

1 **RESOLUTION NO. 2017- R _____**

2
3 A RESOLUTION OF THE CITY COUNCIL OF THE CITY
4 OF CULVER CITY, CALIFORNIA, DECLARING ITS
5 INTENT TO LEVY THE CULVER CITY ARTS DISTRICT
6 BUSINESS IMPROVEMENT DISTRICT ASSESSMENT
7 FOR 2017.

8 WHEREAS, the Parking and Business Improvement Area Law of 1989
9 (California Streets and Highway Code, sections 36500 *et seq.* (the "Act")) authorizes
10 cities to establish parking and business improvement districts for the purpose of
11 imposing assessments on businesses for certain purposes;

12 WHEREAS, the City established by Ordinance No. 2016-003 the Culver
13 City Arts District Business Improvement District (the "District"); and,

14 WHEREAS, on January 23, 2017, the City approved the District's annual
15 report, prepared by the Culver City Arts District Business Improvement District Advisory
16 Board.

17 NOW, THEREFORE, the City Council of the City of Culver City DOES
18 HEREBY RESOLVE as follows:

19 1. The City Council hereby declares its intent to levy and collect
20 assessments for the year 2017 within the District.

21 2. The proposed boundaries of the District are set forth in Exhibit A,
22 which is attached hereto and incorporated by reference, and are the same as those
23 contained in Ordinance No. 2016-003.

24 3. The improvements and activities proposed for the District shall be
25 funded by the levy of assessments on businesses within the District boundaries and
26 may include, but are not limited to, the following:
27
28

- a. Maintenance and beautification activities within the District;
- b. Marketing and promotion of events which benefit businesses within the District;
- c. Decoration of any public places 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 per the Business Activity Codes, set forth in the 2017 Assessment Schedule included in the Proposed 2017 Work Plan, which is attached hereto as Exhibit B and incorporated by reference.

5. Except where funds are otherwise available, the assessments will be used to fund the Proposed Improvements and Activities for 2017, included in the Proposed 2017 Work Plan.

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 during the year 2017, the boundaries of the District and the assessments proposed to be levied upon the businesses within this District.

7. Businesses commenced after the initial levying of this assessment but during 2017 shall not be exempt from this assessment but shall be assessed the amounts set forth in the 2017 Assessment Schedule (included in the Proposed 2017 Work Plan) in a prorated manner, based upon the number of whole months remaining in the 2017 year.

8. The City Council shall hold a public hearing to consider the levy of the proposed assessment on February 13, 2017 at 7:00 p.m., or as soon thereafter as

1 this matter may be heard, in the Culver City City Council Chambers at 9770 Culver
2 Boulevard, Culver City, California.

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

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

10 APPROVED and ADOPTED this ____ day of _____ 2017.

11
12
13 _____
14 JIM B. CLARKE, MAYOR
City of Culver City, California

15 ATTEST:

16 APPROVED AS TO FORM:

17
18 _____
19 JEREMY GREEN, Deputy City Clerk

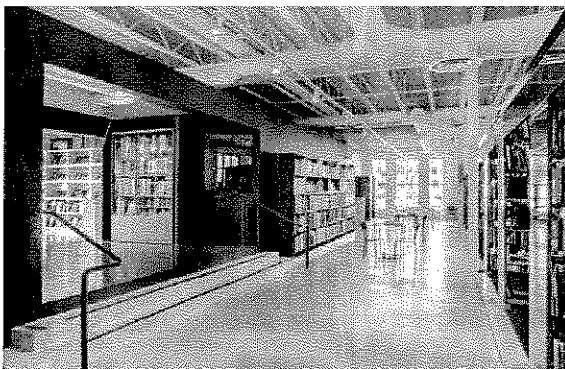
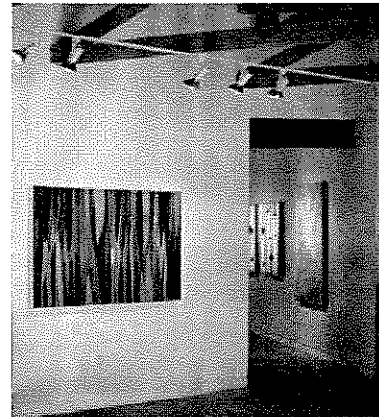
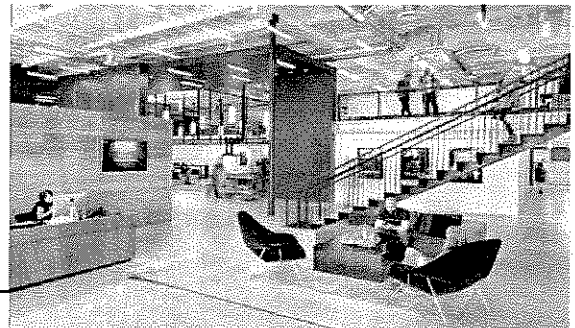
20 A16-00953

21
22 _____
23 CAROL A. SCHWAB, City Attorney
24
25
26
27
28

CULVER CITY ARTS DISTRICT BOUNDARIES



CULVER CITY ARTS DISTRICT BID
BEAUTIFY PROMOTE ADVOCATE
TOGETHER



Proposed 2017 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 through enhanced lighting design, palm tree surround wraps and creative ways to visually connect the community. Accomplishments to date include the creation of a brand style guide, social media marketing, increased streetscape maintenance, execution of Artwalk 2016 event, and advocacy and partnership with the City of Culver City, Culver City Academy of Visual and Performing Arts, The Culver City Chamber of Commerce and other local arts agencies. The CCAD BID is currently working on formation of a non-profit 501(c)(6) and new banner program throughout the district. 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 Helms Avenue 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 Perry Street, Smiley Drive, Blackwelder Street and Hines Avenue.

Advisory Board

The Advisory Board is appointed by the City Council and serves on a volunteer basis. They hold regular monthly meetings to progress the annual work plan. The composition of the CCAD BID Board and proposed appointments for 2017 are as follows:

Member 1 – Art Gallery Owner/Operator (Primary) – Josetta Sbeglia

Member 2 – Creative Services Professional/Design (Primary) Chris Pagani

Member 3 – Restaurant/Food Services/Retail (Primary) – Angela Anthony

Member 4 – Consultant/Professional Services (Secondary) – Dr. Dean Gebroe

Member 5 – Commercial Sublease/Property Owner (Secondary) - Noah Baylin

Member 6 – Service/Other (Secondary/Tertiary) – Janiece Russell

Member 7 – At-large representative - Kai Telles

Proposed Improvements and Activities for 2017

The activities proposed for the 2017 CCAD BID are focused in three areas: maintenance/beautification, advocacy/administration, and marketing and promotion.

Maintenance/Beautification

- Increase street maintenance beyond the city standard to improve appearance, walkability and safety with additional weeding, sweeping and trash pick-up in landscaped areas.
- Develop decorative lighting plan to visually connect all areas of the district and implement improvements per budget availability.
- Install new street banner program throughout the district.
- Re-brand the “film” tree surrounds (in phases per budget availability) with a vinyl wrap to promote the Culver City Arts District and coordinate design with banners per City Council directive.
- Design and install “Welcome to Culver City” signs to identify the City’s gateway at Fairfax Avenue and Blackwelder Street.
- Collaborate with City to discuss improvements to the streetscape medians in the district via an Active Transportation Grant.
- Abate graffiti and enhance the neighborhood watch for the area.

Advocacy/Administration

- Address the City Council and the community with one voice and to strengthen partnerships with community organizations.
- Increase pedestrian/bike mobility including additional crosswalks in collaboration with City and Bicycle Advisory Committee.
- Explore and pursue grant opportunities.
- Maintain Active Member Directory on CCAD website.
- Maintain a reserve fund for unforeseen expenses.

Marketing/Promotion

- Engage a part-time consultant to develop/maintain website, coordinate social media, and blogs/newsletters, and develop/maintain relationships with businesses located within the district.
- Plan and implement Artwalk 2017 with the City, Culver City Academy of Visual and Performing Arts and other organizations.

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. and La Cienega Blvd. commercial corridors.

For businesses along Washington Blvd. and La Cienega Blvd., 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, a 25% reduced assessment is proposed for the first few years until/when the district can integrate the Arts District brand more fully throughout these areas via banners, lighting and pedestrian improvements.

Primary - \$225 annually

Secondary - \$150 annually

Tertiary - \$75 annually

2017 Assessment Schedule

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

Primary Benefit – Annual Fee = \$300 (located on Washington Blvd. or La Cienega Blvd.)/ \$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/promotion
205	talent modeling agency
225	public relations
294	architect
390	restaurant no alcohol
396	food retail
399	liquor
410	school
488-490	entertainment industry
540	clothing-retail
666-678, 690	restaurant serving alcohol
828	rentals - back drops/cameras

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

Business Activity

Code	Activity
138	wall paper/paint retail
160	sale of real property
162	tailor/alteration
180	misc. trade/service
198	consultant misc.
222	property management
255	woodworking/cabinetry
276	beauty shop
288	accountant cpa
300	attorney
306	dentist

312	therapist/doctor
314	chiropractic
339	professional services
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
558	telephone service
774	health/spa fitness
822	rentals - motor
894	animal hospital

Tertiary Benefit – Annual Fee = \$100 (located on Washington Blvd. or La Cienega Blvd.)/ \$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
200	computer services
204	staffing employment
208	insurance
227	coach/teacher
354	contractor in city
420	autos/auto repairs
438	laundry/dry cleaning
444	gasoline
505	computer repair services
510	repair services misc.
528	warehouse < 5,000 sq. ft.
534	warehouse < 10,000 sq. ft.
552	wholesale
784	export/import
786	impound yard
862	used car sales
864	towing
882	used motor vehicle sales

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.*
5. *Non-profit 501(c)(3) organizations are not assessed.*

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.

2017 Proposed Budget and Collection

Potential Gross Revenue: \$52,000

Anticipated Receivable Revenue: \$46,500 (Assumes 90% collection)

The CCAD will work with the City to develop an appropriate collection schedule to encourage full payment and receipt of the assessment fees as businesses adjust to this new program. However, based on previous experiences with other BIDs, the CCAD recognizes that it may not receive the full assessment in the first few years and has developed its budget accordingly. If additional funds are received beyond the anticipated revenues above, it is proposed that they be allocated to the Maintenance/Beautification line item.

Proposed Expenses:

Maintenance/Beautification:	\$21,000
Advocacy/Administration:	\$4,950
City Administrative Fee (2%):	\$1,040
<u>Marketing/Events:</u>	<u>\$19,500</u>
Total	\$46,500

EXHIBIT 1

Arts District Boundaries

