

Activity focus



10 ways your BID improved business & maintained property values in 2010

Your BID assessments help us maintain a clean, safe, friendly place to work, shop, do business and live



1. 2011 Property Assessments were not increased

It's expensive to do business these days. The cost to deliver BID services and programs to the 110 block LA Fashion District is also going up. The LA Fashion District BID Board of Directors unanimously agreed not to raise 2011 assessments in order to help businesses continue to recover during these tough economic times.

Action: We are doing more with less.



2. We're helping to keep the district clean

The BID Clean Team collected 210,500 bags of trash and removed 5,980 graffiti tags during 2010. Trash collection increased 18% during 2010—a good indicator that business is improving. We've also pressure washed 4.4 million square feet more sidewalks in 2010, which is a 52% increase over 2009.

Action: Public environment and foot traffic is improving.



3. We're helping to keep the district safe

During 2010, the BID Safe Team conducted 72,000 location checks and answered 149,000 calls for assistance. We work hard to provide assistance to shoppers, buyers, merchants and property owners for all types of requests from finding lost cars, responding to nuisance behavior incidents like public intoxication, finding illegal dumping offenders, and checking roll down gates to help prevent crime.

Action: We work 24/7 to help prevent crime.



4. We are the eyes and ears of the LAPD

We worked with LAPD Central Division to develop community policing goals and initiatives:

- Initiate a comprehensive BID training session for all new Central Division LAPD officers
- Meet quarterly with LAPD supervisors
- Identify the top recurring quality of life crimes in each SLO area

We are also working with Newton Division to increase police coverage in the east side of the district to address crime, nuisance behavior and illegal merchandise sales.

Action: Our strong partnership with the LAPD benefits businesses in the district.



5. CRA Launched a \$1 Million Design for Development Study of the LA Fashion District

The Community Redevelopment Agency (CRA/LA) launched the first comprehensive study of the LA Fashion District. AECOM is conducting the 18-month-long study and implementation plan that will address multiple components specific to the Fashion District including Market Feasibility, Land Use and Urban Design sections. Visit the website: www.fashionyourdistrict.org for more information.

Action: We are planning ahead for the continued success of the district.



6. WHAT'S NEW in the LA Fashion District BID

Find out what's new at the BID through our updated "WHAT'S NEW" weekly email. Our goal is to increase communication on issues that impact our stakeholders and provide a consistent report of BID activities. We will continue to print and mail the quarterly newsletter BIDLines in order to comply with our City contract.

Action: Subscribe to WHAT'S NEW at www.fashiondistrict.org.



7. A new look for our website

The website is now simpler to use plus has new features like a printable map of the district, a leasing page called Find Your Space, and a live Twitter feed. The website still has all the familiar features that attract thousands of visitors every month like the wholesale lines and searchable directory. Visit us at www.fashiondistrict.org

Action: Our website advertises all stores, restaurants and parking lots in the 110 block district.



8. Website Advertising Campaign

We announced the new website with a modest print and online advertising campaign. All merchants received this colorful postcard inviting them to see their store listing in the updated Searchable Directory of all 2,500 stores in the district.

Action: All district stores are advertised to the world via www.fashiondistrict.org.



9. We're telling the Fashion District story to the world

We hired a Public Information Coordinator to develop various social media programs and pitch media stories to build awareness of the LA Fashion District. Follow us for features on retail stores, restaurants, events, and more!

Action: We're increasing media and public attention to attract buyers, shoppers, and businesses.



10. We're working to help end homelessness

We worked with the LA Chamber of Commerce and United Way on a Task Force that created "Home for Good", a strategy to end chronic homelessness in LA. The main focus is getting people off the streets and into permanent housing. Our Board of Directors also endorsed the plan as part of a continuing effort to house the homeless and improve the business community.

Action: Ending homelessness will improve the quality of life in the district.

Financial results

LA Fashion District BID Summary of Audited Financial Information as of December 31, 2010 & 2009

	2010	2009
ASSETS		
Total Current Assets	\$ 1,658,567	\$ 1,281,610
Net Property and Equipment	58,885	60,732
Total Assets	1,717,452	1,342,342
LIABILITES AND NET ASSETS		
Current Liabilities	156,196	177,107
Unrestricted Net Assets	1,561,256	1,165,235
Total Liabilities and Net Assets	1,717,452	1,342,342
BID REVENUES		
Assessments—Current Year	3,142,082	3,129,249
Assessments—Collection of Prior Years' Unpaid	254,802	(3,935)
Other Revenue	115,137	50,197
BID Revenues Sub-Total	3,512,021	3,175,511
OVERLAYS & GRANT REVENUES		
South Santee Alley Overlay	391,729	368,780
North Santee Alley Overlay	267,000	400,000
Parking Signage Grant	68,472	-
Overlays & Grant Revenues Sub-Total	727,201	768,780
TOTAL REVENUES	4,239,222	3,944,291
BID EXPENSES		
Maintenance	1,282,921	1,073,202
Security	1,038,434	946,324
Provision for Uncollectable Assessments	226,007	494,113
Administration	179,423	179,551
Special Projects	153,392	147,645
Image and Communications	98,519	101,884
Depreciation	43,907	55,618
City Collection Costs	23,977	54,496
BID Renewal	-	8,325
BID Expenses Sub-Total	3,046,580	3,061,158
OVERLAYS & GRANT EXPENSES		
South Santee Alley Overlay	391,729	368,780
North Santee Alley Overlay	336,421	295,000
Parking Signage Grant	68,472	-
Overlays & Grant Expenses Sub-Total	796,622	663,780
TOTAL EXPENSES	3,843,202	3,724,938
INCREASE IN NET ASSETS	\$ 396,020	\$ 219,353

2011 Board of Directors

Laura Aflalo
A&H Management

Dan Bartholomew
Griffin & Dunn (2011 Treasurer)

Mark Chatoff
MAC Holdings (2011 Vice-Chair)

Mark Cohen
ANJAC Fashion Buildings

John C. Day
L&R Group of Companies

Harvey Flax
Flax Trust

Jorge Flores
SCS Building Fund
(2011 Secretary)

Herb Glaser
Glaser Development

Ramin Haverim
Haverim Companies

Peter Kaplan
Academy Award Clothes

Darlene Kuba
American Florist Exchange

Jaime Lee
California Market Center
(2011 Chair)

Brian Taban
Jade Enterprises

John Van Den Akker
1127 Maple LLC

Suzette Wachtel
Wachtel Properties

We thank the following outgoing Board Members for their dedicated service:

Barry Gold, Steve Hirsh, Elisa Mermelstein Keller, Lance Kluger & Laurie Sale

Meet Your BID Staff

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