

GPAC Meeting #5

Dear GPAC Members,

On Thursday, July 9th, 2020, from 7:00 – 9:00 PM, Culver City will hold our 5th GPAC meeting. We will cover three primary topics:

1. Demographics and Socioeconomic Profile, including:
 - Age
 - Race and ethnicity
 - Tenure
 - Income
2. Market + Economic Conditions, including:
 - Current market conditions
 - Real estate trends and conditions
 - Creative economy
 - Fiscal health
 - Key economic issues and opportunities
3. Arts, Culture & Creative Economy, including
 - Creative history
 - Creative economy
 - Cultural assets
 - City arts and culture
 - City Arts Funding
 - Key issues and opportunities
 - Case studies

The memo provides background information on each topic and poses some questions for you to consider before the meeting.

Demographics & Socioeconomic Profile

There will be a brief presentation on the city's current demographic conditions to set the background for the conversations on economic development. Analyzing the composition of Culver City's population and employment trends can inform the current and future needs of the community and identify foundational strengths for the city's future growth. The socioeconomic profile includes a Displacement Risk Analysis, which analyzes vulnerability to residential displacement across Culver City neighborhoods.

Economic Development and Real Estate Market

Economic development is of critical importance to the city since it affects revenues, the level of public services, and residents' ability to work in the city. At this meeting, HR&A Advisors (HR&A), the GPU team's economic and market subconsultant, will

provide an overview of market conditions and lead a discussion on long-term economic and market goals for the General Plan. The market analysis offers an overview of the size and scale of existing inventory and historical trends on development, rent, and vacancy for major land uses in Culver City and the surrounding areas. Land uses analyzed include office, residential, retail, and hospitality. HR&A will also provide an overview of the sources and uses of general fund revenues in the city and the relationship between revenues, land use decisions, and public services provision. HR&A will also address the impact of the COVID-19 pandemic on economic and market conditions.

Before the meeting, please think about economic development priorities to include in the General Plan. Key questions for discussion include:

- How can Culver City better **leverage the explosive growth of the creative economy**? Are there existing or new industries that we should seek to grow?
- What steps should we take to **reduce the housing/jobs imbalance** and displacement/affordability concerns?
- How can the City **support existing retail centers** and promote their evolution despite potential retail erosion and regional competition?
- Where and how should the City **support more hotel development**?
- How does the potential for new development correspond to existing City infrastructure and fit in with its **sustainability and equity goals**?

For background, please review the GPU [Socio-Economic Profile & Market Analysis, Video, and Microsurvey](#).

Arts, Culture & Creative Economy

Creativity and the arts are in Culver City's DNA and have helped define the city's identity and economy. The sector is continuing to evolve and maintaining Culver City's position as a center for innovation and creativity is vitally important. The creative sector of people and enterprises is exceptional, by any measure, and offers an extraordinary collective resource. The city has an extensive collection of cultural assets. Challenges include expanding access to creative opportunities for all residents, structural funding issues, maintaining the vitality of the city's arts districts, and demonstrating City agency support for the arts. The city can lead in new and innovative ways to engage and leverage its creative community.

At this meeting, the Cultural Planning Group (CPG), the GPU's arts subconsultant, will provide an overview of the creative sector, including the city's creative economy, cultural assets, City agency programs, funding, and national case studies developed by partners HR&A. They will lead a discussion of Culver City's current creative sector strengths and challenges.

Before the meeting, please think about arts and creative sector priorities to include in the General Plan. Key questions for discussion include:

- What observations can you provide about **the portrait presented of Culver City's creative sector?** *What makes it distinctive? What are the key assets?*
- How can Culver City better leverage its **extraordinary concentration of creative people and enterprises?** *What do they have to offer the community and the City?*
- How can Culver City **improve access to arts and cultural opportunities for all populations and places** in the community? *How can the City align its arts policy with its equity policies?*
- How should Culver City effectively demonstrate its **support for arts and culture?** *What are ways, in addition to funding, the City can take leadership?*
- How can the City **assist artists and the creative sector to adapt to and recover from the COVID crisis?**
- What are potential sources of **increased arts funding?** *What is the right balance of City general funds and leveraging outside resources in the community?*

For background, please review the GPU [Arts, Culture & Creative Economic Report, Video and Microsurvey](#)

Should you have any questions before the meeting, please feel free to reach out. Thank you, and we look forward to seeing you on Thursday July 9th at 7 PM sharp. Please plan for the meeting to end around 9 PM.

- The General Plan Team