



City of Culver City

Mike Balkman
Council Chambers
9770 Culver Blvd.
Culver City, CA 90232
(310) 253-5851

Staff Report

File #: 19-497, **Version:** 1

Item #: A-4.

CC - Review and Approval of the Culver City Arts District Business Improvement District Annual Work Plan and Budget; and (2) Adopt a Resolution of Intention to Conduct a Public Hearing on December 10, 2018 for the Consideration of the Levy of the Culver City Arts District Business Improvement District Assessment for 2019.

Meeting Date: November 12, 2018

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

Phone Number: (310) 253-5777
(310) 253-5783

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 (11/06/18); Mailing to Business Owners and Property Owners (10/29/18)

Department Approval: Sol Blumenfeld, Community Development Director (10/30/18)

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 2019 (Report); and (2) adopt a Resolution of Intention to conduct a public hearing on December 10, 2018, to consider the levy of the BID Assessment for 2019 (Attachment No. 1).

BACKGROUND AND 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 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 CCAD BID Advisory Board appointed by the City Council.

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 proposed work plan and budget during a public meeting. 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 (memorialized via a Resolution of Intention). Staff is recommending that this public hearing be scheduled for December 10, 2018. The public will be notified of the public hearing in accordance with state law.

A map illustrating BID boundaries is included as Exhibit "A" to the proposed Resolution of Intention. The CCAD BID Advisory Board recommends no change to BID boundaries or assessment rates for 2019. The BID Report is included as Exhibit "B" to the proposed Resolution of Intention and includes activities related to:

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

FISCAL ANALYSIS

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.

ATTACHMENTS

1. Resolution of Intention- including CCAD BID Boundary Map ("Exhibit A") and Annual Report and Budget ("Exhibit B").
2. BID 2018 Accomplishments and Expense Summary
3. Proposed 2019 Revenue and Expense Detail

RECOMMENDED MOTION(S)

That the City Council:

- 1.A. Approve the CCAD BID Advisory Board's 2019 Annual Report and Work Plan as filed with the City Clerk;

OR

- 1.B. Approve the CCAD BID Advisory Board's 2019 Annual Report and Work Plan as modified by the City Council;

OR

- 1.C. Reject the CCAD BID Advisory Board's 2019 Annual Report and Work Plan.

AND

(If the City Council approves the CCAD BID Advisory Board's 2019 Annual Report and Work Plan either as filed or as modified):

2. Adopt a Resolution of Intention setting December 10, 2018, as the date for a public hearing to consider the levy of the Culver City Arts District Business Improvement District Assessment for 2019.