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TAP INTO THE MOST VIBRANT CITY IN LA

*Culver* **CITY**  
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# GET CC'D

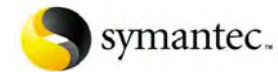
## Tap into the most vibrant city in LA

Centrally located between the beach and downtown Los Angeles, Culver City is a safe, modern and connected community that combines a unique shopping environment and a rich entertainment history, with a rapidly expanding multimedia hub.



# YOU'RE IN GOOD COMPANY

We've got more business icons per square foot to welcome you to the neighborhood.



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# THE BUZZ

## Los Angeles Times

WEDNESDAY, MAY 3, 2006

### “CULVER CITY IS HOT.

The chefs are coming — and so are the bakers, wine bars, foodies, cafes.”

“Culver City is the site of a burgeoning food scene. An inviting collection of restaurants and cafes has cropped up in recent months, and more are on the way. Serious chefs who made their reputation in other parts of the city have been taking a look at Culver City, and a good many of them are deciding to move in.”

# THE BUZZ

## The New York Times

Travel, Wednesday June 21, 2006

**Surfacing: CULVER CITY:** A New Art Scene in Los Angeles

“Most famously home to the MGM Studios (now Sony), Culver City has suddenly found itself thrust onto the scene as an art district in the making.”



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# THE BUZZ

## The Boston Globe

Weekend Planner | June 14, 2006

### A perfect slice of Southern Calif.

In Culver City, LA glitz blends with film history

CULVER CITY, Calif. – Snag one of the terrace seats under the palm tree at the Starbucks on Washington Boulevard. In the time it takes to drink one tall latte, you can overhear two plots for a TV pilot, watch the tall guy with the platinum hair sketch designs for a movie promo, and listen to three young things in sunglasses and yoga pants sipping green iced tea berate themselves for the audition they just blew. “My agent told me it was a waste even to show up,” the brunette says.



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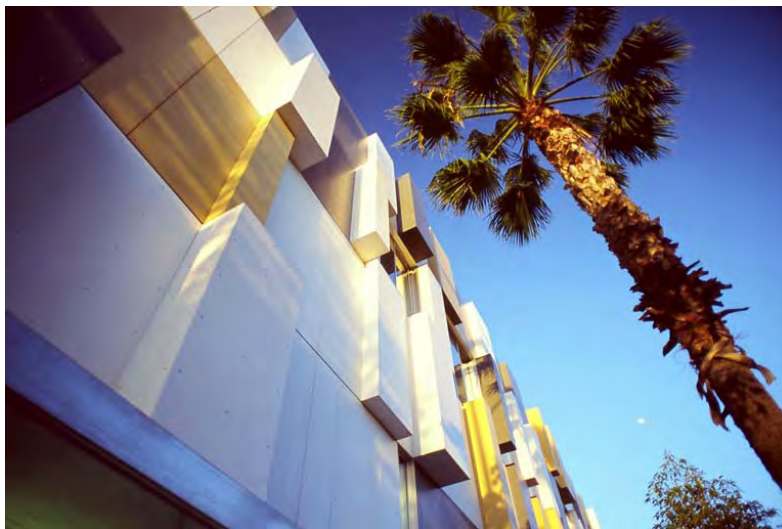
INDEPENDENT

TRENDSETTING

YOU

# CC:CREATIVE

Mingle with the media set. Our wi-fi'd downtown is a geek-chic latte lover's paradise that attracts the grooviest cultural influencers from the worlds of multi-media and design business.



# CC: UNEXPECTED

There's a lot more "dough re mi" in Culver City. Family household income is over \$90K, and retail spending per household is 2.5 times higher than the LA Country Average.

The result is city-wide retail gross sales of over \$1.57 billion in 2005, up 20% in just three years.



# CC: LEGENDARY



Movie stars and media legends love to work and play here. With Sony Entertainment, The Culver Studios, NPR and Westwood One Radio in our backyard, the chance of your business being discovered is high.

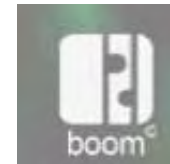
# CC:VERSATILE

Shop It. Eat It. Work It. We make it simple for people to pursue their bliss, with an accessible, self-contained community. We offer free parking, an easily walkable downtown and natural gas buses. The Exposition railway line is also slated to be finished in the next five years, ending at National and Washington, right across the street from legendary Surf's Chefs Supply.



# CC: ECLECTIC

Visionaries love to do business in Culver City. Check out the range of unique retailers who make their home with us. On the chic and unique scale, we are second to none.



# CC:REAL

People who work and live in Culver City share a strong sense of community. The City offers new businesses more personal attention and a streamlined permitting process. This means setting up shop is easy, and brands that locate here benefit from neighborhood loyalty and powerful word of mouth.



# CC: CONNECTED

Our restaurant scene is sizzling, and yes that is Harrison Ford sitting next to you at his son Ben's hot new restaurant, Ford's Filling Station. We also play host to this crop of famous chefs:

**Kazuto Matsusaka** - Beacon Restaurant is a hit, two years running

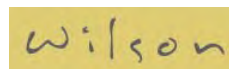
**Michael Wilson** - Wilsons is a chic new wine bar and cafe

**Erik Oberholtzer** - Former Shutters chef satisfies your organic urges at Tender Greens

**Keizo Ishiba** - Sushi Roku chef opens innovative eatery, K-Zo

**Hans Rockenwagner** – His new bakery is the latest venture for this legendary restaurateur

**Celestino Drago** - This famous chef turns his attention to the art of Italian baking



# CC: INDEPENDENT

Come to Culver City and you'll be the news.

We're the west coast home of NPR. Local affiliate, KCRW, gives props to Culver City with frequent on-air mentions that its broadcast emanates from NPR's Culver City studios. This is a daily reminder to the station's affluent, discerning audience that Culver City is the place to get connected.



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# CC: TRENDSETTING



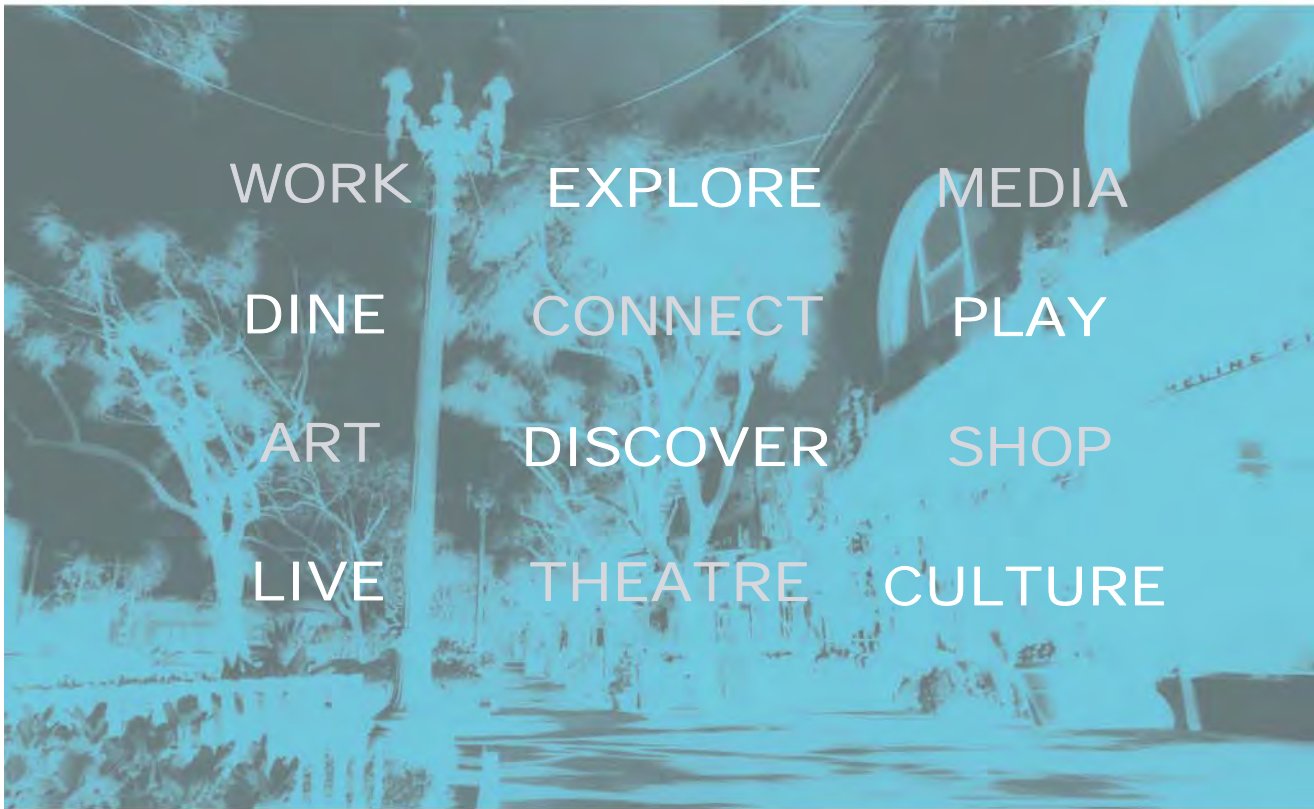
We attract thought leaders. When the Center Theater Group was looking for a new home, the Kirk Douglas Theater took root in the heart of downtown and Tim Robbins brought The Actor's Gang theatre company to the Ivy Substation in 2005. You can also glimpse the next wave of artists and designers flocking to LA's hottest art scene or developing their craft at MODAA, the new Museum of Design and Architecture.

**KIRK DOUGLAS THEATRE**

**THE ACTOR'S GANG**

# CC:YOU

It's all here for you in Culver City.





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# CULVER CITY ECONOMIC DEVELOPMENT

We are looking for unique, boutique, creative businesses for mixed-use and in-fill retail opportunities in multiple locations throughout the City.



# A WORLD OF BIZ INCENTIVES

- Our business tax rates are among the lowest in the Los Angeles region.
- We provide financial assistance/loans to targeted property and business owners for physical improvements to existing buildings.
- Our expert staff offers expedited permitting and a streamlined and hassle-free process.
- Our fee incentive program reimburses business owners for the cost of development fees and County Health Department Permit fees.
- Who doesn't want parking incentives? Qualified retailers and restaurants located in downtown have no additional parking requirements. We provide 1,800 public parking spaces with up to 4 hours of free validation.
- We also pay all city fees related to outdoor dining.

# RESOURCES

Visit us online to learn more.

**CulverCity.org** - visit the home of the redevelopment agency for the latest on available properties and economic development programs

**Culver City Locator** - Our searchable database provide one-stop information about available parcels, and directs you to the best locations and customized demographic analysis to help launch your business

**Culver City-On-Call** - Our redevelopment agency experts are available to arrange personalized tours of our prime city-wide locations

# LET'S GET CCONNECTED

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