



City of Culver City

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Staff Report

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Discussion Regarding Economic Development Work Program Accomplishments for Fiscal Year 2023 - 2024 and Work Plan Priorities for Fiscal Year 2024 - 2025.

Meeting Date: March 14, 2024

Contact Person/Dept: Elaine Warner/ Economic and Cultural Development Department

Phone Number: (310) 253-5752

Fiscal Impact: Yes ☐ No ☒

General Fund: Yes ☐ No ☒

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

Public Notification: GovDelivery (03/11/24)

Department Approval: Jesse Mays, Assistant City Manager (03/11/24)

BACKGROUND/DISCUSSION

The Economic Development Work Accomplishments for Fiscal Year 2023 - 2024 include the development of a successful Summer Sunset Concert Series, convening economic cluster roundtables and Economic Vitality Task Force (EVTf), sponsoring a business development social media workshop, highlighting Love Local, Buy Local programming including Shop Small Saturday and small business spotlights, completing construction administration of Project Homekey, overseeing parking enhancements for City's Parking Authority, supervising the City's Farmer's Market, hosting community engagement event for 2028 Olympic Games planning, initiating workforce development program in association with West Los Angeles College and progressing development projects to include Culver Public Market, Rethink, Icon West, AIP Phase III and IV medians.

The proposed Fiscal Year 2024 - 2025 Economic Development Work Plan focuses on implementing projects and programs to facilitate destination visitation, business attraction/retention, commercial reinvestment, and economic vitality in Culver City.

Priorities include:

- Producing and promoting high quality events, including an expanded Summer Music Concert Series, Jazz Series, other pop-up activations in Downtown Culver City, and other districts, to encourage visitation to the City.

- Collaborating with property owners/brokers to attract/retain new, quality businesses with enhanced businesses development services and educational workshops.
- Developing focused tourism assets and progress "Visit Culver City" initiative to include website/brand development and partnerships with Chamber, Hospitality and BIDs.
- Progressing Workforce Development Program with local colleges/academic community to facilitate industry awareness, internships, and other programs to support talent retention/development.
- Implement Capital/Physical Improvements in commercial corridors to include Art District and West Washington Medians. Explore additional landscaping services.
- Progress Media Park Design Development or Capital Improvement enhancements to compliment Downtown Business District and increase community usage of park.
- Facilitate the performance of Dispositions and Developer Agreements for 9814 Washington Boulevard and 3735 Robertson Boulevard to bring affordable housing units online and amend DDA for Culver Public Market to re-engage construction/project development.
- Implement infrastructure improvements in parking facilities to enhance customer experience, maintain systems and support local businesses. Conduct a fee study to review regional trends and current rates.