

# CULVER CITY ARTS DISTRICT BID BEAUTIFY PROMOTE ADVOCATE TOGETHER



Proposed 2022 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 to visually connect the community.

Accomplishments to date include the creation of a brand style guide, social media marketing, median replating, increased streetscape maintenance, a new street-pole banner program, implementation of an outdoor dining and retail program, pilot lighting program, execution of the annual Art Walk & Roll Festival, advocacy and partnership with the City of Culver City, the Arts District Residents Association, the Culver City Academy of Visual and Performing Arts, The Culver City Chamber of Commerce and other local arts agencies 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 the Metro Expo Line (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 Helms Avenue, Wesley Street, Perry Street, Smiley Drive, Blackwelder Street and Hines Avenue. Please see Exhibit A.

## **Advisory Board**

The Advisory Board is appointed by the City Council and serves on a volunteer basis. They hold regular bi-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 – Hotel/Hospitality – Ryan Parker

Member 3 – 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 – Charitable Organization – Lee Chernotsky

Member 8 – Apartment Rentals – Danaan Whitney

Member 9 – Restaurant – Giorgia Sinatra

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## **Proposed Improvements and Activities for 2022**

The activities proposed for the 2022 CCAD BID are focused in three areas: maintenance/beautification, advocacy/administration, and marketing and promotion.

### **Maintenance/Beautification**

- Expand decorative lighting program to help promote and support increased outdoor dining and retail in the District.
- Paint and refurbish Ballona Creek gateway monument.
- 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.
- Abate graffiti and enhance the neighborhood watch for the area in coordination with the Art District Residents Association.

### **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**

- Produce and host pop-up markets/events in partnership with local business to increase BID awareness and participation in the CCAD.
- Plan and implement Art Walk and Roll Festival 2022 with the City, the Arts District Residents Association, the Culver City Academy of Visual and Performing Arts and other organizations.
- Update and maintain website(s), manage social media accounts, email marketing and printed newsletter.
- 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.

## 2022 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., or Wesley St.

For businesses along Washington Blvd., La Cienega Blvd., National Blvd., Helms Ave., or 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, the levels are as follows:

Primary - \$225 annually

Secondary - \$150 annually

Tertiary - \$75 annually

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

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

<b>Business Activity Code</b>	<b>Activity</b>
144	misc. retail
152	graphic arts
157	art galleries
168	interior decoration
186	advertising/marketing
205	talent/modeling agency
216	photography/studio
225	public relations
294	architect
390	restaurant no alcohol
396	food retail
399	liquor store
410	private school
488-490	entertainment industry
126	clothing-retail
675, 678	restaurants
744	bar/tavern
828	rentals - back drops/cameras
456	hotel/hospitality
29	cannabis / distribution

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

<b>Business Activity 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
240	professional services

255	woodworking/cabinetry/welding
276	beauty shop
288	accountant cpa
300	attorney
306	dentist
312	therapist/doctor
314	chiropractor/acupuncture
324	finance/escrow service
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
557	telephone service
774	fitness center/gym/health spa
822	rentals – motor vehicles
894	animal hospital
96	jewelry store
36	arts / crafts

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

### **Business Activity**

<b>Code</b>	<b>Activity</b>
102	lumber/building supplies
108	mail order/retail
192	business office service
204	staffing employment
208	insurance agent
227	coach/teacher
285	computer services
354	contractor in city
420	automotive repair
438	laundry/dry cleaning
444	gasoline station
505	computer repair services
510	repair services misc.
528	warehouse < 5,000 sq. ft.

540	warehouse < 10,000 sq. ft.
522	wholesale
784	export/import
786	impound yard
864	towing service
882	automobile dealers new/used

**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.

## **2022 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.

Estimated Revenues: \$151,138

Proposed Expenses:

Advocacy/Administration:	\$19,316
Maintenance/Beautification:	\$25,000
<u>Marketing/Events:</u>	<u>\$94,200</u>
Total	\$139,407

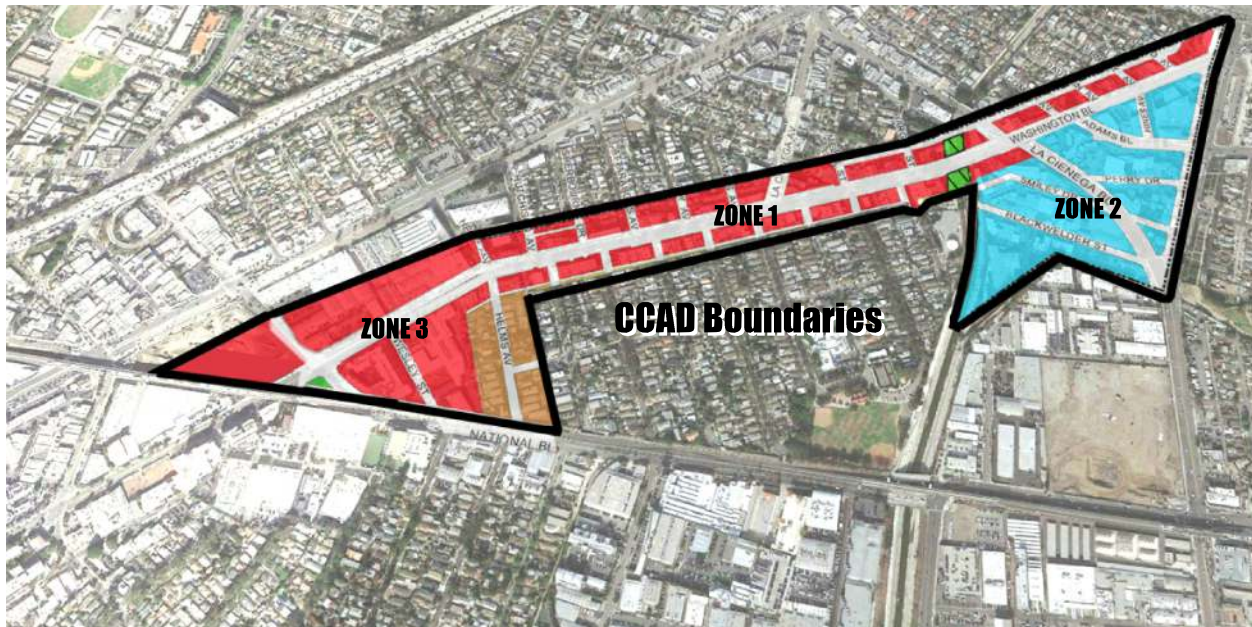


## EXHIBIT A

### Arts District Boundaries

The Arts District boundaries include the following:

- Washington Boulevard between the Metro Expo Line and Fairfax Avenue
- National Boulevard between Washington Boulevard and City Boundary (northwest)
- Wesley Street between Washington Boulevard and EXPO Bike Path
- Helms Avenue between National Boulevard and City Boundary (northwest)
- La Cienega Boulevard from Washington Boulevard to Blackwelder Street.
- Fairfax Avenue (west side only) from Washington Boulevard to La Cienega Boulevard
- Adams Street from Washington Boulevard to Fairfax Avenue.
- It also includes all Perry Street, Smiley Drive, Blackwelder Street and Hines Avenue.



## EXHIBIT B

### CULVER CITY ARTS DISTRICT

#### 2022 STATEMENT OF REVENUE & EXPENSE BUDGET FOR THE PERIOD 1/1/2022 TO 12/31/2022 CULVER CITY ARTS DISTRICT

	<u>2022 Budget</u>
<b>Revenue</b>	
BID Assessments	\$44,598.00
Uncollected Assessments	(\$4,459.80)
Total Revenue	\$40,138.20
Projected Carryover Funds From 2021	\$8,750.00
Sub Total	\$48,888.20
<b>Art Walk &amp; Roll Festival Revenue</b>	
Festival Sponsorships	\$80,000.00
Vendor Booths	\$12,000.00
Food & Beverage Sales	\$7,000.00
Sub Total	\$99,000.00
<b>Total</b>	\$147,888.20
<b>Expense</b>	
City Administrative Cost	\$891.96
General Administrative	
Admin. & Operations Services	\$16,800.00
Insurance	\$2,000.00
SBA Loan Repayment	\$516.00
General Administrative	\$19,316.00
<b>Maintenance/Beautification</b>	
Lighting Program	\$10,000.00
Refurbish Ballona Creek Gateway	\$10,000.00
District Clean Ups & AI Fresco Maintenance	\$5,000.00
Maintenance	\$25,000.00
<b>Marketing/Promotion</b>	
Art Walk & Roll Festival	\$80,000.00
Marketing Consultant	\$7,200.00
Pop-Up Events/Markets & Mixers	\$5,000.00
Printing/Advertisements	\$1,400.00
Website/Email Hosting & Maintenance	\$600.00
Marketing/Promotion	\$94,200.00
<b>Total Expense</b>	\$139,407.96
<b>Reserve</b>	\$8,480.24