



City of Culver City

Staff Report

File #: 21-360, Version: 1

Item #: C-5.

CC - (1) Approval of the Culver City Arts District Business Improvement District Annual Work Plan and Budget; and (2) Adoption of a Resolution of Intention to Conduct a Public Hearing on November 9, 2020 for the Consideration of the Levy of the Culver City Arts District Business Improvement District Assessment for 2020.

Meeting Date: October 26, 2020

Contact Person/Dept: Elaine Warner/Economic Development
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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

Public Notification: (E-Mail) Meetings and Agendas - City Council (10/21/2020); Businesses in the Culver City Arts District (10/14/2020)

Department Approval: Sol Blumenfeld/ Community Development Director (10/05/2020)

RECOMMENDATION

Staff recommends the City Council (1) approve the Culver City Arts District Business Improvement District (BID) Advisory Board's Annual Work Plan and Budget for 2021 (Report); and (2) adopt a Resolution of Intention to conduct a public hearing on November 9, 2020, to consider the levy of the BID Assessment for 2021 (Attachment 1).

BACKGROUND/DISCUSSION

On February 8, 2016, the City Council established the BID through the adoption of Ordinance No. 2016-003 in accordance with the Parking and Business Improvement Area Law of 1989 within the California Streets and Highways Code. The CCAD BID provides a mechanism for businesses to levy assessments on themselves for, among other things, the maintenance and improvement of public areas and promotion of the business district. The BID Work Program is managed by the Culver City

Arts District (CCAD) in accordance with a Management Agreement between the City and the CCAD.

Pursuant to the Streets and Highways Code, the City Council is required to review and consider the BID Advisory Board's Report (Report) (See Exhibit B to the Resolution of Intention) during a public meeting when renewing a BID. After reviewing the Report and allowing public testimony, the City Council may: 1) adopt it as submitted by the BID Advisory Board; 2) modify any aspect of it and adopt it as modified; or, 3) reject it, thereby declining to adopt the recommended assessment. If the City Council adopts the Report (as submitted or as modified), the City Council must adopt a resolution declaring its intent to levy the 2021 BID assessment and set the date for the required public hearing (memorialized via a Resolution of Intention). Staff is recommending the public hearing be scheduled for November 9, 2020. The public will be notified of the public hearing in accordance with state law.

The 2021 BID Report proposes activities related to:

- Maintenance and Beautification
- Marketing and Promotion
- Advocacy and Administration

The CCAD BID Advisory Board recommends no change to the current BID boundaries or assessment rates for 2021. However, it does recommend two additional Advisory Board positions to allow for business representation from the 2020 expanded boundary area, between Helms Avenue and the Culver City Station.

FISCAL ANALYSIS

To date approximately \$36,000 has been collected from the 2020 assessment and an additional \$7,500 has been advanced by the City. The City's consultant (HdL) sent delinquent notices and is working with individual businesses to collect delinquent assessments. The 2021 BID budget estimates assessment revenues of approximately \$51,000 less the City's two percent Administration Fee. There is no fiscal impact to the City relative to the adoption of the Resolution of Intention or setting the time and place for the public hearing to continue the BID for 2021.

ATTACHMENTS

1. 2020-10-20_ATT_Resolution of Intention

MOTION

That the City Council:

- 1.A. Approve the CCAD BID Advisory Board's 2020 Annual Report and Work Plan as filed with the City Clerk; **OR**
- 1.B. Approve the CCAD BID Advisory Board's 2020 Annual Report and Work Plan as modified by the City Council; **OR**
- 1.C. Reject the CCAD BID Advisory Board's 2020 Annual Report and Work Plan.