



City of Culver City

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Staff Report

File #: 23-309, Version: 1

Item #: C-9.

CC: - CONSENT ITEM (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 Levy the Culver City Arts District Business Improvement District Assessment for 2023 and Set a Public Hearing on November 14, 2022.

Meeting Date: October 24, 2022

Contact Person/Dept: Elaine Warner/Office of Economic and Cultural Development
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Phone Number: (310) 253 - 5777
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Fiscal Impact: Yes No

General Fund: Yes No

Attachments: Yes No

Commission Action Required: Yes No

Public Notification: (E-Mail) Meetings and Agendas - City Council (10/19/2022); Businesses in the Culver City Arts District (10/13/2022)

Department Approval: Jesse Mays, Assistant City Manager (10/13/2022)

RECOMMENDATION

Staff recommends the City Council (1) approve the Culver City Arts District Business Improvement District (CCADBID) Advisory Board's Annual Work Plan and Budget for 2023 (Report) (Attachment 1); and (2) adopt a Resolution of Intention declaring the City Council's intent to levy the Culver City Arts District Business Improvement District Assessment for 2023 and set the related public hearing for November 14, 2022.

BACKGROUND

A Business Improvement District (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, reducing their dependence on the City for services. The CCADBID Work Program is managed by the Culver City Arts District (CCAD) in accordance with the

Management Agreement between the City and the CCAD. The current Management Agreement expires December 31, 2022 and will be renewed as part of the November 14 public hearing item.

The CCADBID was formed in February 2016 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. Pursuant to the Streets and Highways Code, the City Council is required to review and consider the Report during a public meeting when renewing a BID.

DISCUSSION

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 CCADBID Advisory Board's Report during a public meeting at which the City Council shall allow public testimony regarding the proposed assessment. After reviewing the Report and allowing public testimony, the City Council may:

- Adopt the Report as submitted by the CCADBID Advisory Board and set the required public hearing date (Motion 1).

Although staff recommends adoption of the report and setting the required public hearing date, if desired, the City Council may also:

- Modify any aspect of the Report and adopt the Report as modified by the City Council and set the required public hearing date; or,
- 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 must adopt a resolution declaring its intent to levy the 2023 CCADBID assessment and set the date for the required public hearing (memorialized via a Resolution of Intention - Attachment 2). Staff is recommending the public hearing be scheduled for November 14, 2022. The public will be notified of the public hearing in accordance with state law.

As required by law, the 2023 CCADBID Report has been filed with the City Clerk, containing a proposed Assessment Fee Schedule, Work Program, Budget and boundary map with address ranges. The CCADBID Advisory Board is proposing no increase to the assessment rates or changes to the CCADBID boundaries. A map of the CCADBID boundaries and address ranges is included as Exhibit A to the proposed resolution.

The 2023 CCADBID Work Program proposes activities related to:

- Marketing and promotional activities;
- Maintenance and beautification; and
- Advocacy and administration.

FISCAL ANALYSIS

To date approximately \$63,189 has been collected from the 2022 assessment. The City's consultant (HdL) sent delinquent notices and is working with individual businesses to collect delinquent assessments. The 2023 CCADBID budget estimates assessment revenues of approximately \$64,000 less the City's two percent Administration Fee.

There is no fiscal impact to the City relative to the approval of the CCADBID Report or the adoption of the Resolution of Intention to conduct a public hearing for the continuation of the CCADBID assessment for 2023.

ATTACHMENTS

1. 2023 Proposed CCADBID Annual Report for 2023 (Work Program and Budget)
2. Proposed Resolution of Intention, including the CCADBID Boundary Map and Address Ranges (Exhibit A)

MOTION

That the City Council:

1. Approve the CCADBID Advisory Board's 2023 Annual Report as filed with the City Clerk and Adopt a Resolution of Intent to Levy the Culver City Arts District Business Improvement District Assessment for 2023 and setting November 14, 2022 as the date for the required public hearing.