



**Culver City Arts District**  
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<https://culvercityartsdistrict.com>

February 3, 2025

Dear Mayor O'Brien, Vice-Mayor Puza, Council Members Fish, McMorris and Vera-

Thank you all so much for your time and service to our community. As you are surely aware, for the past six years the Culver City Arts District BID, in conjunction with the Arts District Residents Association, has presented the 'Culver City Art Walk & Roll Festival' each October along Washington Boulevard. This event is regarded as a 'signature Culver City event' and is one we all take great pride in volunteering to produce. This open-streets Festival is the largest Culver City public celebration of the Arts as well as a showcase of the Arts District community, attracting thousands of visitors throughout the day. We partner with many Culver City arts organizations each year, including the Wende Museum, Culver City Arts Foundation, CCUSD's Academy of Visual and Performing Arts (AVPA) as well as a variety of other beloved Culver City groups, such as Sister Cities, CC Historical Society and various City Departments.

These past six years we've managed to fund the Culver City Art Walk & Roll almost exclusively through sponsorship, with the CCAD BID using its own annual dues budget to cover yearly shortfalls; however, with the changing landscape of fundraising and the Festival's historic reliance on the now-struggling commercial real estate developer community to donate large checks, the CCAD BID last year took a significant financial loss in order to make it across the finish line. The irony was that many considered last year's festival the best one yet.

With all indications suggesting that fundraising may be even harder moving forward, the Culver City Art Walk & Roll Festival is in tremendous need of the City's financial commitment and support to continue each year.

As part of this year's Economic and Community Development Budget, we are formally and kindly making the ask of a \$50,000 line item to fund the AWR Festival paid directly to the CCAD BID in addition to the greatly appreciated fee waivers received each year through the Special Events grant. This amount is less than fifty percent of the dollars needed to produce the Festival and it's desperately needed for the continuation of this wonderful community gathering.

Thank you all for your consideration and continued support of the Arts District BID. We have a great partnership with the City and look forward to making Culver City, the Arts District, and our Arts Community shine each October at the Culver City Art Walk & Roll Festival.

Sincerely,

A handwritten signature in blue ink, appearing to read "Noah Baylin", with a long horizontal flourish extending to the right.

Noah Baylin

President, Culver City Arts District Business Improvement District