

# DOWNTOWN CULVER CITY BUSINESS IMPROVEMENT DISTRICT

## WORK PLAN 2024

### **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 work per the Memorandum of Understanding (MOU) between the City and the DBA for daily cleaning of trash and sidewalks Downtown Culver City, including:
  - 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, at least, a twice-monthly 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.
4. Participate in regular walk-throughs of downtown with Community 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 closely with the City to ensure the economic recovery of businesses impacted by the COVID-19 pandemic.
3. 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.
4. Maintain a permanent professional DBA office space in Downtown Culver City.
5. Employ full-time Executive Director to ensure the successful management of the BID and administration of DBA programs, and other staff as appropriate.
6. Proactively communicate with City and businesses on violations of existing codes in relation to health, aesthetics, and safety issues.
7. Interact with the City Finance Department and HdL to ensure timely assessment billing, payment, and collection of delinquent assessments.
8. Regularly review assessment fees, categories, and requests for penalty waivers in conjunction with HdL.

9. Serve as a resource for individual businesses navigating through billing issues.
10. Provide regular communication with DBA members, stakeholders, and other interested parties through regular membership newsletters.
11. Monitor City Council and other Culver City meetings for issues relating to Downtown Culver City.
12. Hold annual strategic planning session.
13. Host regular meetings with business leaders to address shared concerns as they arise.
14. Support the ongoing presence of a Farmers Market in Downtown Culver City.
15. 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 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.
5. Partner with the Department of Transportation for Third Wednesday events.

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

1. Produce the annual Holiday Tree Lighting Ceremony in conjunction with the City and local stakeholders.
2. Produce annual Hip and Historic Halloween event.
3. Coordinate Third Wednesday events to increase participation and promotion of Downtown Culver City businesses, expand the scope of events, and increase attendance.
4. Retain social media director to maximize the use of all social media outlets for Downtown Culver City.
5. Utilize graphic designers to ensure a consistent and professional branded look for all DBA communications with the public.
6. Produce the annual "A Heart of Screenland" award for a special, important, or unique contribution to Downtown Culver City.
7. Consider the development of events and cultural activations to promote Downtown Culver City.
8. Pursue opportunities to actively market and promote Downtown Culver City through events such as CicLAVia.
9. Partner with the City and the Downtown business community to create a festive holiday atmosphere for Downtown Culver City.
10. Maintain an up-to-date DBID map of Downtown Culver City.
11. Maintain a website to provide benefit to members and the general public.
12. Expand email marketing to include promotion of Downtown events and other content of interest to our subscribers.
13. Work with the CCAD and other Culver City districts and organizations, such as Fiesta La Ballona and Culver City Chamber of Commerce.

14. Reach out to key audience segments through targeted promotions and by promoting the activities of Downtown Culver City Businesses.
15. Explore opportunities for media coverage, including utilizing publicist as desired.

**2024     BID Advisory Committee Members**

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

Culver City Downtown Business Association  
2024 Budget

**Revenue**

Projected 2024 BID Assessment Collections	360,000.00
City BID Administration Fee (2%)	(7,200.00)
Projected 2024 BID Assessment Revenue (Subtotal)	352,800.00
 Projected 2024 Delinquent / New Business Collections	 45,000.00
Projected HdLCollection Fee for Delinquent / New Business	(25,000.00)

<b><u>Projected 2024 Total Revenue</u></b>	<b><u>372,800.00</u></b>
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**Expenses**

**Maintenance Management**

Maintenance Management (Minus City MOU Contribution)	85,000.00
Beautification/Maintenance (twinkles, add'l decor, etc.)	30,000.00

<b>Total Maintenance Management</b>	<b><u>\$115,000.00</u></b>
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**Advocacy/Administration**

Labor (Exec Director, staff, taxes, benefits, workers comp)	140,000.00
Professional Fees	10,000.00
D & O Insurance	1,000.00
Liability Insurance	4,000.00
Tax Preparation, Dues, Permits	3,000.00
Office Rent	19,000.00
Telephone	500.00
Office Supplies/Postage/Computer Services	5,500.00

<b>Total Administration</b>	<b><u>\$183,000.00</u></b>
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**Communication/Image/Downtown Marketing**

Events & Promotions	11,000.00
Marketing Hard Costs	16,000.00
Digital Marketing	5,000.00
Social & Marketing Support	22,000.00

<b>Total Communication/Image</b>	<b><u>\$54,000.00</u></b>
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<b>Reserve</b>	<b><u>20,800.00</u></b>
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<b><u>Projected Total Expenses</u></b>	<b><u>\$372,800.00</u></b>
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**Downtown Culver City Business Improvement District****2024 Fee Structure**

Assessments have not been increased since 2020. Increase of 4% for all categories for 2024 is proposed.

Business Type	City Business License Code	2023 BID Fee (USD - \$)	2024 BID Fee (USD - \$)	Proposed Increase (USD- \$)
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**TYPE A****Retail**

1- 1,000 sq. ft.	036-144, 396, 399, 402	\$415	\$432	\$17
1,001-2,500 sq. ft.		\$693	\$721	\$28
2,501-5,000 sq. ft.		\$1,038	\$1,080	\$42
5,001-10,000 sq. ft.		\$2,073	\$2,156	\$83
> 10,000 sq. ft.		\$3,455	\$3,593	\$138

Hotels	456, 480	\$2,073	\$2,156	\$83
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Bar/Restaurant:	390, 654-690			
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0-50 seats		\$1,383	\$1,438	\$55
51-100 seats		\$2,073	\$2,156	\$83
> 100 seats		\$2,764	\$2,875	\$111

(total seats, both indoor &  
outdoor)

Computer Graphics & Computer Services	152, 200	\$693	\$721	\$28
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Martial Arts Studio, Health Studios, Hair Salon	744, 276			
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1-25,000		\$693	\$721	\$28
>25,000		\$1,383	\$1,438	\$55

Independent Contractor		\$103	\$107	\$4
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Micro-Business in a Shared Workspace		\$103	\$107	\$4
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**TYPE B**

Theaters	858	\$3.28/seat	\$3.41/seat	\$0.13/seat
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Live Performance	858	\$2.25/seat	\$2.34/seat	\$0.09/seat
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**TYPE C**

All others, not listed	036-144, 396, 399, 402			
1 - 2,500 sq. ft.		\$415	\$432	\$17
2,501 -5,000 sq. ft.		\$1,038	\$1,080	\$42

5,001-15,000 sq. ft.		\$2,073	\$2,156	\$83
15,001-25,000 sq. ft.		\$2,764	\$2,875	\$111
25,001-35,000 sq. ft.		\$3,456	\$3,594	\$138
35,001- 50,000 sq. ft.		\$5,531	\$5,752	\$221
50,001- 100,000 sq. ft.		\$6,913	\$7,190	\$227
>100,000 sq. ft.		\$8,295	\$8,627	\$332

#### **TYPE D**

Banking Institutions	342	\$2,073	\$2,156	\$83
Media Production Facilities	490, 498			
< 5,000 sq. ft.		\$1,383	\$1,438	\$55
5,001-15,000 sq. ft.		\$2,073	\$2,156	\$83
15,001-25,000 sq. ft.		\$2,764	\$2,875	\$111
25,001-35,000 sq. ft.		\$3,456	\$3,594	\$138
35,001- 50,000 sq. ft.		\$5,531	\$5,752	\$221
50,001- 100,000 sq. ft.		\$6,913	\$7,190	\$277
>100,000 sq. ft.		\$8,295	\$8,627	\$332
Recording Studios	554	\$1,383	\$1,438	\$55
Utilities		\$1,383	\$1,438	\$55
Hospitals and Clinics	780	\$2,764	\$2,875	\$111

#### **TYPE E**

Commercial Rentals	432			
< 5,000 sq. ft.		\$1,383	\$1,438	\$55
5,001-15,000 sq. ft.		\$2,073	\$2,156	\$83
15,001-25,000 sq. ft.		\$2,764	\$2,875	\$111
25,001-35,000 sq. ft.		\$3,456	\$3,594	\$138
35,001- 50,000 sq. ft.		\$5,531	\$5,752	\$221
50,001- 100,000 sq. ft.		\$6,913	\$7,190	\$277
>100,000 sq. ft.		\$8,295	\$8,627	\$332

#### **Note:**

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.