

DOWNTOWN CULVER CITY
BUSINESS IMPROVEMENT DISTRICT
ANNUAL REPORT

2022

Downtown Culver City Business Improvement District Annual Report

The Downtown Culver City Business Improvement District Advisory Board Committee ("Advisory Board") is pleased to present its Annual Report for 2022. This report is prepared in accordance with the requirements of Culver City Ordinance Nos. 98-011 and 2000-027, 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.

Downtown Culver City Business Improvement District Proposed Work Plan 2022

Maintenance Management/Beautification

- Coordinate with the City to enhance the décor and exterior lighting throughout Downtown Culver City in order to enhance the customer experience and the extended outdoor dining experience in particular
- Contract with personnel and manage work per the Memorandum of Understanding (MOU) between the City and the DBA, including:
 - Sweep litter, debris and refuse from sidewalks, alleys (paseos) and gutters of the District on a daily basis
 - Empty sidewalk trash receptacles throughout District daily
 - Pressure wash District sidewalks, Town Plaza, paseos and alleys on a regular schedule throughout the year
 - Sweep and maintain areas around trash compactors
 - Clean and wipe down street furniture daily (benches, bike racks, parking meters, and mailboxes)
 - Report and remove graffiti immediately and refer to the City Graffiti Removal Team as necessary
 - Remove paper signs and handbills
- Provide additional Downtown maintenance services including:
 - Supplemental cleaning and pressure washing in sidewalk areas and paseos impacted by trash disposal
 - Provide quarterly maintenance of year-round decorative tree lights (twinkle lights) in the district
- Participate in regular walk-throughs of downtown as conditions permit with Community Development, Public Works, Parks & Rec, ABM Parking, and Chrysalis to identify maintenance issues, and determine responsibility and solutions. Remain in close contact during times when walk-throughs are not feasible to ensure issues are addressed in a timely fashion.

Advocacy & Administration

- Work closely with the City to ensure the economic recovery of businesses impacted by the COVID-19 pandemic.
- Address the challenges and opportunities of new major developments in and around downtown including:
 - Integrating businesses within The Culver Steps
 - Developing mutually beneficial partnerships with outside developments
- Work with the City and stakeholders to address economic issues facing the businesses in Downtown Culver City and to improve the mix of businesses in the community
- Maintain a permanent professional DBA office space in Downtown Culver City
- Employ full-time Executive Director to ensure the successful management of the BID and administration of DBA programs

- Proactively communicate with City and businesses on violations of existing codes in relation to health, aesthetics and safety issues
- Interact with the City Finance Department to ensure timely assessment billing and payment
- Strengthen our collections program to pursue delinquent assessments
- Provide regular communication with DBA constituency through membership newsletter
- Hold annual strategic planning session
- Host regular meetings and mixers with business leaders to address specific concerns related to COVID-19 and other matters of shared concern as they arise
- Support the ongoing presence of a Farmers Market in Downtown Culver City
- Partner with City Staff to promote the public art and architectural history of Downtown

Parking, Transportation and Mobility

- Advocate for connectivity from Expo Station to Downtown
- Partner with the City and stakeholders to identify parking and transportation solutions.
- Meet monthly with City staff to discuss parking issues, solutions, and longer term parking and transportation plans for Downtown
- Regularly assess the parking needs in Downtown Culver City including the valet program to determine its viability and any necessary adjustments given current conditions

Communication, Image and Marketing

- Retain social media consultant to maximize the use of all social media outlets for Downtown
- Utilize graphic designers to ensure a consistent and professional branded look for all DBA communications with the public
- Develop Third Wednesday events to increase participation and promotion of Downtown businesses, expand the scope of events, and increase attendance
- Produce and expand the City-sponsored Hip & Historic Halloween event
- Produce the annual “A Heart of Screenland” award for a special, important or unique contribution to Downtown Culver City
- Produce the Annual Holiday Tree Lighting Ceremony in conjunction with the City
- Consider the development of virtual events and cultural activations to promote Downtown Culver City.
- Partner with the City and the Downtown business community to create a festive holiday atmosphere for Downtown Culver City
- Produce a printed map/directory of Downtown Culver City for quarterly distribution
- Maintain a downtown website to provide benefit to members and the general public
- Expand our email marketing to include promotion of Downtown events and other content of interest to our subscribers
- Work with Cultural Affairs to celebrate Public Art in downtown
- Partner with CCAD and other Culver City districts and organizations, such as Fiesta La Ballona and Culver City Chamber of Commerce
- Pursue opportunities to actively market and promote Downtown Culver City through events such as CicLAvia and the L.A. Conservancy Walking Tour
- Reach out to key audience segments through targeted promotions and by promoting the activities of Downtown Businesses

Proposed Budget 2022

Revenue

2022 Annual BID Assessment Fees	328,105.00	
City BID Administration Fee (2%)		
Previous Delinquent Fees (and penalties) Estimated for 2021	59,422.00	
2022 BID Assessment Fees Not Paid (Estimate)	31,500.00	
<u>Total Revenue</u>		<u>\$356,027.00</u>

Expenses

Maintenance Management

Maintenance Management Contract (\$6,7262 @ 12mos)	80,712.00
Beautification/Maintenance (twinkles, add'l decor, etc.)	78,875.00

Total Maintenance Management	<u>\$159,587.00</u>
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Advocacy/Administration

Labor (full time Exec Director, taxes, benefits, workers comp)	86,724.00
Professional Fees	12,500.00
D & O Insurance	1,488.00
Liability Insurance	1,950.00
Tax Preparation, Dues, Permits	1,968.00
Office Rent	18,000.00
Telephone	843.00
Office Supplies/Postage/Computer Services	5,500.00

Total Administration	<u>\$128,973.00</u>
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Valet Parking Management

Valet Operations city permit (\$306 per each 6mos)	306.00
Valet Stations city permit (\$344 @ 6mos)	2,126.00
Lot leases (\$1500 @ 6 mos)	9,000.00

Total Valet Parking Management	<u>\$11,432.00</u>
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Communication/Image/Downtown Marketing

Events & Promotions	18,189.00
Marketing Hard Costs	15,200.00
Digital Marketing	4,096.00
Social & Marketing Support	18,550.00

Total Communication/Image	<u>\$56,035.00</u>
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Reserve

Reserve	20,000
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Total Reserve	<u>20,000</u>
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<u>Total Expenses</u>	<u>\$356,027.00</u>
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Notes:

1. Surplus or deficit revenues carried over from previous fiscal year: \$0 revenue, \$20,000 reserve.
2. Contributions to be made from sources other than these assessments: \$0.

Proposed 2022 Fee Structure

The Advisory Board proposes no changes to assessment rates or district boundaries

Business Type	City Business License Code	BID Fee
<u>TYPE A</u>		
Retail		
1-1,000 sq. ft.	036-144, 396, 399, 402	415
1,001-2,500 sq. ft.		693
2,501-5,000 sq. ft.		1,038
5,001-10,000 sq. ft.		2,073
> 10,000 sq. ft.		3,455
Hotels	456, 480	2,073
Bar/Restaurant: total seats, both Indoor & outdoor:	390, 654-690	
0-50 seats		1,383
51-100 seats		2,073
> 100 seats		2,764
Computer Graphics & Computer Services	152, 200	693
Martial Arts Studio, Health Studios, Hair Salon	744, 276	
1-25,000	693	693
>25,000	1,383	1,383
Independent Contractor		103
Micro-Business in a Shared Workspace		103
<u>TYPE B</u>		
Theaters	858	3.28/seat
Live Performance	858	2.25/seat
<u>TYPE C</u>		
All others, not listed	036-144, 396, 399, 402	
1 - 2,500 sq. ft.		415
2,501 -5,000 sq. ft.		415
5,001-15,000 sq. ft.		1,383
15,001-25,000 sq. ft.		1,383
25,001-35,000 sq. ft.		1,383
35,001- 50,000 sq. ft.		1,383
50,001- 100,000 sq. ft.		1,383
>100,000 sq. ft.		1,383
<u>TYPE D</u>		
Banking Institutions	342	2,073
Media Production Facilities	490, 498	
< 5,000 sq. ft.		1,383
5,001-15,000 sq. ft.		1,383

15,001-25,000 sq. ft.		1,383
25,001-35,000 sq. ft.		1,383
35,001- 50,000 sq. ft.		1,383
50,001- 100,000 sq. ft.		1,383
>100,000 sq. ft.		1,383
Recording Studios	554	1,383
Utilities		1,383
Hospitals and Clinics	780	2,764

TYPE E

Commercial Rentals	432	
< 5,000 sq. ft.		1,383
5,001-15,000 sq. ft.		2,073
15,001-25,000 sq. ft.		2,764
25,001-35,000 sq. ft.		3,456
35,001- 50,000 sq. ft.		5,531
50,001- 100,000 sq. ft.		6,913
>100,000 sq. ft.		8,295

The DCCBID's activities and estimated costs for the coming year are set forth in the Proposed Budget and Work Program for 2022. 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.

Proposed BID Advisory Committee Members 2022

- Eric Sims – Associate General Manager
- Kathryn Lundeen - Business Owner
- Karl Kuhn - Business Owner
- Ken Kaufman –Business Owner

Address Ranges for the Downtown Culver City Business Improvement District

Cardiff Avenue: 3846 to 3865
Culver Boulevard: 9240 to 10098
Delmas Terrace 3828
Hughes Avenue: 3828
Irving Place: 4043

Main Street: 3819 to 3850
Van Buren Place: 3927 to 3928
Washington Blvd: 9000 to 9820, 10000
Watseka Avenue: 3816 to 3871

