

CULVER CITY ARTS DISTRICT BID  
BEAUTIFY PROMOTE ADVOCATE  
**TOGETHER**



# Proposed 2024 Work Plan

The Culver City Arts District Business Improvement District (CCAD BID) is comprised of numerous art galleries, architecture firms, creative businesses, specialty retail, restaurants, professional services, and design/wholesale firms located on the east side of Culver City (Exhibit 1). Formed in February 2016, CCAD BID works to encourage engagement among the business community and to create/promote an identity for the area. Current objectives of the district include marketing and promotion, advocacy, and maintenance/beautification of the area to visually connect the community. Accomplishments to date include the creation of a brand style guide, social media marketing, median replating, increased streetscape maintenance, a new street-pole banner program, implementation of an outdoor dining and retail program, pilot lighting program, execution of the annual Art Walk & Roll Festival, advocacy and partnership with the City of Culver City, the Arts District Residents Association, the Culver City Academy of Visual and Performing Arts, The Culver City Chamber of Commerce and other local arts agencies and the formation of a non-profit 501(c)(6). By pooling resources, business owners in the BID can collectively pay for activities, which they may not be able to afford individually and can continue to revitalize and strengthen the Culver City Arts District.

## **Boundaries**

The Arts District is primarily located along Washington Boulevard between the Metro Expo Line (National Boulevard) and Fairfax Avenue and along La Cienega Boulevard from Washington Boulevard to Blackwelder Street. In addition, the district encompasses a portion of Fairfax Avenue from Washington Boulevard to La Cienega Boulevard and Adams Street from Washington Boulevard to Fairfax Avenue. It also includes all of Helms Avenue, Wesley Street, Perry Street, Smiley Drive, Blackwelder Street and Hines Avenue. Please see Exhibit B-1.

## **Advisory Board**

The Advisory Board is appointed by the City Council and serves on a volunteer basis. They hold regular bi-monthly meetings to progress the annual work plan.

The composition of the CCAD BID Board is as follows:

- Member 1 – Art Gallery Owner/Operator - Josetta Sbeglia
- Member 2 – Retail - Janiece Heyward
- Member 3 – Art/Professional Services – Maya Roth
- Member 4 – Hospitality/Professional Services – Ryan Parker
- Member 5 – Commercial Sublease/Property Owner - Noah Baylin
- Member 5 – Commercial Sublease/Property Owner - George Montgomery\*
  - On medical leave and will be replaced
- Member 7 – Charitable Organization – Lee Chernotsky

- Member 8 – Apartment Rentals – Danaan Whitney
- Member 9 – Restaurant – Giorgia Sinatra

## **Proposed Improvements and Activities for 2024**

The activities proposed for the 2024 CCAD BID are focused in three areas: maintenance/beautification, advocacy/administration, and marketing and promotion.

### **Maintenance/Beautification**

- Expand decorative lighting program to help promote and support outdoor dining and retail in the District.
- Paint and refurbish Ballona Creek gateway monument.
- Continue to increase street maintenance beyond the city standard to improve appearance, walkability and safety with additional weeding, sweeping and trash pick-up in landscaped areas.
- Abate graffiti and enhance the neighborhood watch for the area in coordination with the Art District Residents Association.
- Explore the feasibility of mural program in the District

### **Advocacy/Administration**

- Address the City Council and the community with one voice and to strengthen partnerships with community organizations.
- Partner with the City to enhance multi-mobility and circulation throughout the District. Continue to explore parking opportunities and additional crosswalks in collaboration with City's Parking and Traffic Subcommittee.
- Explore and pursue grant opportunities.
- Maintain an active member directory.
- Maintain a reserve fund for unforeseen expenses.
- Examine the feasibility of marginal annual due increases to expand beautification efforts in the District

### **Marketing/Events/Promotion**

- Produce and host pop-up markets/events in partnership with local business to increase BID awareness and participation in the CCAD.
- Plan and implement Art Walk and Roll Festival 2024 with the City, the Arts District Residents Association, the Culver City Academy of Visual and Performing Arts and other organizations.
- Update and maintain website(s), manage social media accounts, email marketing and printed newsletter.

- Develop and maintain relationships with businesses located within the district.
- Oversee administration and management of the BID, adherence to The Brown Act and ongoing communication between City Staff and the Board.
- Examine the feasibility of a second event in the Spring with a focus on art and community building

## **Annual Assessment**

The CCAD BID is an annually renewable program. Funding to implement the annual work plan is collected via assessments to businesses. Funds may only be used on the approved programs within the CCAD BID.

The Assessment Schedule has three levels based on both the City's business license activity codes as well as the physical location of the businesses within the district.

### *Business Activity*

Those businesses that have business activity codes that reflect "creative" or artistic enterprise, support artistic or creative enterprise in the arts (art, architecture, marketing, entertainment, production, design services, culinary, etc.) or directly benefit from these enterprises (retail, restaurant, etc.) are identified as primary beneficiaries. Those businesses whose activity may not be directly related to the arts but that support the arts/creative businesses or its employees and/or receive some benefit by being part of an "arts" or organized district are classified as secondary beneficiaries. All other businesses in the CCAD will be classified as tertiary. Tertiary beneficiaries, similar to primary and secondary businesses, will derive benefits from the maintenance, beautification and business promotion services provided by the CCAD.

### *Location*

Most of the businesses within the Arts District are located on the Washington Blvd., National Blvd., La Cienega Blvd., Helms Ave., or Wesley St.

For businesses along Washington Blvd., La Cienega Blvd., National Blvd., Helms Ave., or Wesley St., the levels are as follows:

Primary - \$300 annually

Secondary - \$200 annually

Tertiary- \$100 annually

For those businesses along Smiley Dr., Blackwelder Street, Adams Street, Fairfax Avenue or Perry Drive, the levels are as follows:

Primary - \$225 annually

Secondary - \$150 annually

Tertiary - \$75 annually

## **2024 Assessment Schedule**

A detailed listing of Business Activity Code and Benefit Level is noted below:

Primary Benefit – Annual Fee = \$300 (located on Washington Blvd., National Blvd., La Cienega Blvd., Helms Avenue or Wesley Street)/ \$225 (located along Smiley Dr., Blackwelder Street, Adams Street, Hines Avenue, Fairfax Avenue, or Perry Drive)

### **Business Activity -Code Activity**

144 misc. retail

152 graphic arts

157 art galleries

168 interior decoration

186 advertising/marketing

205 talent/modeling agency

216 photography/studio

225 public relations

294 architect

390 restaurant no alcohol

396 food retail

399 liquor store

410 private school

488-490 entertainment industry

126 clothing-retail

675, 678 restaurants

744 828 456 bar/tavern rentals - back drops/cameras hotel/hospitality

29 cannabis / distribution

Secondary Benefit – Annual Fee = \$200 (located on Washington Blvd., National Blvd., La Cienega Blvd., Helms Avenue or Wesley Street)/ \$150 (located along Smiley Dr., Blackwelder Street. Adams Street, Hines Avenue, Fairfax Avenue, or Perry Drive)

### **Business Activity - Code Activity**

138 wallpaper/paint retail

160 sales of real property

162 tailor/alteration

180 misc. trade/service

198 consultants misc.

216 222 240  
photographer  
property management professional services

255 woodworking/cabinetry/welding  
276 beauty shop  
288 accountant cpa  
300 attorney  
306 dentist  
312 therapist/doctor  
314 chiropractor/acupuncture  
324 finance/escrow service  
336-37 real estate brokers  
348 travel agency  
384 newspaper/publications  
402 pharmacy/drugs  
414 apartment rentals  
432 commercial property sublease  
474 manufacturing/retail/wholesale

551 557  
computer software development telephone service

774 fitness center/gym/health spa  
822 rentals – motor vehicles

894 96  
36  
animal hospital jewelry store arts / crafts

Tertiary Benefit – Annual Fee = \$100 (located on Washington Blvd., National Blvd., La Cienega Blvd., Helms Avenue or Wesley Street)/ \$75 (located along Smiley Dr., Blackwelder Street, Adams Street, Hines Avenue, Fairfax Avenue, or Perry Drive)

**Business Activity**

**Code Activity**

102 lumber/building supplies  
108 mail order/retail  
192 business office service  
204 staffing employment  
208 insurance agent

227 285 coach/teacher computer services

354 contractor in city

420 automotive repair

438 laundry/dry cleaning

444 gasoline station

505 computer repair services

510 repair services misc.

528 warehouse < 5,000 sq. ft.

540 warehouse < 10,000 sq. ft.

522 wholesale

784 export/import

786 impound yard

864 towing service

882 automobile dealers new/used

*Notes:*

- 1. Fee for individual business owners with multiple business licenses/operations at the same address will be based on the single highest category reflective of their primary business operation. In the event of a dispute, the CCAD Advisory Board shall review the request and make disposition on the appropriate 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 excluding beauty and health service professionals.*

The above codes represent known business activity currently within the district. New businesses that are within the district will be assessed on a pro-rata basis. If a business code is not listed above, beneficiary level will be determined by the advisory board or default to a tertiary level until the work plan can be updated.

## **2024 Proposed Budget and Collection**

The CCAD will work with the City to develop an appropriate collection schedule to encourage full payment and receipt of the assessment fees. Carryover funds may be used to augment budgeted expenses if revenues fall short. If any additional funds are received beyond anticipated revenues (or excess carryover) they shall be allocated to the Maintenance/Beautification line item. Please see Exhibit B-2.



**EXHIBIT B-1: Arts District Boundaries**





## **CULVER CITY ARTS DISTRICT Exhibit B-2**

### **2024 STATEMENT OF REVENUE & EXPENSE BUDGET FOR THE PERIOD 1/1/2024 TO 12/31/2024 CULVER CITY ARTS DISTRICT**

<b>Revenue</b>
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**BID Assessments** \$44,598.00

**Uncollected Assessments** (\$2,066.00)

**Total Revenue** \$42,532.00

**Art Walk & Roll Festival Revenue Festival Sponsorships**

\$79,000.00

**Vendor Booths** \$12,000.00

**Food & Beverage Sales** \$7,000.00

**Sub Total** \$140,532.00

**Surplus Revenues**

**Projected Carryover Funds From 2023:** \$38,762.31

**Total** \$179,234.31

<b>BID Expenses</b>
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**Advocacy & Administration**

**City Administrative Cost** \$1,280.00

**HdL collection fees** \$713.00

**General Administrative Admin. & Operations Services**

\$5,000.00

**Insurance** \$2,583.00

**SBA Loan Repayment** \$2,898.00

**General Administrative** \$20,068.00

**Sub Total** \$32,542.00

**Maintenance/Beautification**

**Lighting Program** \$10,000.00

**Refurbish Ballona Creek Gateway** \$10,000.00

**Arts District revival projects (3 bus stops, utility boxes, murals)** \$20,000.00

**Sub Total** \$47,600.00

**Marketing/Promotion**

**Art Walk & Roll Festival** \$79,000.00

**Marketing Consultant** \$6,300.00

**Pop-Up Events/Markets & Mixers** \$2,500.00

**Printing/Advertisements** \$1,400.00

**Website/Email Hosting & Maintenance** \$2,500.00

**Sub Total** \$91,700.00

**Total Expense** \$164,242 **Reserve** \$15,052.31