

MEETING DATE: 11/14/11

AGENDA ITEM: (1) Review and Consider Approval of the Downtown Culver City Business Improvement District Advisory Board's Annual Work Program and Budget, and (2) Consider Adoption of a Resolution of Intent to Levy the Downtown Business Improvement District Assessment for 2012.

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
2. 2011 BID Work Program and Budget	9-13

RESOLUTION NO. 2011-_____

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 2012.

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; and

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 14, 2011, 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 2012 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.

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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 2012, the boundaries of the District and the assessments proposed to be levied upon the businesses within this District.

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1 7. Businesses commenced during the 2012 year shall not be exempt
2 from such assessments, but shall be assessed the amounts listed on Exhibit "B" in a
3 prorated manner, based upon the number of whole months remaining in the 2012 year.

4 8. The City Council shall hold a public hearing to consider the levy of
5 the proposed assessment on the 12th day of December 2011, at 7:00 p.m., or as soon
6 thereafter as this matter may be heard, in the Culver City City Council Chambers at
7 9770 Culver Boulevard, Culver City, California.

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

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

13 APPROVED and ADOPTED this _____ day of _____ 2011.

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18 _____
MICHEÁL O'LEARY, MAYOR
City of Culver City, California

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20
21 ATTEST:

APPROVED AS TO FORM:

22
23
24 _____
MARTIN COLE, City Clerk

25 _____
for CAROL A. SCHWAB, City Attorney

26 A11-00706

Business Improvement District



THE CITY OF
CULVER CITY



INFORMATION TECHNOLOGY
GEOGRAPHIC INFORMATION SYSTEMS

9770 CULVER BLVD
CULVER CITY, CA 90232
TEL: 310-253-5976

DATE: 11/09/2011
SCALE: 5123.24183956934

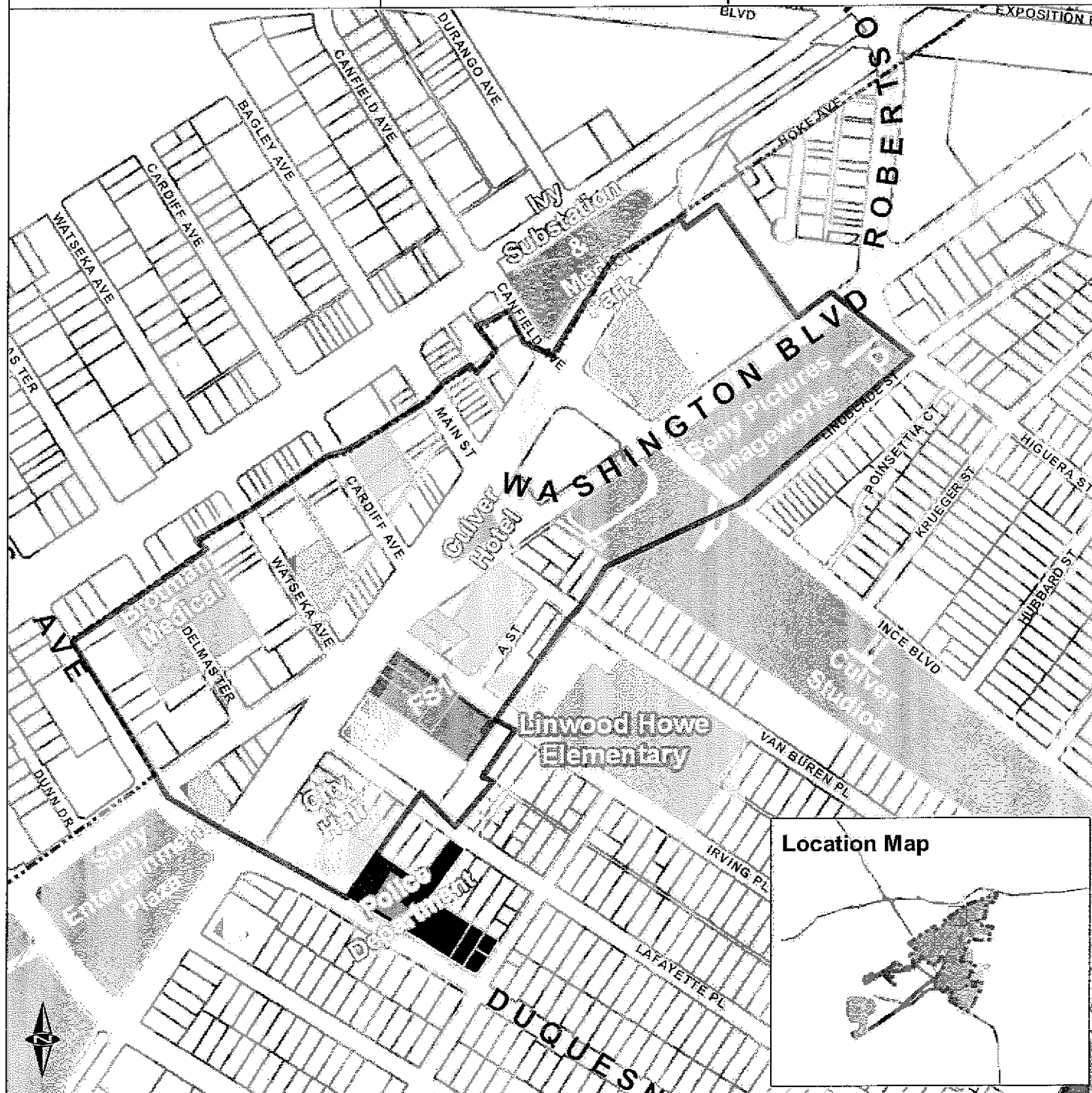
MAP PROJECTION: CALIFORNIA STATE PLANE
ZONE: V (FIVE)
DATUM: NAD 1983
UNITS: FEET
ELLIPSOID: GRS 80

MAGNETIC DECLINATION: 13 DEGREES 6 MINUTES EAST
YEAR: JULY 10, 2006
ANNUAL CHANGE: 5 MINUTES WEST
AVERAGE ELEVATION: 57 FEET ABOVE SEA LEVEL
ELEVATION RANGE: 14 TO 419 FEET

DISCLAIMER

The City of Culver City makes no representation or warranties of any kind with respect to the accuracy of the information of claims furnished herein, as the data is a compilation of records and information obtained from various sources. The data displayed on this map is for representational purposes only. It is neither a legally recorded map nor a survey and is not intended to be used as such. No part of this map may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying and recording systems except as expressly permitted in writing by the City of Culver City, Information Technology Department, Geographic Information Systems.

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Location Map



Exhibit B

PROPOSED BID ASSESSMENT SCHEDULE 2012

Business Type	City Business License Code	Annual BID Fee
<u>TYPE A</u>		
Retail 1-1000 sq. ft.	036-144, 396, 399, 402	\$ 351
Retail 1001-2500 sq. ft.		\$ 585
Retail 2501-5000 sq. ft.		\$ 877.50
Retail > 5000 sq. ft.		\$1170
Hotel	456, 480	\$1755
Bar/Restaurant: Total Seats, both Indoor & Outdoor:	390, 654-690	
0-50 seats		\$1170
51-100 seats		\$1755
> 100 seats		\$2340
Computer Graphics & Computer Services	152, 200	\$ 585
Martial Arts Studio, Health Studios, Hair Salon	744, 276	
0-25,000 sq. ft.		\$ 585
> 25,000 sq. ft.		\$1170
<u>TYPE B</u>		
Theaters	858	\$2.34/seat
Live Performance	858	\$1.17/seat
<u>TYPE C</u>		
All others, not listed		\$351
<u>TYPE D</u>		
Banking Institutions 0-7500 sq. ft.	342	\$1170
Banking Institutions > 7500 sq. ft.		\$1755
Film Studios	490, 498	\$1170
Recording Studios	554	\$1170
Utilities		\$1170
Hospitals > 20,000 sq. ft.	780	\$2340
Hospitals and Clinics < 20,000 sq. ft.		\$1170
<u>TYPE E</u>		
Commercial Rentals	432	
< 5,000		\$1170
5,001-15,000		\$1755
15,001-25,000		\$2340
25,001-35,000		\$2925
Over 35,000		\$3510

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.

WORK PROGRAM AND BUDGET

Proposed 2012 Work Program

MAINTENANCE

The DBA Clean Team will continue to provide downtown maintenance services under the terms of the Memorandum of Understanding (MOU) between the City of Culver City, as well as the additional maintenance services the Culver City Downtown Business Association has implemented. MOU services are separately funded by a separate agreement between the City of Culver City and the DBA. Other Work Plan items outside of Maintenance are funded through the BID fees and are not funded with MOU dollars. Downtown Maintenance services, including both MOU and DBA provided services, are as follows:

- Sidewalk maintenance program:
 - DBA Clean Team presence daily: Mon 10-4, Tues 8-2, Wed 10-4, Thurs 11-5, Fri 1-7, Sat 1-7, Sun 8-2;
 - Sweep litter, debris and refuse from Town Plaza, sidewalks, alleys (paseos) and street gutters within the District;
 - Empty sidewalk trash receptacles throughout District daily;
 - Sweep and pressure wash District sidewalks, Town Plaza, paseos, and alleys on a monthly basis;
 - Bi-annual pressure washing of parking structure stalls, floors and drive lanes;
 - Monthly pressure washing of parking structure entrances, landings, stairwells and entrance ramps;
 - Wipe down parking structure elevators to maintain a clean appearance monthly;
 - Sweep and maintain areas around trash compactors as needed;
 - Street furniture to be cleaned daily (benches, bike racks, parking meters, mailboxes, and pay phones).
- Landscape Program:
 - Weed abatement in planters, street medians, sidewalks and tree wells;
 - Trash and debris removed from planting areas;
 - Removal and replacement of dead landscape plants;
 - Trimming of bushes and shrubs;
 - Plants and flowers to be added on an as needed basis in planting areas and pots throughout the year.
- Graffiti reporting:
 - Graffiti is logged and reported immediately to the City Graffiti Removal Team for removal;
 - Paper signs and handbills removed from District trees, light standards and sign post.

COMMUNICATION/IMAGE

- Develop and implement a comprehensive marketing and branding strategy for Downtown Culver City based on data collected from downtown stakeholders with the guidance of a Marketing Consultant.
- Increase media awareness of the downtown business district in general and unique events (such as Third Wednesdays) and businesses specifically with the assistance of a part-time Publicist.
- Develop marketing partnerships with established and new downtown businesses, and aggressively pursue promotional opportunities.
- Continue development of the *Downtown Third Wednesdays*; increasing participation of downtown businesses, expanding the scope of the event, raising awareness and increasing customer interest and attendance.
- Maintain, enhance and promote the DBA website, by increasing functionality and providing greater services to members and the general public.
- Fully utilize social media networking (i.e. Facebook, Foursquare, Constant Contact, etc.) for the promotion of Downtown Culver City.

Exhibit C

- Expand the use of email marketing – including the creating of a monthly e-newsletter, featuring events and businesses in Downtown Culver City.
- Partner with the City of Culver City and the downtown business community to create a festive atmosphere for downtown during the winter holiday season.
- Partner with the City of Culver City and other local businesses to produce the annual Holiday Tree Lighting Event.
- Upgrade and continued 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.
- Continue management of the Culver City Downtown Valet Parking Program; working with City of Culver City and its Engineering department to determine best practices for a successful valet program.
- Continue management of downtown maintenance program, including increased services set forth by the MOU agreement with the City of Culver City and additional maintenance services as determined by the DBA board.
- Proactive communication with City Council, staff, and the downtown community, on policy and development issues impacting Downtown Culver City, including, but not limited to, the development opportunities of Parcel B.
- Continue to seek and support community appropriate fundraising opportunities.
- Proactive communication with the City on violations of existing codes in relation to aesthetics and safety of facades and streetscape.
- Continuing coordination between the City Sanitation Division and businesses to improve the district dumpster/trash/recycling operation. 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, Metro Rail, etc.) on advocacy issues, opportunities, 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 options will be explored to continue and enhance 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 2012 Budget

Revenue

2012 BID Assessment Fees	\$161,200
Reserve Revenue (surplus revenue previous years)	\$ 39,100
Previous Delinquent Fees (and penalties) collected in 2011	\$ 3,048
Remaining uncollected Fees (past three years)	\$ 38,000
Interest Income	\$ 60
Memorandum of Understanding (MOU)	\$122,100
Downtown Valet Revenue (estimated at \$1500 @ 12mos)	\$ 18,000

Total Revenue **\$381,508**

Expenses

Maintenance Management Contract (\$2,060 @ 12mos)	\$ 24,720
-Labor (\$1710 per month)	
-Fuel (\$350 per month)	
MOU Maintenance Management (\$10,175 @ 12mos)	\$ 122,100
Uniforms	\$ 100
Beautification Maintenance (twinkles, add'l landscape, etc.)	\$ 3,500
Capital Expenditure (From reserves one time Twinkle light replacement)	\$ 20,100

Total Maintenance Management **\$170,520**

Advocacy/Administration	
Executive Director (full-time salary)	\$ 72,000
City BID Administration Fee (2%)	\$ 3,224
Professional Fees	\$ 1,000
D & O Insurance	\$ 1,450
Liability Insurance	\$ 770
Tax Preparation, Dues, Permits	\$ 900
Bank Service Charges	\$ 0
Office Rent	\$ 0
Telephone	\$ 1,920
Office Supplies/Postage/Computer Services	\$ 1,500

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 **\$110,844**

Communication/Image/Downtown Marketing	\$ 44,050
-Holiday Event (\$4,300)	
-Marketing Hard Costs (\$11,000)	
-Website/e-newsletter (\$750)	
-PR/Marketing (\$28,000)	

Total Communication/Image **\$ 44,050**

Reserve carry forward	\$ 9,798
Estimated uncollectable 2012 Fees (Est. 7% of budget)	\$ 8,296
Previous years uncollected Fees (2008-2011)	<u>\$ 38,000</u> <u>\$ 56,094</u>

Total Expenses **\$381,508**

Attachment 2

Downtown Culver City-Business Improvement District- Report of Proposed Year 2011 Work Program and Budget

The Downtown Culver City Business Improvement District Advisory Committee ("Advisory Committee") is pleased to present its Proposed Year 2011 Work Program and Budget. This report is prepared in accordance with the requirement of Culver City Ordinance No. 98-011, which established the Downtown Culver City Business Improvement District ("DCCBID"), the Business Improvement District Management Agreement between the City of Culver City ("City") and the Culver City Downtown Business Association ("CCDBA"), and the *Streets and Highways Code*, section 36533.

The Advisory Committee does not propose any changes to the Advisory Committee structure, nor to the boundaries of the parking and business improvement area. A map illustrating BID boundaries is included as Exhibit A. The Advisory Board recommends the assessment schedule as follows:

Business Type	City Business License Code	Annual BID Fee
<u>TYPE A</u>		
Retail 1-1000 sq. ft.	036-144, 396, 399, 402	\$ 351
Retail 1001-2500 sq. ft.		\$ 585
Retail 2501-5000 sq. ft.		\$ 877.50
Retail > 5000 sq. ft.		\$1170
Hotel	456, 480	\$1755
Bar/Restaurant: Total Seats, both Indoor & Outdoor:	390, 654-690	
0-50 seats		\$1170
51-100 seats		\$1755
> 100 seats		\$2340
Computer Graphics & Computer Services	152, 200	\$ 585
Marital Arts Studio, Health Studios, Hair Salon	744, 276	
0-25,000 sq. ft.		\$ 585
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<u>TYPE B</u>		
Theaters	858	\$2.34/seat
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< 5,000		\$1170
5,001-15,000		\$1755
15,001-25,000		\$2340
25,001-35,000		\$2925
Over 35,000		\$3510

Attachment 2

The DCCBID's activities and estimated costs for the coming year are set forth in Exhibit "B" Proposed Year 2011 Work Program Budget. All funds collected are used for BID activities which strengthen the business climate within the BID area, attract new investment and improve the quality of life for all downtown users.

Note:

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.

Attachment 2

The Advisory Board proposes the following Work Program for 2011:

MAINTENANCE

The DBA Clean Team will continue to provide downtown maintenance services per the Memorandum of Understanding (MOU) between the City of Culver City and Culver City Downtown Business Association. MOU services are separately funded by a separate agreement between the City of Culver City and the DBA. Other Work Plan items outside of Maintenance are not funded by MOU dollars. Downtown Maintenance services, including both MOU agreed 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, alleys and parking structure stairwells, landings, alleys and entrance ramps on a monthly schedule throughout the year
 - Bi-annual pressure washing of parking structure stalls, floors and drive lanes
 - Monthly pressure washing of parking structure entrances, landings and stairwells; Wipe down of parking structure elevators to maintain a clean appearance
 - 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, 10am to 4pm (Sun-Thurs) and 1pm to 7pm (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

- Continue and extend marketing efforts of Downtown Culver City; by creating marketing partnerships with established and new downtown businesses, pursuing promotional opportunities and actively seeking visibility with media outlets.
- Continue development of the *Downtown Third Wednesday Block Parties*; increasing participation of downtown businesses, expanding the scope of the event, raising awareness and increasing attendance.
- Continue efforts to establish a lunchtime shuttle between Hayden Tract and Downtown Culver City

Attachment 2

- 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, 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
- Partner with City of Culver City to produce the annual Holiday Tree Lighting Ceremony
- 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
- 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, including increased services set forth by the MOU agreement with the City of Culver City
- 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, such as the Community Garden project
- 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 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

Downtown Culver City-Business Improvement District**Proposed Year 2011 Work Program and Budget****Revenue**

2011 BID Assessment Fees	\$164,000
Carry forward from 2010 assessments	\$ 29,639
Interest Income	\$ 60
Memorandum of Understanding (MOU)	\$122,100
Downtown Valet Revenue (estimated at \$1500 @ 12mos)	\$ 18,000

Total Revenue**\$333,799****Expenses**

Maintenance Management Contract (\$2,060 @ 12mos)	\$ 24,720
-Labor (\$1710 per month)	
-Fuel (\$350 per month)	
MOU Maintenance Management (\$10,175 @ 12mos)	\$122,100
Uniforms	\$ 100
Beautification Management (twinkles, add'l landscape, etc.)	\$ 3,500

Total Maintenance Management**\$150,420****Advocacy/Administration**

Executive Director (full-time salary)	\$ 72,000
City BID Administration Fee (2%)	\$ 3,280
Professional Fees	\$ 2,000
D & O Insurance	\$ 1,450
Liability Insurance	\$ 770
Tax Preparation, Dues, Permits	\$ 900
Bank Service Charges	\$ 0
Office Rent	\$ 0
Telephone	\$ 1,920
Office Supplies/Postage/Computer Services	\$ 1,500

Downtown Valet Parking Management

Valet Operations city permit (\$300 per each 6mos)	\$ 600
Valet Stations city permit (\$1,290 @ 12mos)	\$ 15,480
Lot leases (\$2,000 @ 12mos)	\$ 24,000

Total Administration**\$123,900****Communication/Image/Downtown Marketing**

\$ 29,840

- Holiday Event (\$4,300)
- Downtown Block Parties
- Website/e-newsletter
- Public Relations
- Shuttle Service
- Misc.

Total Communication/Image**\$ 29,840****2011 Reserves****\$ 29,639****Total Expenses****\$333,799**