



October 3, 2022

Re: Business Improvement District Renewal 2023

To : The Honorable Mayor Lee
: City Council Members
: All Downtown Businesses

Enclosed please find the Downtown Culver City BID proposed Work Plan and proposed Budget, along with the DBA Board's recommendations for the BID Advisory Board for 2023. We are not recommending any changes to the current Fee Structure.

This item is scheduled for the City Council meetings on October 24th and November 14th. We request your consideration and approval.

For more information on this agenda item, please contact Sylvia Bianchi, DBA Executive Director at (310) 202-6060 or Todd Tipton in the Community Development Department at (310) 253-5783.

Sincerely,

Sylvia Bianchi

Sylvia Bianchi
Executive Director
Culver City Downtown Business Association

Culver City Downtown Business Improvement District

WORK PLAN 2023

Maintenance Management/Beautification/Security

- 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.
- Contract with personnel and manage work per the Memorandum of Understanding (MOU) between the City and the DBA, including:
 - Sweep litter, debris and refuse from sidewalks, alleys (paseos) and gutters of the District on a daily basis
 - Empty sidewalk trash receptacles throughout District daily
 - Pressure wash District sidewalks, Town Plaza, paseos and alleys on a regular schedule throughout the year
 - Sweep and maintain areas around trash compactors
 - 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
- Provide additional Downtown maintenance services including:
 - Address maintenance and repair issues in Downtown in partnership with the City.
 - Supplemental cleaning and pressure washing in sidewalk areas and paseos impacted by trash disposal
 - Provide quarterly maintenance of year-round decorative tree lights (twinkle lights) in the district
- Participate in regular walk-throughs of downtown as conditions permit with Community Development, Public Works, Parks & Rec, ABM Parking, and Chrysalis to identify maintenance issues, and determine responsibility and solutions. Remain in close contact during times when walk-throughs are not feasible to ensure issues are addressed in a timely fashion
- Explore options for additional security to protect businesses, employees, and customers
- Continue communication with CCPD on issues involving Downtown.

Advocacy & Administration

- Partner with the City to ensure a successful implementation of the Move Culver city project and extended outdoor dining.
- Provide a platform for downtown businesses to express their concerns and advocate for their needs with City Council and staff.
- Work closely with the City to ensure the economic recovery of businesses impacted by the ongoing effects of COVID-19 pandemic
- Address the challenges and opportunities of new major developments in and around downtown including:
 - Integrating businesses within The Culver Steps
 - Developing mutually beneficial partnerships with outside developments
- 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
- Maintain a permanent professional DBA office space in Downtown Culver City
- Employ full-time Executive Director to ensure the successful management of the BID and administration of DBA programs
- Proactively communicate with City and businesses on violations of existing codes in relation to health, aesthetics, and safety issues
- Interact with the City Finance Department and HdL to ensure timely assessment billing, payment, and collection of delinquent assessments.

- Regularly review assessment fees, categories, and requests for penalty waivers in conjunction with HdL.
- Serve as a resource for individual businesses navigating through billing issues.
- Provide regular communication with DBA constituency through regular membership newsletters
- Hold annual strategic planning session
- Host regular meetings and mixers with business leaders to address shared concerns as they arise
- Support the ongoing presence of a Farmers Market in Downtown Culver City
- Partner with City Staff to promote the public art and architectural history of Downtown

Parking, Transportation and Mobility

- Advocate for connectivity from Expo Station to Downtown
- Partner with the City and stakeholders to identify parking and transportation solutions which serve the interests of Downtown businesses.
- Meet monthly with City staff to discuss parking issues, solutions, and longer-term parking and transportation plans for Downtown
- Regularly assess the parking needs in Downtown Culver City including the valet program to determine its viability and any necessary adjustments given current conditions

Communication, Image and Marketing

- Retain social media consultant to maximize the use of all social media outlets for Downtown
- Utilize graphic designers to ensure a consistent and professional branded look for all DBA communications with the public
- Develop Third Wednesday events to increase participation and promotion of Downtown businesses, expand the scope of events, and increase attendance
- Produce and expand the City-sponsored Hip & Historic Halloween event
- Produce the annual “A Heart of Screenland” award for a special, important, or unique contribution to Downtown Culver City
- Produce the Annual Holiday Tree Lighting Ceremony in conjunction with the City
- Consider the development of virtual events and cultural activations to promote Downtown Culver City.
- Partner with the City and the Downtown business community to create a festive holiday atmosphere for Downtown Culver City
- Produce a printed map/directory of Downtown Culver City
- Maintain a downtown website to provide benefit to members and the general public
- Expand our email marketing to include promotion of Downtown events and other content of interest to our subscribers
- Work with Cultural Affairs to celebrate Public Art in downtown
- Work with the CCAD and other Culver City districts and organizations, such as Fiesta La Ballona and Culver City Chamber of Commerce
- Pursue opportunities to actively market and promote Downtown Culver City through events such as CicLAvia.
- Reach out to key audience segments through targeted promotions and by promoting the activities of Downtown Businesses

2023 BID Advisory Committee Members

- Eric Sims – Presentations Manager
- Kathryn Lundeen - Business Owner
- Karl Kuhn - Business Owner
- Ken Kaufman –Business Owner

**Downtown Culver City Business Improvement District
2023 Fee Structure**

Business Type	City Business License Code	2022 BID Fee	2023 BID Fee	Proposed Increase
<u>TYPE A</u>				
Retail				
1-1,000 sq. ft.	036-144, 396, 399, 402	415	415	0
1,001-2,500 sq. ft.		693	693	0
2,501-5,000 sq. ft.		1,038	1,038	0
5,001-10,000 sq. ft.		2,073	2,073	0
> 10,000 sq. ft.		3,455	3,455	0
Hotels	456, 480	2,073	2,073	0
Bar/Restaurant: total seats, both Indoor & outdoor:	390, 654-690			
0-50 seats		1,383	1,383	0
51-100 seats		2,073	2,073	0
> 100 seats		2,764	2,764	0
Computer Graphics & Computer Services	152, 200	693	693	0
Martial Arts Studio, Health Studios, Hair Salon	744, 276			
1-25,000	693	693	693	0
>25,000	1,383	1,383	1,383	0
Independent Contractor		103	103	0
Micro-Business in a Shared Workspace		103	103	0
<u>TYPE B</u>				
Theaters	858	3.28/seat	3.28/seat	0
Live Performance	858	2.25/seat	2.25/seat	0
<u>TYPE C</u>				
All others, not listed	036-144, 396, 399, 402			
1 - 2,500 sq. ft.		415	415	0
2,501 -5,000 sq. ft.		1038	1,038	0
5,001-15,000 sq. ft.		2,073	2,073	0
15,001-25,000 sq. ft.		2,764	2,764	0
25,001-35,000 sq. ft.		3,456	3,456	0
35,001- 50,000 sq. ft.		5,531	5,531	0
50,001- 100,000 sq. ft.		6,913	6,913	0
>100,000 sq. ft.		8,295	8,295	0
<u>TYPE D</u>				
Banking Institutions	342	2,073	2,073	0
Media Production Facilities	490, 498			
< 5,000 sq. ft.		1,383	1,383	0
5,001-15,000 sq. ft.		2,073	2,073	0

15,001-25,000 sq. ft.		2,764	2,764	0
25,001-35,000 sq. ft.		3,456	3,456	0
35,001- 50,000 sq. ft.		5,531	5,531	0
50,001- 100,000 sq. ft.		6,913	6,913	0
>100,000 sq. ft.		8,295	8,295	0
Recording Studios	554	1,383	1,383	0
Utilities		1,383	1,383	0
Hospitals and Clinics	780	2,764	2,764	0

TYPE E

Commercial Rentals	432			
< 5,000 sq. ft.		1,383	1,383	0
5,001-15,000 sq. ft.		2,073	2,073	0
15,001-25,000 sq. ft.		2,764	2,764	0
25,001-35,000 sq. ft.		3,456	3,456	0
35,001- 50,000 sq. ft.		5,531	5,531	0
50,001- 100,000 sq. ft.		6,913	6,913	0
>100,000 sq. ft.		8,295	8,295	0

The DCCBID's activities and estimated costs for the coming year are set forth in Exhibit "B" Proposed Year 2023 Budget and Work Program. All funds collected are used for BID activities which strengthen the business climate within the BID area, attract new investment and improve the quality of life for all downtown users.

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.

Address Ranges for the Downtown Culver City Business Improvement District

Cardiff Avenue:	3846 to 3865
Culver Boulevard:	9240 to 10098
Delmas Terrace	3828
Hughes Avenue:	3828
Irving Place:	4043
Main Street:	3819 to 3850
Van Buren Place:	3927 to 3928
Washington Blvd:	9000 to 9820, 10000
Watseka Avenue:	3816 to 3871

Culver City Downtown Business Association
2023 Budget

Revenue

2023 Annual BID Assessment Fees	328,105.00	
City BID Administration Fee (2%)	-6,562.00	
Previous Delinquent Fees (and penalties)	50,000.00	
2023 BID Assessment Fees Not Paid (estimate)	-31,500.00	
<u>Total Revenue</u>		<u>\$340,043.00</u>

Expenses

Maintenance Management

Maintenance Management Contract (net)	76,000.00
Beautification/Maintenance (twinkles, add'l decor, etc.)	24,209.00

Total Maintenance Management	<u>\$100,209.00</u>
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Advocacy/Administration

Labor (full time Exec Director, taxes, benefits, workers comp)	130,000.00
Professional Fees	10,000.00
D & O Insurance	1,488.00
Liability Insurance	4,000.00
Tax Preparation, Dues, Permits	1,968.00
Office Rent	18,000.00
Telephone	843.00
Office Supplies/Postage/Computer Services	5,500.00

Total Administration	<u>\$171,799.00</u>
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Communication/Image/Downtown Marketing

Events & Promotions	10,189.00
Marketing Hard Costs	15,200.00
Digital Marketing	4,096.00
Social & Marketing Support	18,550.00

Total Communication/Image	<u>\$48,035.00</u>
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Reserve

Reserve	20,000
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Total Reserve	<u>20,000.00</u>
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<u>Total Expenses</u>	<u>\$340,043.00</u>
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