

MEETING DATE: 12/14/09

**AGENDA ITEM: Consideration of Continuation of the Downtown
Business Improvement District for 2010.**

ATTACHMENTS

Pages

- | | |
|---|-----|
| 1. Resolution to levy the Proposed Assessment for 2010. | 1-3 |
| 2. 2010 BID Work Program and Budget (Approved by City Council on
November 16, 2009). | 4 |

Attachment 1

RESOLUTION NO. 2009-R

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CULVER CITY, CALIFORNIA, CONFIRMING THE BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD'S ANNUAL REPORT AND THE LEVY OF THE DOWNTOWN CULVER CITY BUSINESS IMPROVEMENT DISTRICT ASSESSMENT FOR 2010.

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

WHEREAS, on December 11, 2000, the City Council approved and adopted Ordinance No. 2000-027 that repealed Ordinance No. 98-011 and established revised regulations by which the Downtown Culver City Business Improvement District (the "District") was to operate;

WHEREAS, pursuant to the agreement between the City and the Downtown Business Association the Culver City Business Improvement District Advisory Committee shall be designated by the City Council as the Advisory Board required by the BID Law;

WHEREAS, on November 16, 2009, the City Council of the City of Culver City (the "Council") approved the District's Annual Report (work program and budget), prepared by the Culver City Business Improvement District Advisory Committee (the "Committee"), and established December 14, 2009 as the date for a public hearing to continue the District; and

WHEREAS, on December 14, 2009, after conducting a duly noticed public hearing, the Council confirmed the Committee's Annual Report and, after determining there

1 was no majority protest decided to continue the Downtown Culver City Business
2 Improvement District; and

3 WHEREAS, Section 9.c. of Ordinance No. 2000-027, requires the adoption of
4 this resolution in order to levy assessments for the subject calendar year.

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

- 7
- 8 1. The Council hereby determines there was no majority protest.
 - 9 2. The Council hereby establishes the assessments shall be applied to
10 businesses located within the boundaries of the District, in classifications and amounts set
11 forth in Exhibit "A," which is attached hereto and incorporated by reference as though fully
12 set forth herein.
 - 13 3. This resolution shall become effective upon signature.

14
15 APPROVED and ADOPTED this ____ day of _____ 2009.

16
17
18
19 _____
ANDREW WEISSMAN, MAYOR
City of Culver City, California

20
21 ATTEST:

APPROVED AS TO FORM:

22
23
24 _____
MARTIN COLE, City Clerk
A04-00961

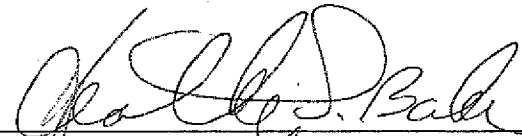
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for 
CAROL A. SCHWAB, City Attorney

EXHIBIT A

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
> 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

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

Downtown Culver City-Business Improvement District

Year 2010 Work Program and Budget

Revenue

2010 BID Assessment Fees	\$144,025
Carry forward from 2009 assessments	\$ 22,326
Interest Income	\$ 120
Memorandum of Understanding (MOU)	\$112,100
Downtown Valet Revenue (estimated at \$1250 @ 12mos)	\$ 15,000

Total Revenue **\$293,571**

Expenses

Maintenance Management Contract (\$2,015 @ 12mos)	\$ 24,180
-Labor (\$1665 per month)	
-Fuel (\$350 per month)	
MOU Maintenance Management (\$9,341.60 @ 12mos)	\$112,100
Uniforms	\$ 500
Beautification Management (twinkles, add'l landscape, etc.)	\$ 3,500
Total Maintenance Management	<u>\$140,280</u>
Advocacy/Administration	
Executive Director (full-time salary)	\$ 72,000
City BID Administration Fee (2%)	\$ 2,880
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	\$ 1,000
Computer Services	\$ 600
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	<u>\$123,600</u>
Communication/Image	
-Website/e-newsletter	\$ 2,000
-Holiday (tree, ads and event)	\$ 3,300
-Misc.	\$ 2,065
Total Communication/Image	<u>\$ 7,365</u>
2008 Reserves	<u>\$ 22,326</u>
<u>Total Expenses</u>	<u>\$293,571</u>