

LA FASHION DISTRICT BID ANNUAL REPORT

2017 BY THE NUMBERS...



2,338 TONS OF TRASH

The BID Clean Team collected 4,676,000 lbs. of trash every day. That's an average of 7 tons of trash a day, or 636.36 lbs. of trash a day per Clean Team member!



16,480,010 SQ. FT. PRESSURE WASHED

On average 49,341 sq. ft. of sidewalk and/or alleyways were pressure washed daily.



28,293 GRAFFITI TAGS

Our dedicated graffiti removal Clean Team members painted over approximately 84 graffiti tags a day.



6,207 WELLNESS CHECKS

The BID Safe Team checks on individuals who look like they might be in need of medical assistance about 18 times a day.



17,817 MERCHANT & CITIZEN ASSISTS

The Safe Team assisted merchants 11,027 times and citizens 6,790 times.



459,610 WEBSITE USERS

340,091 BLOG PAGEVIEWS



51,557 FACEBOOK FOLLOWERS



25,146 INSTAGRAM FOLLOWERS



9,846 TWITTER FOLLOWERS



21.4K MONTHLY VIEWERS



10,178 EMAIL SUBSCRIBERS

*JANUARY - NOVEMBER 2017
(11 MONTHS)*

Board of Directors Set Priorities for the New BID

In March of 2017 the LA Fashion District Board of Directors met to identify key initiatives for the BID to tackle over the next couple years: Advocacy, Clean and Safe, and Marketing.

Focus on Advocacy

Advocacy efforts will emphasize providing input into the DTLA 2040 Community Development Plan and improved zoning with RecodeLA, public space management, improving the pedestrian experience, improving dated and deteriorating infrastructure, and increasing vehicular, bike, mass-transit and pedestrian connectivity.

Increased Clean and Safe Services

Additional Clean and Safe services will help the district deal with increased aggressive behaviors. The BID's Clean and Safe program has suffered from little or no increase in assessments in the 20 years of the organization's existence. The Board agreed re-investment in those programs is now more important than ever.

More Marketing

Over the next few years, the BID will be focusing on transitioning the perception of the district from a 9 to 5 business hub, to a vibrant neighborhood with a creative community.

Mission: The mission of the LA Fashion District BID is to manage, enhance, and promote the LA Fashion District experience.

Vision: The Fashion District is a culturally, socially and economically diverse community with rich heritage in fashion; a district that is evolving into a future that will include residential and creative opportunities while maintaining its roots of fashion.

2017 In Review: Improving the Fashion District Experience

For 20 years, the LA Fashion District BID has been a champion for local businesses and property owners, serving as a connector between stakeholders and the City. On a weekly basis, the BID helps resolve issues that would otherwise make doing businesses in the Fashion District difficult. From providing cleaning and safety services to little things that make a big impact – ensuring businesses have property loading zones, access to mail boxes, connections to tenant improvement resources and neighborhood beautification.

Cleaning Services

From November to January 2017, the Clean Team collected 4,676,000 pounds of trash, pressure washed 16,480,010 square-feet of public space, and removed 28,293 graffiti tags. On average the BID Clean Team collected 7 tons of trash each day. That's 636.36 pounds of trash per Clean Team member every day!

In 2017, the BID launched a Special Projects Task Force to target problem areas and spaces that needed extra attention. This part-time crew "details" the district by providing additional pressure washing and graffiti, sticker and poster removal. Additional projects included the replanting of the median at 9th and Main Streets and maintaining the planters on Broadway.

Safety Services

The BID Safe Team is the eyes and ears of LAPD – 24 hours a day, 7 days a week. In fact, the Safe Team assisted LAPD in 66 times resulting in 32 arrests and 17 subpoenas to court for graffiti and assault. The bright yellow uniforms let everyone who comes through the district know that someone is paying attention. That visibility is invaluable as it helps deter potential law breakers, provides instant recognition in case of emergency and offers reassurance for employees and customers.

In the last 11 months, the Safe Team performed 142,797 crime prevention checks to ensure doors are locked, locks aren't broken, etc., assisted 11,027 merchants and citizens, prevented crimes by responding to suspicious activity, addressed 342 illegal vending issues, and performed 6,207 welfare checks of individuals on the street.

In addition to day-to-day tasks, the team provided increased patrol in response to stakeholder concerns. On average, our dispatchers take 30 calls per day. Each call is individually assessed and strategically addressed by the team.

Advocacy

The Fashion District Board of Directors made advocacy a key issue for the BID, specifically on issues regarding homelessness, zoning, infrastructure and economic development. Over the last year the BID has seen significant results from its advocacy work including the City's expansion of homeless outreach services in Downtown Los Angeles to areas outside of Skid Row. The BID documents homeless issues and communicates them to the City on a weekly basis. On average, the BID makes 100 calls every week through the City's 311 number regarding homeless encampment-related issues.

In the last year, BID staff has worked to educate City officials and demand resources to address homeless issues in the Fashion District. This included multiple meetings with Councilmember Jose Huizar, LAPD Central Division Captain Marc Reina and Senior Lead Officer Jamilah Jones Linton, and the Mayor's Homeless Policy Advisor, Alisa Orduna. Thanks to Councilmember Jose Huizar's office, there is a new multi-disciplinary outreach team composed of mental health and substance abuse experts, a case manager, a medical provider, and a peer with lived experience covering the Fashion District.

Another key victory in 2017 was the defeat of SB876, the "Right to Rest Act." The bill would have given homeless individuals the right to live on the street without providing practical solutions for homelessness and prohibiting the regulation of public spaces in way that would have hindered the City's ability to maintain public space in a safe and clean manner. The BID partners with the California Downtown Association (CDA) and Central City Association (CCA) to monitor and address legislation at a city and state level.

Infrastructure

On January 18, 2017, the LA Fashion District Business Improvement District (BID) in partnership with the City of Los Angeles Bureau of Street Services and Councilmember Jose Huizar broke ground on the much anticipated Los Angeles Street Streetscape. The \$1.770 million project will fix broken sidewalks, add trees, and landscaped bump-outs, new crosswalks, enhanced bus stops and new pedestrian lights on Los Angeles Street from Olympic Boulevard to 7th Street, ultimately making the street more pedestrian-friendly.

Marketing

The LA Fashion District BID revamped its marketing efforts in 2011. Since then, the BID's marketing efforts have grown to include a robust digital marketing program, events, public art and holiday campaigns. These programs have resulted in one of the largest online followings of any Los Angeles-area business improvement district, (there are nearly half a million

New Retail

- **Anatra**, 217 E 8th St #117
- **Avenue Des Arts**,
807 S Los Angeles St
- **Ben N Li Coffee**,
921 Crocker St
- **Best Girl**, 927 S Broadway
- **Broken Mouth**,
231 E 9th St
- **Café Alba**,
718 S Los Angeles St #720
- **Biz Babez**,
817 S Los Angeles St
- **Cognoscenti Coffee**,
1124 San Julian St
- **Cozy Nomad**,
809 S Los Angeles St
- **DTLA Ramen**,
952 S Broadway
- **Dune**, 199 W Olympic Blvd
- **Gentle Monster**,
816 S Broadway
- **H. Merrick Of California**,
115 W 9th St
- **Heidi Duckler Dance**
Theatre, 1206 Maple Ave
- **Incase Design**,
910 S Broadway
- **Little Damage**,
700 S Spring St
- **Lovestitch**,
1100 S San Pedro St
- **Michael Costello**,
901 S Main St
- **Nice Kicks**, 862 S Main St
- **Patrick Brand**,
816 S Main St
- **Pop Obscure Records**,
735 S Los Angeles St.
- **Rossoblu**,
1124 San Julian St
- **The Holy Grail**,
836 S Los Angeles St
- **Tuck Hotel**,
820 S Spring St
- **Wild Living Foods**,
760 S Main St

visitors to fashiondistrict.org) and increased media attention for the district and its businesses. In the last 11 months, the Fashion District's website received 459,610 users.

The BID regularly promotes new and existing businesses and answers shopper and buyer inquiries through social media and its blog - fashiondistrict.org/blog, which generated 340,091 pageviews in the last 11 months. In fact, the BID has a combined social media reach of 107,949 (Facebook + Instagram + Twitter + Pinterest) and over 10,000 people subscribed to its mailing list.

Branding for the Future

As we look to better serve our rapidly changing neighborhood, the BID has hired local branding and public relations agency Haines & Co. to help define the LA Fashion District brand, messaging and graphics, and improve the BID's marketing and public relations programs. As part of the project, Haines & Co. will also be assessing the current website design and making recommendations for the revamp of fashiondistrict.org, scheduled for 2018.

Events & Public Space Programming - Envision the Fashion District After Hours: An Urban Dinner Party

An Urban Dinner Party was established to bring the Fashion District community together and re-envision what public space in the district could look like after hours. To date, the event has sold out every year and generated hundreds of thousands of impressions on social and local media.

The 3rd annual An Urban Dinner Party was hosted in the City Market South piazza on Thursday, October 12, 2017. The 128 guests were seated at a communal table and enjoyed a four-course meal by Chef Steve Samson of Rossoblu, one of City Market South's new restaurants and a highly regarded addition to the Los Angeles culinary scene. (In fact, LA Times food critic Jonathan Gold named Rossoblu the 10th best restaurant in Los Angeles.) District 14 Councilmember Jose Huizar was in attendance, as well as Fashion District board members, property owners, residents, vendors, shoppers, and visitors. This year's event also helped raise funds for public art in the Fashion District.

Bring Creativity to the Public Space: Public Art

As the creative center of the city, the Fashion District has long been known for the inspired industry and people who call it home. The BID has been using art to visually display the community's creative energy.

The Coral Forest art installation debuted during Downtown Art Walk in 2016 and had a summer residency at The Wall Farmer's Market. It also made an appearance at the grand opening of the Los Angeles State Historic Park. The backdrop and signage for Santee Winter Wonderland are actually artwork by Fashion District artist and resident Mikolaj Wyszynski. The BID also helps facilitate murals in the district, like Teddy Kelly at 8th and Los Angeles St and can assist property owners interested in commissioning artwork for their properties connect with the appropriate city agencies. Recently, the BID forged partnerships and facilitated bringing existing events into the district, like the recent Pacific Standard Time LA/LA mobile art truck exhibit at Werdin Place during the October Art Walk.

Approved 2018 Operating Budget

Total BID Revenue	4,258,105
Expenses	
Clean Programs	2,026,551
Safe Programs	1,297,051
Communications Programs	307,200
Special Programs	232,566
Management	233,046
City Fees, Delinquent Assessments, Depreciation	192,000
BID Renewal	50,000
Santee Alley Overlay Expenses	673,195
Total Expenses	5,011,609
Allocation of reserve funds to balance operating budget	(753,504)