



City of Culver City

Staff Report

File #: 22-34, Version: 1

Item #: A-3.

CC - (1) Progress Update on the Culver City Economic Recovery Task Force; (2) Discussion of a Love Local Banner Program; (3) Discussion of Love Local Community and City-Sponsored Activations; and (4) Direction to the City Manager as Deemed Appropriate.

Meeting Date: July 12, 2021

Contact Person/Dept: Elaine Warner/Economic Development/CDD
Todd Tipton/Economic Development/CDD

Phone Number: (310) 253 - 5777

Fiscal Impact: Yes No

General Fund: Yes No

Public Hearing:

Action Item:

Attachments: Yes No

Commission Action Required: Yes No **Date:**

Commission Name:

Public Notification: (E-Mail) Meetings and Agendas - City Council (07/07/2021)

Department Approval: Sol Blumenfeld, Community Development Director (06/30/2021)

RECOMMENDATION

Staff recommends the City Council (1) receive an update on the Culver City Economic Recovery Task Force (ERTF); (2) discuss a “love local” banner program; (3) discuss “love local” community and City-sponsored activations and (4) provide direction to the City Manager as deemed appropriate.

BACKGROUND/DISCUSSION

On May 11th, the City Council approved the formation of the ERTF to address the unique challenges of COVID-19 and spur economic recovery with a focus on public health and equity. Since formation, the ERTF has convened 12 general session meetings engaging more than 40-50 external stakeholders to understand and respond to recovery priorities in the Culver City community. Since the last progress update, the ERTF has worked closely with the City Manager’s Office, Community Development, Cultural Affairs, City Attorney’s Office, Fire, Parks, Recreation and Community

Services and other community organizations to progress priority items to support the City's short-, mid- and long-term economic recovery.

"Love Local" Banner Program

Last Fall, the City Council approved the #chooseculvercity Love Local, Buy Local campaign to promote and support community businesses. More than 100 lawn signs, decals, posters, and pins were distributed to residents and businesses to promote buying locally. In addition, small banners were posted at Veteran's Park and along Jefferson Boulevard to also encourage residents and visitors to choose Culver City and shop small.

As a second phase to this program, the ERTF recommends posting a right-of-way banner over the street at Culver Boulevard and Overland Avenue to expand the messaging to a broader audience. The suggested banner design (Attachment 1) would merge the initial community messaging graphics and colors presented last year with components of the current #chooseculvercity program. The combined messaging includes a call to action to love local; shop, eat, work, and play in Culver City; and celebrate community. Additional banner designs could also potentially be installed on streetlight poles in strategic locations along business districts and commercial corridors. As the economy reopens and traffic continues to increase, these banners will serve to promote Culver City's economic recovery and encourage patronage of our local business community.

"Love Local" Calendar and Music

In addition to the banner program, the ERTF recommends creating a "Love Local" calendar of Love Local activations and Love Local City-sponsored events occurring throughout the City's commercial districts in the Summer and Fall. Staff has been in contact with the Downtown Business District, the Arts District, Washington West Business District, the Wende Museum, Westfield Shopping Center, Helms Bakery District, Kirk Douglas Theater, The Actors' Gang and other entities that currently provide special activations and programming which may encourage increased visitation and economic recovery.

The ERTF also recommends creating small, "stroll by" Love Local activations, in various locations throughout the City, featuring local musicians (residents and/or employees) to encourage the community to come outdoors and enjoy live music of their "local" friends and neighbors while eating ice cream, walking through the plaza or dining at a nearby restaurant. This proposed program would be an expansion of the "Love Local" campaign.

City-sponsored performances could be positioned at "street/sidewalk" locations that encourage brief lingering and strolling versus sitting, to attract and augment experiences in the City's commercial areas. A small stipend could be provided to local musicians/music groups to perform for a set period; however, the performance would not be presented as a concert to reduce crowding or assembly. Potential locations could include Town Plaza, the Arts District Street Closure, West Washington sidewalk and in/or near Westfield Culver City. Local bands would submit their interest to staff for participation and an ERTF Subcommittee would review and invite up to three to five

bands/individuals to participate. These activations would be considered City sponsored, produced by Community Development, and included on the "Love Local" Calendar.

Community Development staff would also work with the Public Works and other Departments to ensure such performances are produced in a manner that protects public health and safety (i.e. right-of-way accessibility, etc.).

FISCAL ANALYSIS

Implementation for the Love Local banner, calendar and music program is estimated at \$5,000, which has previously been approved by Council in FY 2020/2021 in Account# 10150120.514100. The City Manager has the authority to approve a carryover of these funds into FY 2021/2022.

If the Council would like to expand the banner program to include street pole banners, staff can return with an estimate for consideration.

ATTACHMENTS

1. Love Local ROW Banner Design Options

MOTION

That the City Council:

1. Receive a Progress Update on the Culver City Economic Recovery Task Force;
2. Discuss the Creation of a Love Local Banner Program;
3. Discuss Love Local Community and City-Sponsored Activations; and,
4. Provide direction to the City Manager as deemed appropriate.