

**City of Culver City, California
Agenda Item Report**

Meeting Date: 2/11/2013		Item Number: A-1	
CITY COUNCIL AGENDA ITEM: Receive and File Report Regarding the City's Efforts to Create an Economic Development Strategy and Additional Outreach to Culver City Residents and the Culver City Unified School District.			
Contact Person/Dept.: Todd Tipton – CDD Kriss Casanova - CDD		Phone Number: (310) 253-5783 (310) 253-5769	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☐	
Public Hearing: ☐		Action Item: ☐ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: (E-Mail) Meetings and Agendas – City Council (02/05/13); Chamber of Commerce (02/05/13); Participants in Outreach Meetings (02/05/13).			
Department Approval: Sol Blumenfeld (01/30/13)		City Attorney Approval: Carol Schwab (by H. Baker) (02/05/13)	
Chief Financial Officer Approval: Jeff Muir (02/05/13)		City Manager Approval: John M. Nachbar (02/05/13)	
<u>RECOMMENDATION:</u> Staff recommends the City Council receive and file this report regarding the City's proposed Economic Development Strategy. <u>BACKGROUND:</u> The City Council has previously discussed preparing an Economic Development Strategy (Strategy) in light of the economy and the dissolution by the State of California all redevelopment agencies throughout the state. Over the prior months, staff has been working to prepare the Strategy for the City Council's consideration. The Strategy is intended to: • Guide Economic Development efforts in regard to increasing City sales tax and business revenues and business assistance, retention, and attraction efforts; • Provide the City with the data necessary to make fact-based economic development decisions; and, • More stringently identify the City's economic base and analyze its strengths, weaknesses, opportunities and challenges. Staff has been working with Mr. Robert Gilmore of MuniServices, an economic development consulting firm. The fee for MuniServices assistance is \$29,500 for the attached Scope of Work (Attachment No. 1).			

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DISCUSSION:

To date, MuniServices has collected and analyzed data (Attachment No. 2) and conducted three outreach meetings with business/property owners, brokers, and stakeholders in three geographic areas to ascertain the strengths and challenges of doing business in the City. The geographic areas represented were Fox Hills/Corporate Pointe, Downtown/east Washington/Hayden Tract/Jefferson, and west Washington/Sepulveda.

During the outreach meetings, participants discussed:

- Additional parking;
- Fiber optic infrastructure;
- Marketing and branding;
- Area amenities;
- Local way finding and connectivity;
- Creating a Process Improvement Group; and
- Establishing Business Associations/Districts.

The attached matrix (Attachment No. 3) summarizes comments received during the outreach meetings, identifies and prioritizes work tasks, establishes a timeframe in which the work tasks are to be complete, identifies responsible parties, and establishes work programs. Many of the comments were similar from area to area. Some or all of the work tasks may ultimately be included in the draft Economic Development Strategy when it is complete.

The document will be transmitted to the participants via a letter from the City Manager. The letter will also thank them for attending, summarize what was learned, identify what's next in regard to completing the Strategy, and propose a follow-up meeting date.

Next Steps:

Pursuant to the Scope of Work, MuniServices had initially proposed to prepare a Leakage Analysis showing where Culver City is leaking sales tax and analyzing economic segments most at risk of leaving the City and segments most likely attracted to the City. MuniServices and staff agree that MuniServices should not prepare the Leakage Analysis because the information can be readily obtained from HdL Companies, the City's sales tax consultant.

Instead of a Leakage Analysis, MuniServices now recommends that additional outreach meetings be conducted with Culver City residents and representatives from the Culver City Unified School District (CCUSD) in order for the Strategy to consider

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all segments of the community which impact the local economy. MuniServices recommends that the outreach meeting with residents include 15-20 participants.

During the additional outreach meeting with residents, MuniServices will determine why residents move to Culver City, why they stay in Culver City, what they like about their neighborhood, what is missing from the neighborhood, etc. During the outreach meeting with the school district, MuniServices will discuss the value the CCUSD adds to the community.

To identify participants in the additional outreach meeting with residents, each City Council Member has been asked to provide the City Manager with names of three or four residents they believe would provide constructive input. The names of the Council's recommendations will be announced by staff during the Council meeting. Staff will then contact the residents and arrange an outreach meeting date and time. Regarding the additional outreach meeting with the CCUSD, staff will contact the appropriate representatives and schedule a meeting date and time. Both outreach meetings will likely occur in late February.

Timeline

It is imperative that a draft Strategy be received no later than mid-March in order for the City Council to consider it as a component of the forthcoming budget process, which is scheduled to begin in May 2013. This will allow the City Council to discuss a work program for Fiscal Year 2013/2014 and appropriate necessary funds.

FISCAL ANALYSIS:

Because the additional outreach meetings are being conducted instead of a Leakage Analysis, there should be no additional cost to the City's contract with Muniservices.

ATTACHMENTS:

1. MuniServices Scope of Work;
2. Data collected by MuniServices;
3. Matrix summarizing comments received from outreach meetings with City business/property owners.

MOTION:

That the City Council:

Receive and file this report.