



City of Culver City

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Staff Report

File #: 18-0456, **Version:** 1

Item #: C-4.

CC - (1) Review and Approval of the Downtown Culver City Business Improvement District Advisory Board's Annual Work Program and Budget; and (2) Adoption of a Resolution of Intention to Conduct a Public Hearing on December 11, 2017 to Consider Levy of the Downtown Business Improvement District Assessment for 2018.

Meeting Date: November 13, 2017

Contact Person/Dept: Glenn Heald/Community Development
Todd Tipton/Community Development

Phone Number: (310) 253-5752

Fiscal Impact: Yes ☐ No ☒

General Fund: Yes ☐ No ☒

Public Hearing: ☐ **Action Item:** ☒ **Attachments:** ☒

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

Public Notification: (E-Mail) Meetings and Agendas - City Council (11/09/17); Mailing to all BID member businesses (10/26/17).

Department Approval: Sol Blumenfeld, Community Development Director (11/06/17)

RECOMMENDATION

Staff recommends the City Council (1) review and approve the Downtown Culver City Business Improvement District ("BID") Advisory Board's annual Work Program and Budget for 2018 (the "Report"); and (2) adopt a resolution declaring the City Council's intent to levy the Downtown Business Improvement District Assessment for 2018 and setting the related public hearing for December 11, 2017 (Attachment No. 1).

BACKGROUND/DISCUSSION

A 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 Downtown Business Association ("DBA") in accordance with the Management Agreement between the City and the DBA (Attachment No. 2(i)).

The Downtown BID was formed in September 1998 through the adoption of Ordinance No. 98-011

(superseded by Ordinance No. 2000-027) in accordance with the Parking and Business Improvement Area Law of 1989 within the California Streets and Highways Code (the "Act").

In accordance with the legal process for renewing a BID specified in the Streets and Highways Code, the City Council is required to review and consider the BID Advisory Board's Report during a public meeting (Attachment No. 2(ii)) at which the City Council shall allow public testimony regarding the proposed assessment. After reviewing the Report and allowing public testimony, the City Council has three options: 1) it can adopt the Report as submitted by the BID Advisory Board; 2) it can modify any aspect of the Report and adopt the Report as modified by the City Council; or, 3) it can reject the Report, thereby declining to adopt the recommended assessment. If the City Council adopts the Report (as submitted or as modified), the City Council will also need to adopt a resolution declaring its intent to levy the 2018 BID assessment and set the required public hearing. Staff is recommending that this public hearing be scheduled for December 11, 2017. The public will be notified of the public hearing in accordance with state law.

As required by law, the 2018 BID Report has been filed with the City Clerk, containing a proposed Work Program and Budget included as Exhibit "C" to the proposed Resolution. The Work Program includes:

- Marketing and promotional activities;
- Decoration; and
- Supplemental maintenance of the BID area in accordance with Law.

A map illustrating BID boundaries is included as Exhibit "A" to the proposed Resolution. No changes to the boundaries of the BID are proposed for 2018.

The Assessment Schedule is included as Exhibit "B" to the proposed Resolution. The BID Advisory Board recommends a four percent (4%) increase in assessment rates for 2018.

FISCAL ANALYSIS

During 2017, 136 businesses were subject to the BID assessment. Of these, the assessment was collected from 115 businesses (85%). The total amount collected was approximately \$156,000. The remaining businesses owe part or all of their assessment(s). A delinquency notice is sent by the City to all BID accounts from which payment was not received on or before the payment deadline. Further collection efforts are then assumed by the DBA pursuant to the Management Agreement. The DBA is currently pursuing collection of delinquent fees for years 2015 through 2017 totaling approximately \$39,302.

The 2018 BID budget estimates assessment revenues of approximately \$216,090 and carry-over reserve funds in the amount of \$36,698. Total anticipated revenue from all sources for 2018 is \$294,710.

There is no fiscal impact to the City for the approval of the BID Annual Report or resolution of intent to conduct a public hearing for the continuation of the BID for 2018.

ATTACHMENTS

1. Resolution of Intention, including BID Boundary Map (Exhibit "A"), Proposed 2018 BID Assessment Schedule (Exhibit "B"), and proposed 2018 BID Work Program and Budget (Exhibit "C").
2. Notes.

MOTION

That the City Council:

- 1.A. Approve the BID Advisory Board's 2018 Annual Report as filed with the City Clerk;

OR

- 1.B. Approve the BID Advisory Board's 2018 Annual Report as modified by the City Council;

OR

- 1.C. Reject the BID Advisory Board's 2018 Annual Report.

AND

(If the City Council approves the BID Advisory Board's 2018 Annual Report either as filed or as modified):

2. Adopt a Resolution of Intent to Levy the Downtown Culver City Business Improvement District for 2018 and setting December 11, 2017 as the date for the required public hearing.