

October 23, 2018

Sol Blumenfeld
Community Development Department
City of Culver City - City Hall
9770 Culver Blvd.
Culver City, CA 90232



RE: Culver City Arts District Annual Report

As outlined in the agreement between the City of Culver City and the Culver City Arts District Business Improvement District (CCAD BID), we are submitting our Annual Activity Report.

Maintenance and Beautification

The CCAD BID worked to enhance maintenance and progress beautification efforts throughout the district in 2018. This included a district wide clean-up in the Fall, which included sidewalk weeding and debris removal. The CCAD BID is currently planning to coordinate the replanting and mulching of the 15 street medians along Washington Blvd. Ongoing efforts to discuss and research the most effective ways to improve/update the 77 Washington Blvd. Palm Tree Surrounds is also being explored. The CCAD BID is also currently working to address lighting, safety and beautification enhancements in the Smiley/Blackwelder area. An area survey of Smiley/Blackwelder was conducted in mid October with several local business owners and a report with those findings and recommendations was produced.

Advocacy/Administration

The CCAD BID has hired a part-time Executive Director to assist in the administration and management of the BID, adherence to The Brown Act and ongoing communication between City Staff and the Board. The CCAD BID has successfully filed all 2016 and 2017 taxes and its Statement of Information with the Secretary of State of the State of California. During 2018 the Culver City Arts District Residential Community and the art gallery owners group along La Cienega and Washington have increased their participation with the Board, which has energized the entire District. The Board has also agreed to explore expanding the CCAD BID boundaries along Washington. Lastly, the CCAD BID worked to engage businesses within the district and encourage involvement and networking through its seasonal (Spring, Summer and Fall) mixers, which were hosted at the Helms Design Center. Each of these events had well over 50 business owners, artists, developers and local residents in attendance.

Marketing/Promotion

The CCAD BID continues to market and promote the various businesses and events within the BID. Duties include updating and managing the district's website and social media, and developing relationships with businesses located within the district. This year engagement on all social channels has increased, social media interactions have grown by over 100% and production email marketing has become a regularly scheduled effort. The CCAD BID also produced the 2018 Art Walk & Roll Festival on October 6th. The event featured a street closure, live musical performances, vendor booths, artist demonstrations, kids activities, and a mobility component to promote the uniqueness, accessibility and pedestrian friendly aspects of the district. The event had approximately 15,000 people in attendance throughout the day and significantly increased the economic activity of businesses in the District.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Russell", is placed above the printed name.

Michael Russell, Executive Director
Culver City Arts District Business Improvement District

2018 Annual Financial Update

Maintenance and Beautification		Budgeted	Expended
Maintenance/streetscape		1,600	1,600
<i>total</i>		1,600	1,600
Advocacy and Administration			
Executive Director		12,000	10,000
Admin Fee		1,040	1,040
Insurance		1,000	950
Legal		750	500
Mixers		1,200	740
<i>total</i>		17,990	13,230
Marketing and Promotion			
Marketing Consultant		8,000	6,750
Printing/Advertisements		2,000	2,000
Events (Art Walk & Roll Festival)		7,000	10,000
Website Maintenance		500	254
<i>total</i>		17,500	19,004
Reserve			5,431
TOTAL		Collected 39,265	Expended As of Year End 33,834