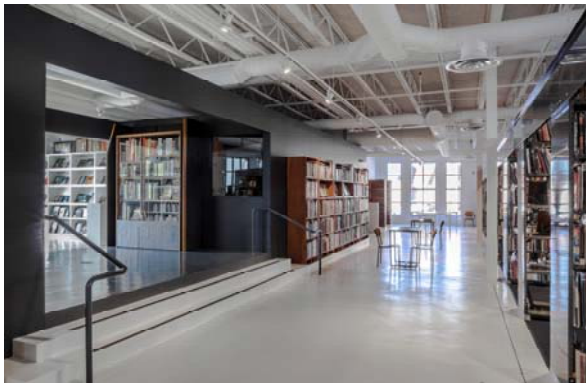
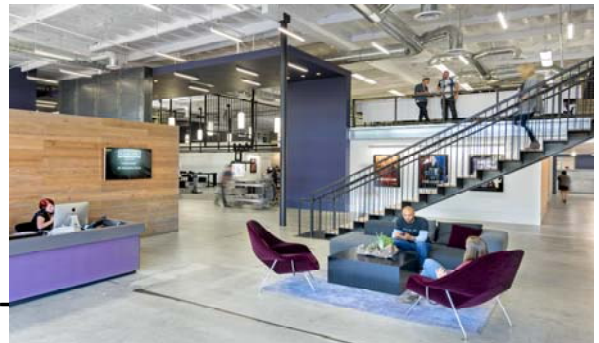


CULVER CITY ARTS DISTRICT BID BEAUTIFY PROMOTE ADVOCATE TOGETHER



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

