



# City of Culver City

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## Staff Report

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**File #:** 19-1321, **Version:** 1

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**CC - Approval of a Professional Services Agreement with NBS in an Amount Not-to-Exceed \$48,650 for Property-Based Business Improvement District Outreach and Formation Services in the Hayden Tract.**

**Meeting Date:** June 10, 2019

**Contact Person/Dept:** Elaine Warner/CDD  
Todd Tipton/CDD

**Phone Number:** (310) 253-5777  
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**Fiscal Impact:** Yes  No

**General Fund:** Yes  No

**Public Hearing:**

**Action Item:**

**Attachments:** Yes  No

**Commission Action Required:** Yes  No

**Commission Name:**

**Public Notification:** (E-Mail) Meetings and Agendas - City Council (06/05/19); (Mail) Hayden Tract Property Owners (06/04/19)

**Department Approval:** Sol Blumenfeld, Community Development Director (05/31/19)

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### **RECOMMENDATION:**

Staff recommends the City Council approve a professional services agreement with NBS in an amount not-to-exceed \$48,650 for property-based business improvement district (PBID) outreach and formation services in the Hayden Tract.

### **BACKGROUND/DISCUSSION:**

Culver City has Business Improvement Districts (BID) in the Downtown and the Arts District. The City has recognized business associations on West Washington and Sepulveda Boulevards. BIDS and business associations are beneficial because they enhance the business district environment via increased services (landscape, power washing, trash removal, etc.) and programs (marketing, promotions, events, etc.), which are determined and funded by the businesses themselves.

Over the last several years, the Hayden Tract has transformed from an industrial district to a creative technology and media center with companies such as Zoic Studios, Nantworks, Apple and Nike. As the area continues to transform, several businesses and property owners expressed interest in providing area enhancements related to mobility, pedestrian amenities and increased maintenance (Improvements). City staff met with several Hayden Tract property owners to discuss potential funding methods and ultimately agreed that a PBID is preferred due to the multi-year renewal timeframes and assured revenues since they are collected via property tax bills.

Following the initial meeting, staff and Hayden Tract property owners conducted additional outreach in order to determine the level of property owner interest and found that of the 59 total owners 20 would support PBID formation. The property owners believe additional outreach conducted by a consultant specializing in PBID formation would be useful.

Pursuant to the discussions with area businesses, staff sought proposals from firms specializing in PBID outreach and formation, and special tax services. Three firms (Civitas, Urban Place and NBS) submitted proposals that were evaluated based on experience/background, approach/deliverables and pricing. Staff determined NBS's proposal to be the most competitive and best fit for the City's needs. If selected, NBS's scope of work will include an initial outreach phase and then a formation phase. If the results of the outreach phase do not support the formation of a PBID, NBS's work will not be continued.

### **FISCAL ANALYSIS:**

NBS's cost for the PBID outreach and formation, and special tax services is approximately \$48,650 including expenses. Funds for these services have been appropriated for Fiscal Year 2018/19 in account 10150120.

The City utilized similar services when forming West Washington Assessment Districts Nos. 1 and 2. As in those districts, the City can be reimbursed for the outreach and formation costs if a PBID is formed.

### **ATTACHMENT:**

1. NBS Proposal

### **MOTION:**

That the City Council:

1. Approve a professional services Agreement with NBS in an amount not-to-exceed \$48,650 for property business improvement district formation and outreach services in the Hayden Tract; and,

2. Authorize the City Attorney to review/prepare the necessary documents; and,
3. Authorize the City Manager to execute such documents on behalf of the City.