

RESOLUTION NO. 2018- _____

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 2019 AND SETTING THE RELATED PUBLIC HEARING.

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, 2018, 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 2019 within the District.

2. The proposed boundaries of the District are set forth in Exhibit A, which is attached hereto and incorporated by reference.

1 3. The improvements and activities proposed for the District shall be
2 funded by the levy of assessments on businesses within the District boundaries and
3 may include, but are not limited to, the following:

- 4 a. General promotion of business activities within the District;
5 b. Promotion of public events which benefit businesses in the
6 District and which take place on or in public places within the
7 District;
8 c. Decoration of any public place within the District; and,
9 d. Acquisition, construction, installation or maintenance of
10 improvements identified in section 36510 of the Act.
11

12 4. The City Council intends to levy assessments on businesses
13 located within the boundaries of the District in the amounts, and per the business
14 classifications, set forth in Exhibit B, which is attached hereto and incorporated by
15 reference.
16

17 5. Except where funds are otherwise available, the assessments will
18 be used to fund the activities and improvements shown on Exhibit C, which is attached
19 hereto and incorporated by reference.
20

21 6. The District's annual report, on file in the City Clerk's Office, should
22 be referred to for a full and detailed description of the improvements and activities to be
23 provided for the year 2019, the boundaries of the District and the assessments
24 proposed to be levied upon the businesses within this District.

25 7. Businesses commenced during the 2019 year shall not be exempt
26 from such assessments, but shall be assessed the amounts listed on Exhibit B in a
27 prorated manner, based upon the number of whole months remaining in the 2019 year.
28

1 8. The City Council shall hold a public hearing to consider the levy of
2 the proposed assessment on the 10th day of December 2018, at 7:00 p.m., or as soon
3 thereafter as this matter may be heard, in the Culver City City Council Chambers at
4 9770 Culver Boulevard, Culver City, California.

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

7 10. The City Clerk shall give notice of the above-referenced public
8 hearing by causing this resolution of intent to be published once in a newspaper of
9 general circulation in Culver City, not less than seven days before the above-
10 referenced public hearing.

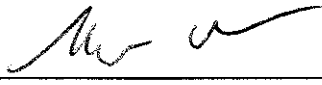
11
12 APPROVED and ADOPTED this _____ day of _____ 2018.

13
14
15 _____
16 THOMAS AUJERO SMALL, MAYOR
17 City of Culver City, California

18 ATTEST:

APPROVED AS TO FORM:

19
20 _____
21 JEREMY GREEN, City Clerk

22 
23 _____
24 CAROL A. SCHWAB, City Attorney
25
26
27
28

Business Improvement District Exhibit A



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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Address Ranges for the Culver City Downtown Business Improvement District

Cardiff Avenue: 3846 to 3865

Culver Boulevard: 9240 to 9770

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

Downtown Culver City - Business Improvement District- 2019 Fee Structure

The Downtown Culver City Business Improvement District Advisory Board ("Advisory Board") is pleased to present the 2019 CCDBID Annual Report. 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 Board proposes the expansion of the BID area to include all of the businesses at 10000 Washington Boulevard. The Advisory Board proposes the addition of two new business types named **Independent Contractor and Micro-Businesses in a Shared Workspace**. The Advisory Board recommends no rate changes to the proposed 2019 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	\$ 402
Retail 1001-2500 sq. ft.		\$ 672
Retail 2501-5000 sq. ft.		\$1,007
Retail > 5000 sq. ft.		\$1,342
Hotel	456, 480	\$2,012
Bar/Restaurant: Total Seats, both Indoor & Outdoor:	390, 654-690	
0-50 seats		\$1,342
51-100 seats		\$2,012
> 100 seats		\$2,683
Computer Graphics & Computer Services	152, 200	\$ 672
Martial Arts Studio, Health Studios, Hair Salon	744, 276	
0-25,000 sq. ft.		\$ 672
> 25,000 sq. ft.		\$1,342
Independent Contractor		\$ 100
Micro-Business in a Shared Workspace		\$ 100
<u>TYPE B</u>		
Theaters	858	\$ 3.28/seat
Live Performance	858	\$ 2.18/seat
<u>TYPE C</u>		
All others, not listed		\$ 402
<u>TYPE D</u>		
Banking Institutions 0-7500 sq. ft.	342	\$1,342
Banking Institutions > 7500 sq. ft.		\$2,012
Film Studios	490, 498	\$1,342
Recording Studios	554	\$1,342
Utilities		\$1,342
Hospitals > 20,000 sq. ft.	780	\$2,683
Hospitals and Clinics < 20,000 sq. ft.		\$1,342
<u>TYPE E</u>		
Commercial Rentals	432	
< 5,000		\$1,342
5,001-15,000		\$2,012
15,001-25,000		\$2,683
25,001-35,000		\$3,355
Over 35,000		\$4,025

Exhibit B

The DCCBID's activities and estimated costs for the coming year are set forth in Exhibit "B" Proposed Year 2019 Budget and Work Program. 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.

Culver City Downtown Business Improvement District

WORK PLAN 2019

Maintenance Management/Beautification

- 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, mailboxes, and pay phones)
 - 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-through of downtown with Community Development, Public Works, Parks & Rec, ABM Parking, and Chrysalis to identify maintenance issues, and determine responsibility and solutions

Advocacy & Administration

- 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 periodic mixers to provide networking opportunities for members and to share member concerns in an informal social setting.
- Support the Downtown Farmers Market
- 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.
- Manage the Culver City Downtown Valet Parking Program
 - Work with businesses, City staff and the valet operator to ensure the smooth operation of the valet program and to address challenges as they arise.
 - Regularly evaluate the valet program to determine any necessary adjustments including the location of stations, hours of operation, price, etc.
- Meet monthly with City staff to discuss parking issues, solutions, and longer term parking and transportation plans for Downtown

Communication, Image and Marketing

- Pursue opportunities to actively market and promote Downtown Culver City through events such as CicLAvia and the Los Angeles Film Festival
- Work with event producers in Downtown Culver City and the business community for the purpose of seeking sponsorship, co-promotion and partnership
- Develop Third Wednesdays events to increase participation and promotion of Downtown businesses, expand the scope of events, and increase attendance.
- Partner with the City and the Downtown business community to create a festive holiday atmosphere for Downtown Culver City
- Produce the Annual Holiday Tree Lighting Ceremony in conjunction with the City
- Work with Cultural Affairs to celebrate Public Art in downtown
- 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
- Reach out to key audience segments through targeted promotions and special events
- Produce a printed map/directory of Downtown Culver City for quarterly distribution
- Develop marketing partnerships with established and new Downtown businesses, pursuing promotional opportunities
- Promote Downtown Culver City with support of outside vendors as needed including:
 - professional publicist(s) to seek visibility with media outlets for DBA-sponsored events and activities
 - graphic designers to ensure a consistent and professional branded look for all DBA communications with the public
 - staff support for events produced by the DBA
 - social media consultant to aid in content creation and the further development of Downtown’s online branding
- Maintain a downtown website to provide benefit to members and the general public.
- Social media networking (i.e. Facebook, Twitter, Instagram, etc.) for the promotion of Downtown Culver City
- Expand our email marketing to include promotion of Downtown events and other content of interest to our subscribers

Culver City Downtown Business Association
Exhibit C
2019 Budget

Revenue

2019 Annual BID Assessment Fees	216,000.00	
City BID Administration Fee (2%)	-4,320.00	
Previous Delinquent Fees (and penalties) Estimated for 2019	15,000.00	
2019 BID Assessment Fees Not Paid (Estimate)	-20,000.00	
<u>Total Revenue</u>		<u>\$206,680.00</u>

Expenses

Maintenance Management

Maintenance Management Contract (\$3,750 @ 12mos)	45,000.00
Beautification Maintenance (twinkles, add'l landscape, etc.)	12,504.00

Total Maintenance Management	<u>\$57,504.00</u>
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Advocacy/Administration

Labor (full time Exec Director, taxes, benefits, workers comp)	80,188.00
Professional Fees	700.00
D & O Insurance	1,444.00
Liability Insurance	800.00
Tax Preparation, Dues, Permits	1,910.00
Office Rent	12,000.00
Telephone	818.00
Office Supplies/Postage/Computer Services	1,936.00

Total Administration	<u>\$99,796.00</u>
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Valet Parking Management

Valet Operations city permit (\$306 per each 6mos)	606.00
Valet Stations city permit (\$344 @ 12mos)	4,128.00
Lot leases (\$1500 @ 12mos)	18,000.00

Total Valet Parking Management	<u>\$22,734.00</u>
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Communication/Image/Downtown Marketing

Events	5,408.00
Marketing Hard Costs	12,710.00
Electronic Marketing	2,714.00
PR/Marketing	3,120.00

Total Communication/Image	<u>\$23,952.00</u>
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<u>Total Expenses</u>	<u>\$203,986.00</u>
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