

MEETING DATE: 11/12/2012

AGENDA ITEM: (1) Review and Approval of the Downtown Culver City Business Improvement District Advisory Board's Annual Work Program and Budget, and (2) Adoption of a Resolution of Intent to Levy the Downtown Business Improvement District Assessment for 2013.

ATTACHMENTS

	<u>Pages</u>
1. Resolution of Intention, including BID Boundary Map (Exhibit A), Proposed Assessment Schedule (Exhibit B), and 2012 BID Work Program and Budget (Exhibit C).	1-8

RESOLUTION NO. 2012- _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
CULVER CITY, CALIFORNIA, DECLARING ITS INTENT
TO LEVY THE DOWNTOWN CULVER CITY BUSINESS
IMPROVEMENT DISTRICT ASSESSMENT FOR 2013.

WHEREAS, the Parking and Business Improvement Area Law of 1989
(California Streets and Highway Code, sections 36500 et seq. (the "Act")) authorizes
cities to establish parking and business improvement districts for the purpose of
imposing assessments on businesses for certain purposes;

WHEREAS, the City established by Ordinance No. 98-011 and Ordinance
No. 2000-027 the Downtown Culver City Business Improvement District (the "District");
and,

WHEREAS, on November 12, 2012, the City approved the District's
annual report, prepared by the Culver City Business Improvement District Advisory
Board.

NOW, THEREFORE, the City Council of the City of Culver City DOES
HEREBY RESOLVE as follows:

1. The City Council hereby declares its intent to levy and collect
assessments for the year 2013 within the District.
2. The proposed boundaries of the District are set forth in Exhibit A,
which is attached hereto and incorporated by reference, and are the same as those
contained in Ordinance No. 2000-027 and Ordinance No. 98-011.
3. The improvements and activities proposed for the District shall be
funded by the levy of assessments on businesses within the District boundaries and
may include, but are not limited to, the following:

- a. General promotion of business activities within the District;
- b. Promotion of public events which benefit businesses in the District and which take place on or in public places within the District;
- c. Decoration of any public place within the District; and,
- d. Acquisition, construction, installation or maintenance of improvements identified in section 36510 of the Act.

4. The City Council intends to levy assessments on businesses located within the boundaries of the District, in the amounts and on the business classifications set forth in Exhibit B, which is attached hereto and incorporated by reference.

5. Except where funds are otherwise available, an assessment to pay for all specified improvements and activities within the District will be used to fund the activities and improvements shown on Exhibit C, which is attached hereto and incorporated by reference.

6. The District's annual report, on file in the City Clerk's Office, should be referred to for a full and detailed description of the improvements and activities to be provided for the year 2013, the boundaries of the District and the assessments proposed to be levied upon the businesses within this District.

7. Businesses commenced during the 2013 year shall not be exempt from such assessments, but shall be assessed the amounts listed on Exhibit B in a prorated manner, based upon the number of whole months remaining in the 2013 year.

8. The City Council shall hold a public hearing to consider the levy of the proposed assessment on the 10th day of December 2012, at 7:00 p.m., or as soon

thereafter as this matter may be heard, in the Culver City City Council Chambers at
9770 Culver Boulevard, Culver City, California.

9. At the above-referenced public hearing, written and oral protests
may be made.

10. The City Clerk shall certify to the passage of this resolution and
cause the same to be published once in a daily newspaper of general circulation in
Culver City, not less than seven days before the above-referenced public hearing.

APPROVED and ADOPTED this _____ day of _____ 2012.

ANDREW WEISSMAN, MAYOR
City of Culver City, California

ATTEST:

APPROVED AS TO FORM:

MARTIN COLE
City Clerk

Carol A. Schwab
for CAROL A. SCHWAB,
City Attorney

Exhibit B

Proposed 2013 Assessment Schedule

Business Type	City Business License Code	Annual BID Fee
<u>TYPE A</u>		
Retail 1-1000 sq. ft.	036-144, 396, 399, 402	\$ 369
Retail 1001-2500 sq. ft.		\$ 615
Retail 2501-5000 sq. ft.		\$ 922
Retail > 5000 sq. ft.		\$1229
Hotel	456, 480	\$1843
Bar/Restaurant: Total Seats, both Indoor & Outdoor:	390, 654-690	
0-50 seats		\$1229
51-100 seats		\$1843
> 100 seats		\$2457
Computer Graphics & Computer Services	152, 200	\$ 615
Martial Arts Studio, Health Studios, Hair Salon	744, 276	
0-25,000 sq. ft.		\$ 615
> 25,000 sq. ft.		\$1229
<u>TYPE B</u>		
Theaters	858	\$ 3/seat
Live Performance	858	\$ 2/seat
<u>TYPE C</u>		
All others, not listed		\$ 369
<u>TYPE D</u>		
Banking Institutions 0-7500 sq. ft.	342	\$1229
Banking Institutions > 7500 sq. ft.		\$1843
Film Studios	490, 498	\$1229
Recording Studios	554	\$1229
Utilities		\$1229
Hospitals > 20,000 sq. ft.	780	\$ 2457
Hospitals and Clinics < 20,000 sq. ft.		\$1229
<u>TYPE E</u>		
Commercial Rentals	432	
< 5,000		\$1229
5,001-15,000		\$1843
15,001-25,000		\$2457
25,001-35,000		\$3072
Over 35,000		\$3686

Notes:

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.

Exhibit C

Proposed 2013 Work Program

MAINTENANCE

The DBA Clean Team will continue to provide additional downtown maintenance services in addition to the work it performs on behalf of the City per the Memorandum of Understanding (MOU) between the City of Culver City and the DBA, as well as the additional maintenance services the DBA has implemented. MOU services are funded through a separate agreement between the City and the DBA. Other Work Program items outside of Maintenance are funded through the BID fees and are not funded with MOU funds. Downtown Maintenance services, including both MOU and DBA provided services, are as follows:

- Sidewalk maintenance program:
 - Personnel to sweep litter, debris and refuse from sidewalks, alleys (paseos) and gutters of the District
 - Empty sidewalk trash receptacles throughout District daily
 - Sweep and pressure wash District sidewalks, Town Plaza, paseos and alleys on a regular schedule throughout the year
 - Sweep and maintain areas around trash compactors
 - Street furniture to be wiped and cleaned daily (benches, bike racks, parking meters, mailboxes, and pay phones)
 - DBA Clean Team on streets daily, 10 am to 4 pm (Sun-Thurs) and 1 pm to 7 pm (Fri and Sat)
- Landscape Program:
 - Weed abatement in planters, medians, sidewalks and tree wells
 - Trash and debris will be removed from planting areas
 - Removal and replacement of dead vegetation
 - Trimming of bushes and shrubs
 - Plants and flowers to be provided in planting areas and pots on an annual basis
- Graffiti reporting:
 - Graffiti is logged and reported immediately to the City Graffiti Removal Team for removal
 - Paper signs and handbills will be removed

COMMUNICATION/IMAGE

- Employ a Marketing consultant to implement vision of the Marketing Committee for Downtown Culver City
- Employ a publicist to actively seek visibility with media outlets for DBA sponsored events and activities
- Develop marketing partnerships with established and new downtown businesses, pursuing promotional opportunities
- Continue development of the *Downtown Third Wednesdays*; increasing participation of downtown businesses, expanding the scope of the event, raising awareness and increasing attendance
- Reach out to key audience segments through the use of targeted promotions and special events.
- Maintain, enhance and promote website, by increasing functionality and providing greater services to members and the general public
- Fully utilize social media networking (i.e. Facebook, Twitter, Foursquare, etc) for the promotion of Downtown Culver City
- Creation and distribution of a new monthly e-newsletter, linked to the website
- Partner with the City of Culver City and the downtown business community to create a festive holiday atmosphere for downtown

Exhibit C

- Partner with City of Culver City to produce the annual Holiday Tree Lighting Ceremony
- Quarterly maintenance of year-round Culver Blvd. decorative tree lights (twinkle lights)

ADVOCACY & ADMINISTRATION

- Employ a full-time Executive Director in order to ensure the successful management and administration of DBA programs and to provide efficient and timely communication to the DBA constituency
- Rent a permanent DBA office space in Downtown Culver City
- Continue management of the Culver City Downtown Valet Parking Program; working with City of Culver City Engineering to determine best practices for a successful program
- Continue management of downtown maintenance program
- Proactive communication with City Council, staff, and the community on policy and development issues impacting Downtown Culver City
- Continue to seek and support community fundraising opportunities
- Proactive communication with City on violations of existing codes in relation to aesthetics and safety of facades and streetscape
- Continuing coordination between City Sanitation Division and businesses to improve the district dumpster/trash/recycling/rodent issue. Work to include increasing the quantity of dumpsters and trash receptacles, adding recycling bins, as well as improving the maintenance of trash compactors and dumpsters
- Partner with City of Culver City and other organizations (Culver City Chamber, Downtown Residents' Association, etc.) on advocacy issues and initiatives that may impact the quality of life for businesses and all users of downtown Culver City
- Continue working with the City to develop additional funding to increase the maintenance and landscape efforts in downtown
- Fundraising effort will be explored to continue programs such as the Holiday Tree Lighting and other programs deemed important to the success of downtown
- Interacting with the City Finance Department to ensure timely assessment billing and payment
- Day to day communication of programs with DBA constituency

Exhibit C

Proposed 2013 Budget

Revenue

2013 BID Assessment Fees	\$178,185
Reserve Revenue (est. surplus revenue previous years)	\$ 16,470
Previous Delinquent Fees (and penalties) collected in 2012	\$ 10,087
Remaining uncollected Fees (past three years 2010-2012)	\$ 35,960
Interest Income	\$ 20
Downtown Valet Revenue (estimated at \$1500 @ 12mos)	\$ 18,000

Total Revenue

\$258,722

Expenses

Maintenance Management Contract (\$1,579.67 @ 12mos)	\$ 18,956
Uniforms	\$ 50
Beautification Maintenance (twinkles, add'l landscape, etc.)	\$ 11,000

Total Maintenance Management

\$30,006

Advocacy/Administration

Executive Director (full-time salary)	\$ 72,000
City BID Administration Fee (2%)	\$ 3,563
Professional Fees	\$ 500
D & O Insurance	\$ 1,575
Liability Insurance	\$ 800
Tax Preparation, Dues, Permits	\$ 1,195
Bank Service Charges	\$ 0
Office Rent	\$ 6,000
Telephone	\$ 1,920
Office Supplies/Postage/Computer Services	\$ 1,000

Downtown Valet Parking Management

Valet Operations city permit (\$300 per each 6mos)	\$ 600
Valet Stations city permit (\$1,290 @ 12mos)	\$ 15,480
Lot leases (\$1,000 @ 12mos)	\$ 12,000

Total Administration

\$116,633

Communication/Image/Downtown Marketing

\$ 43,166

-Holiday Event (\$4,166)
-Marketing Hard Costs (\$11,000)
-Website/e-newsletter (\$1,000)
-PR/Marketing (\$27,000)

Total Communication/Image

\$ 43,166

Reserve carry forward

\$ 20,557

Estimated uncollectable 2013 Fees (Est. 7% of budget)

\$ 12,400

Previous years uncollected Fees (2010-2012)

\$ 35,960

\$ 68,917

Total Expenses

\$258,722