beauty shop
288	accountant cpa
300	attorney
306	dentist
312	therapist/doctor
314	chiropractic
339	professional services
336-37	real estate brokers
339	Professional services
348	Travel agency
384	newspaper/publications
402	pharmacy/drugs
414	apartment rentals
432	Commercial property sublease
474	manufacturing/retail/wholesale
552	wholesale

558	telephone service
774	health/spa fitness
822	rentals - motor
894	animal hospital

Tertiary Benefit – Annual Fee = \$100 (located on Washington Blvd. or La Cienega Blvd.)/  
\$75 located along Smiley Dr., Blackwelder Street, Adams Street, Hines Avenue or Perry  
Drive

#### **Business Activity**

<b>Code</b>	<b>Activity</b>
102	Lumber/building supplies
108	Mail order/retail
192	business office service
200	Computer services
204	staffing employment
208	insurance
227	coach/teacher
354	Contractor in city
420	autos/auto repairs
438	laundry/dry cleaning
444	gasoline
505	Computer repair services
510	Repair services misc.
528	warehouse < 5,000'
534	Warehouse < 10,000'
552	wholesale
784	Export/import
786	impound yard
862	used car sales
864	towing
882	Used motor vehicle sales

#### *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.*

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.

### **2016 Proposed Budget**

Anticipated Gross Revenue:       \$64,875

Anticipated Receivable Revenue: \$39,000

The CCAD will work with the City to develop an appropriate collection schedule to encourage full payment and receipt of the assessment fees as businesses adjust to this new program. However, based on previous experiences with other BID's, the CCAD recognizes that it may not receive the full assessment and has developed its budget accordingly. If additional funds are received beyond the anticipated revenues above, it is proposed that they be allocated to the Maintenance/Beautification line item.

#### Proposed Expenses:

Maintenance/Beautification:       \$20,000

Advocacy/Administration:       \$1,756

City Administrative Fee\*       \$3,244

Marketing/Promotion       \$10,500

Reserve Development:       \$3,500

Total       \$39,000



\* During the first 12 months after the formation of the District, or until such time as a nonprofit entity is established, whichever is sooner, the administration of the District will be managed by the City. In order to cover City expenses related to administration of the District, prior to disbursement of any funds to the District, the City shall retain an administrative fee in an amount equal to five percent (5%) of the total annual assessment.

### **Advisory Board**

It is proposed that the Advisory Board for the Arts District hold regular monthly meetings to progress the annual work plan. The Advisory Board shall be appointed by the City Council. It is proposed that the Advisory Board reflect the composition of the businesses in the Arts District based on business type and benefit in order to represent varying issues and objectives from all members. For the first year, it is recommended that the board be kept small to facilitate meetings, discussion and consensus-building.

The proposed composition of the Board is as follows:

Member 1 – Art Gallery Owner/Operator (Primary)

Member 2 – Creative Services Professional/Design (Primary)

Member 3 – Restaurant/Food Services/Retail (Primary)

Member 4 – Consultant/Professional Services (Secondary)

Member 5 – Commercial Sublease/Property Owner (Secondary)

Member 6 – Service/Other (Tertiary)

Member 7 – At-large representative

