

1                                   **RESOLUTION NO. 2019- 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 2020.

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 October 14, 2019, 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 2020 within the District.

21                         2.       The City Council hereby also declares its intent to change the  
22                         boundaries of the District.

23                         3.       The proposed boundaries of the District are set forth in Exhibit A,  
24                         which is attached hereto and incorporated by reference, and represent an expansion  
25                         when compared to the boundaries contained in Ordinance No. 2016-003.  
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1                   4.     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.     Maintenance and beautification activities within the District;  
5                   b.     Marketing and promotion of events which benefit businesses  
6                         within the District;  
7                   c.     Decoration of any public places within the District; and,  
8                   d.     Acquisition, construction, installation or maintenance of  
9                         improvements identified in section 36510 of the Act.  
10

11                  5.     The City Council intends to levy assessments on businesses  
12 located within the boundaries of the District in the amounts set forth in the "Annual  
13 Assessment" and "2020 Assessment Schedule" sections of the Proposed 2020 Work  
14 Plan, which is attached hereto as Exhibit B and incorporated by reference.  
15

16                  6.     These assessments will be used to fund the activities and functions  
17 contained in the "Proposed Improvements and Activities for 2020" section of the  
18 Proposed 2020 Work Plan.

19                  7.     The District's annual report, on file in the City Clerk's Office, should  
20 be referred to for a full and detailed description of the improvements and activities to be  
21 provided during the year 2020, the boundaries of the District and the assessments  
22 proposed to be levied upon the businesses within this District.  
23

24                  8.     Businesses commenced after the initial levying of this assessment  
25 but during 2020 shall not be exempt from this assessment but shall be assessed the  
26 amounts set forth in the "Annual Assessment" and "2020 Assessment Schedule"  
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1 sections of the Proposed 2020 Work Plan in a prorated manner, based upon the  
2 number of whole months remaining in the 2020 year.

3 9. The City Council shall hold a public hearing to consider the levy of  
4 the proposed assessment on December 9, 2019 at 7:00 p.m., or as soon thereafter as  
5 this matter may be heard, in the Culver City City Council Chambers at 9770 Culver  
6 Boulevard, Culver City, California.

7 10. At the above-referenced public hearing, written and oral protests  
8 may be made.  
9

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

14 APPROVED and ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_ 2019.

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18 \_\_\_\_\_  
MEGHAN SAHLI-WELLS, MAYOR  
City of Culver City, California

19  
20 ATTEST:

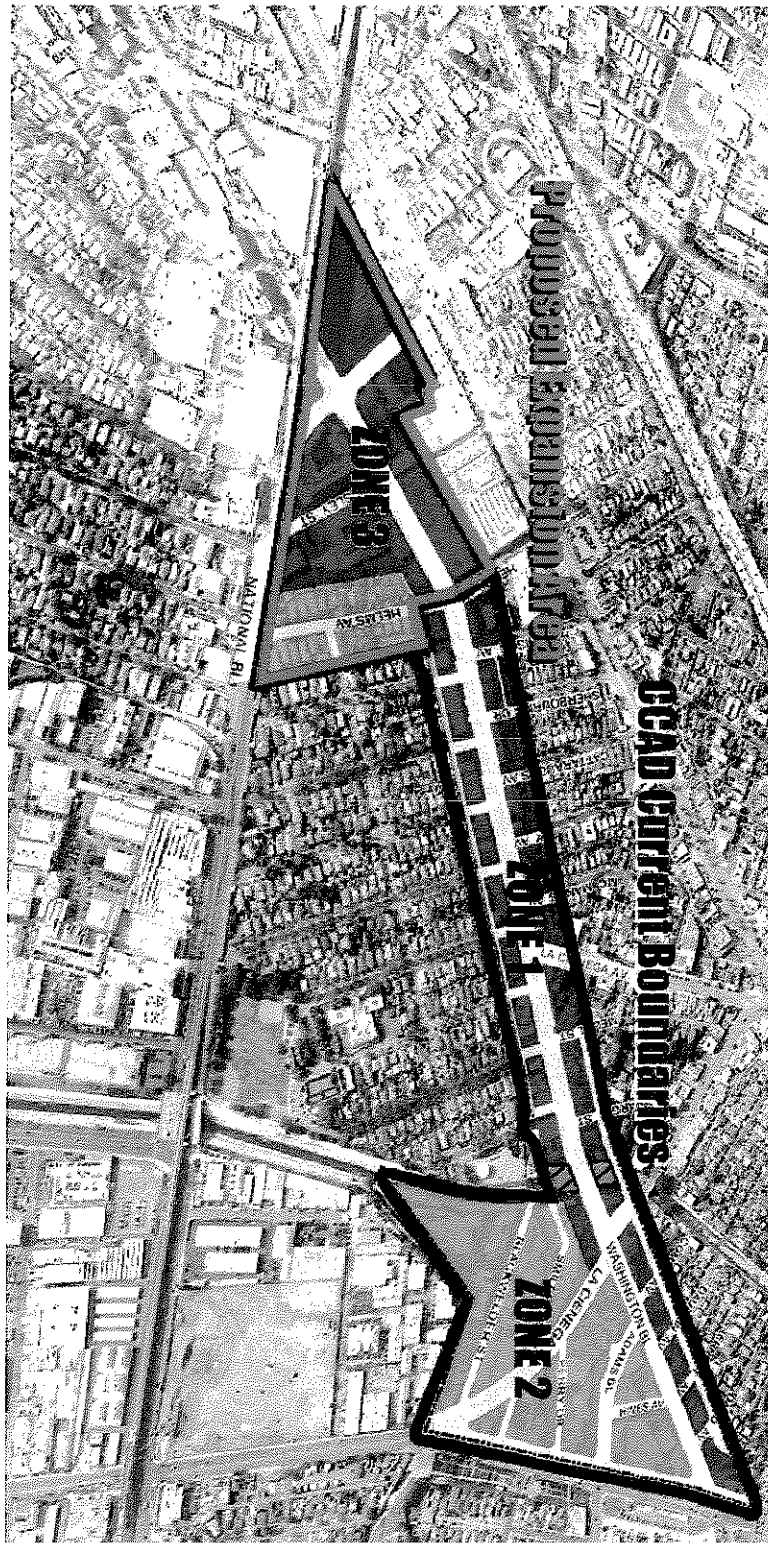
APPROVED AS TO FORM:

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23 \_\_\_\_\_  
JEREMY GREEN, City Clerk

24  \_\_\_\_\_  
CAROL A. SCHWAB, City Attorney

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# Exhibit A



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## Exhibit B

CULVER CITY ARTS DISTRICT BID  
BEAUTIFY PROMOTE ADVOCATE  
**TOGETHER**



Proposed 2020 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 A). 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 to visually connect the community. Accomplishments to date include the creation of a brand style guide, social media marketing, increased streetscape maintenance, execution of the annual Art Walk & Roll Festival, 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 a new street-pole banner program and the formation of a non-profit 501(c)(6). 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 National Boulevard 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.

The proposed expansion of the CCAD BID would involve expanding the district from the existing boundary at the corner of Helms Avenue and the Culver City boundary, westerly (along the Culver City boundary) toward the Expo Line, then easterly (along the Expo Line) to the properties located on both sides of that portion of Helms Avenue located between Washington Boulevard and the Expo Line. The proposed expansion is depicted graphically in Exhibit A.

## **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 is as follows:

Member 1 – Art Gallery Owner/Operator - Josetta Sbeglia

Member 2 – Property Owner/Manager – Michelle Zauzig

Member 3 – Restaurant/Food Services/Retail - Janiece Russell

Member 4 – Consultant/Professional Services – Rosey Miller

Member 5 – Commercial Sublease/Property Owner - Noah Baylin

Member 6 – Service/Other – George Montgomery

Member 7 – At-large Representative – Lee Chernotsky

## **Proposed Improvements and Activities for 2020**

The activities proposed for the 2020 CCAD BID are focused in three areas: maintenance/beautification, advocacy/administration, and marketing and promotion.

### **Maintenance/Beautification**

- Continue to increase street maintenance beyond the city standard to improve appearance, walkability and safety with additional weeding, sweeping and trash pick-up in landscaped areas
- Explore decorative lighting plan to visually connect all areas of the district and implement improvements per budget availability.
- Install “Welcome to the Culver City Arts District” signs to identify the City’s gateway at Fairfax Ave. and Blackwelder St. in coordination with City.
- Complete the replanting of the 14 street medians on Washington Blvd
- 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.
- Partner with the City to enhance multi-mobility and circulation throughout the district. Continue to explore parking opportunities and additional crosswalks in collaboration with City’s Parking and Traffic Subcommittee.
- Explore and pursue grant opportunities.
- Maintain active member directory.
- Maintain a reserve fund for unforeseen expenses.

### **Marketing/Events/Promotion**

- Re-design and install new Arts District street pole banners.
- Maintain website(s), manage social media accounts, email marketing.
- Develop and maintain relationships with businesses located within the district.
- Oversee administration and management of the BID, adherence to The Brown Act and ongoing communication between City Staff and the Board.
- Plan and implement Art Walk and Roll Festival 2020 with the City, Culver City Academy of Visual and Performing Arts and other organizations.

- Produce seasonal mixers (Spring, Summer, Fall) in partnership with local business to increase BID awareness and participation in the CCAD.
- 

## **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., National Blvd., La Cienega Blvd., Helms Ave., and Wesley St. commercial corridors.

For businesses along Washington Blvd., La Cienega Blvd., National Blvd., Helms Ave., and Wesley St., 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

## **2020 Assessment Schedule**

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

Primary Benefit – Annual Fee = \$300 (located on Washington Blvd., National Blvd. or La Cienega Blvd.)/ \$225 (located along Smiley Dr., Blackwelder Street, Adams Street, Hines Avenue, Fairfax Avenue, Perry Drive, Helms Avenue or Wesley Street)

### **Business Activity**

| <b>Code</b>  | <b>Activity</b>              |
|--------------|------------------------------|
| 144          | misc. retail                 |
| 152          | graphic arts                 |
| 157          | art galleries                |
| 168          | interior decoration          |
| 186          | advertising/promotion        |
| 205          | talent modeling agency       |
| 216          | photography/studio           |
| 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., National Blvd. or La Cienega Blvd.)/ \$150 (located along Smiley Dr., Blackwelder Street, Adams Street, Hines Avenue, Fairfax Avenue, Perry Drive, Helms Avenue or Wesley Street)

### **Business Activity**

| <b>Code</b> | <b>Activity</b>         |
|-------------|-------------------------|
| 138         | wall paper/paint retail |
| 160         | sale of real property   |
| 162         | tailor/alteration       |

|        |                                |
|--------|--------------------------------|
| 180    | misc. trade/service            |
| 198    | consultant misc.               |
| 216    | photographer                   |
| 222    | property management            |
| 255    | woodworking/cabinetry          |
| 276    | beauty shop                    |
| 288    | accountant cpa                 |
| 300    | attorney                       |
| 306    | dentist                        |
| 312    | therapist/doctor               |
| 314    | chiropractic                   |
| 325    | finance/escrow service         |
| 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 |
| 551    | computer software development  |
| 558    | telephone service              |
| 774    | health/spa fitness             |
| 822    | rentals - motor                |
| 894    | animal hospital                |

Tertiary Benefit – Annual Fee = \$100 (located on Washington Blvd., National Blvd. or La Cienega Blvd.)/ \$75 (located along Smiley Dr., Blackwelder Street, Adams Street, Hines Avenue, Fairfax Avenue, Perry Drive, Helms Avenue or Wesley Street)

### **Business Activity**

| <b>Code</b> | <b>Activity</b>          |
|-------------|--------------------------|
| 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.*

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.

## 2020 Proposed Budget and Collection

The CCAD will work with the City to develop an appropriate collection schedule to encourage full payment and receipt of the assessment fees. Carryover funds may be used to augment budgeted expenses if revenues fall short. If any additional funds are received beyond anticipated revenues (or excess carryover) they shall be allocated to the Maintenance/Beautification line item. Please see Exhibit B.

|                                            |            |
|--------------------------------------------|------------|
| Projected Carryover of<br>Funds From 2019: | \$9,665.00 |
|--------------------------------------------|------------|

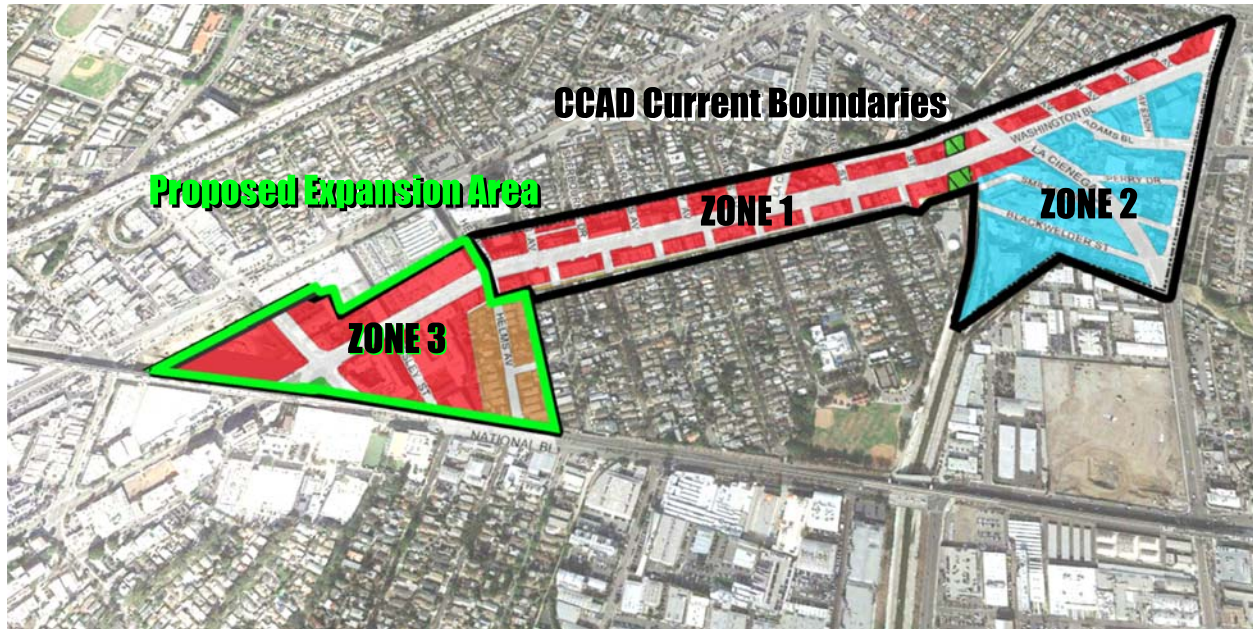
|                     |              |
|---------------------|--------------|
| Estimated Revenues: | \$133,977.50 |
|---------------------|--------------|

### Estimated Expenses:

|                             |                 |
|-----------------------------|-----------------|
| Advocacy/Administration:    | \$19,750        |
| Maintenance/Beautification: | \$14,000        |
| <u>Marketing/Events:</u>    | <u>\$86,300</u> |
| Total                       | \$120,050       |

## EXHIBIT A

### Arts District Boundaries



## EXHIBIT B

### Proposed Budget (Detail)

#### CULVER CITY ARTS DISTRICT

#### 2020 STATEMENT OF REVENUE & EXPENSE BUDGET FOR THE PERIOD 1/1/2020 TO 12/31/2020 CULVER CITY ARTS DISTRICT

|                                     | <u>2020 Budget</u>  |
|-------------------------------------|---------------------|
| Revenue                             |                     |
| Assessment Rate (Zone 1 & 2)        | \$52,175.00         |
| Assessment Rate (Zone 3)            | \$7,200.00          |
| BID Assessments                     | \$59,375.00         |
| Uncollected Assessments             | (\$13,062.50)       |
| Total Revenue                       | <u>\$46,312.50</u>  |
| Projected Carryover Funds From 2019 | \$9,665.00          |
| Sub Total                           | <u>\$55,977.50</u>  |
| Art Walk & Roll Festival Revenue    |                     |
| Vendor Booths                       | \$12,000.00         |
| Food & Beverage Sales               | \$8,000.00          |
| Festival Sponsorships               | \$48,000.00         |
| Sub Total                           | <u>\$68,000.00</u>  |
| City Capital Improvement Grant      |                     |
| District Lighting/Art               | <u>\$10,000.00</u>  |
| Total                               | <u>\$133,977.50</u> |
| Expense                             |                     |
| City Administrative Cost            | \$1,187.50          |
| General Administrative              |                     |
| Admin. & Operations Services        | \$18,000.00         |
| Insurance                           | \$1,000.00          |
| Legal                               | \$750.00            |
| General Administrative              | <u>\$19,750.00</u>  |
| Maintenance                         |                     |
| District Clean Ups                  | <u>\$4,000.00</u>   |
| Maintenance                         | <u>\$4,000.00</u>   |
| District Lighting                   |                     |
| Pilot Lighting/Art Project          | <u>\$10,000.00</u>  |
| District Lighting                   | <u>\$10,000.00</u>  |
| Marketing/Promotion                 |                     |
| Street Pole Banners                 | \$14,000.00         |
| Marketing Consultant                | \$8,000.00          |
| Art Walk & Roll Festival            | \$60,000.00         |
| Printing/Advertisements             | \$2,600.00          |
| Mixers                              | \$1,200.00          |
| Website Maintenance                 | \$500.00            |
| Marketing/Promotion                 | <u>\$86,300.00</u>  |
| Total Expense                       | \$121,237.50        |
| Reserve                             | \$12,740.00         |