

**Our Mission** The LA Fashion District Business Improvement District (BID) is dedicated to making our community a clean, safe, and friendly place to work, shop and do business.

## How BID services and programs helped property owners in 2012

### 15-Member BOARD OF DIRECTORS OVERSEES ALL BID PROGRAMS, SERVICES and FINANCES

#### No BID Assessment increase for 2013

The Board of Directors agreed not to raise 2013 assessment fees to help businesses continue to recover from recent tough economic times.

#### 2013 Approved Budget is Less than the 2012 Budget

The Board also streamlined the budget by finding more ways to deliver services with fewer dollars.

#### Significant Cost Control

Through a competitive RFP process, new Cleaning and Safety service providers were contracted with significant cost control improvement.



### CLEANING / SAFETY

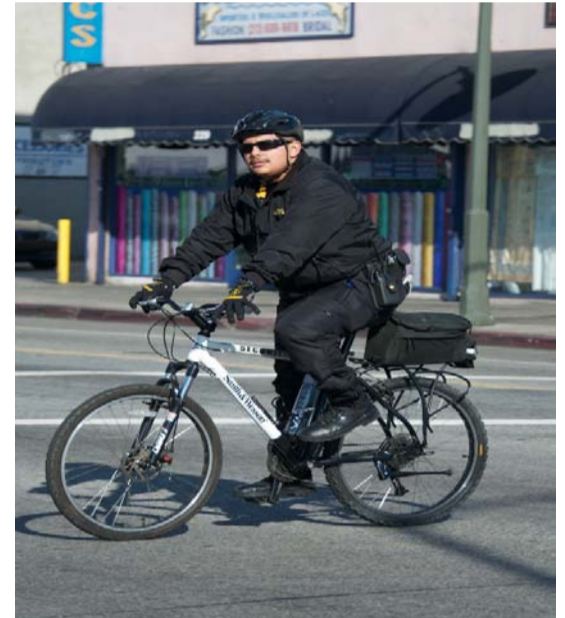
#### CLEAN TEAM

- Collected **2,000** tons of trash
- Removed **7,300** graffiti tags
- Cleaned **14 million** square feet of sidewalk

#### SAFE TEAM

- **143,000** Contacts to Assist Visitors & Merchants
- Conducted **51,300** Location Checks for Safety

The BID's high standard of district wide cleaning and safety services create a public environment that welcomes thousands of visitors every day.



### DESTINATION MARKETING & SOCIAL MEDIA PROMOTIONS ATTRACT SHOPPERS/BUYERS/MEDIA

- **15.3 million** website hits
- **570,000** unique website visitors
- Gained **13,800** new Facebook Fans
- Gained **1,600** Twitter Followers
- Had **73,000** Blog Views
- **384,200** media impressions – print & online
- Generated **\$2.4 million** in free advertising for the district

[www.fashiondistrict.org](http://www.fashiondistrict.org) provides international access to the LA Fashion District through the website's Searchable Directory of stores in the BID, and detailed information about Wholesale, Retail, Flower District, Textiles, Leasing, and the Neighborhood.

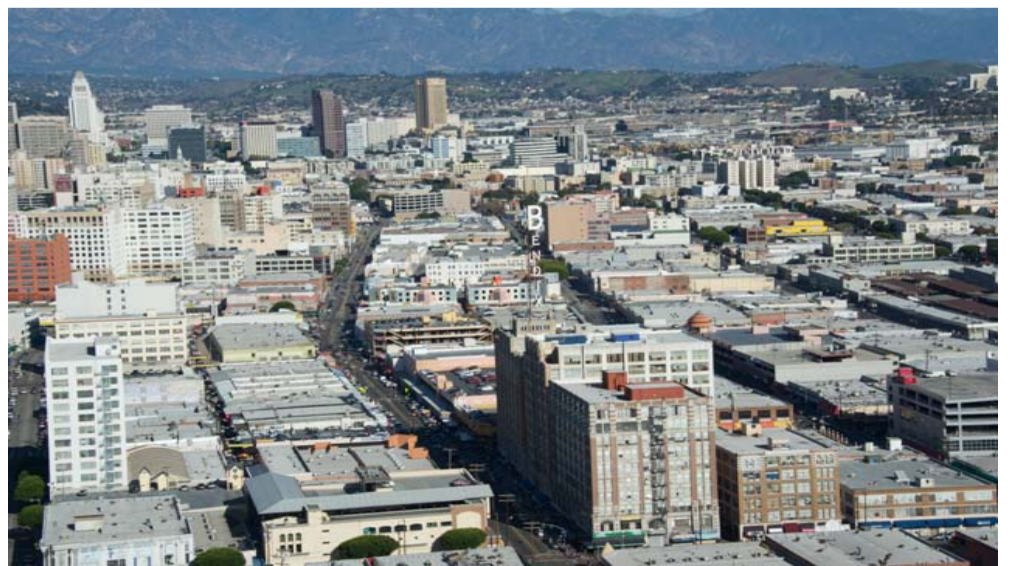


### ADVOCACY

We're participating in every issue and effort that impacts the LA Fashion District on every level of city, state and federal government. We continue to forge strategic partnerships with City Services and the Los Angeles Police Department that work toward developing and implementing solutions to important issues including mobile vending, animal sales, and homelessness.

The BID's *What's New* weekly email newsletter to Owners and Merchants provides up to date information on issues and legislative impacts on the district

- Economic Development
- Homeless Assistance
- Representing Property Owner Specific and General Concerns at City, State and Federal Levels
- Business Attraction
- Grant Applications



# 2012 FINANCIALS

The Annual Audit is conducted by a Certified Public Accounting Firm

**LA FASHION DISTRICT BID**  
**Summary of Audited Financial Information**  
 As of December 31, 2012 and 2011 \*

	2012	2011
<b>ASSETS</b>		
Total Current Assets	\$ 1,508,271	\$ 1,438,587
Investments - Other	498,000	498,000
Net Property and Equipment	82,658	67,802
<b>Total Assets</b>	<b>2,088,929</b>	<b>2,004,389</b>
<b>LIABILITIES AND NET ASSETS</b>		
Current Liabilities	144,794	199,152
Unrestricted Net Assets	1,944,135	1,805,237
<b>Total Liabilities and Net Assets</b>	<b>\$ 2,088,929</b>	<b>\$ 2,004,389</b>
<b>BID REVENUES</b>		
Assessments - Current Year	\$ 3,139,859	\$ 3,139,622
Assessments - Collection of Prior Years' Unpaid	57,239	128,695
Assessments - Collection of Penalties & Interest	28,967	37,942
Other Revenue	132,829	141,076
<b>BID Revenues Sub-Total</b>	<b>3,358,894</b>	<b>3,447,335</b>
<b>OVERLAYS REVENUES</b>		
North Santee Alley Overlay	288,360	267,000
South Santee Alley Overlay	250,560	232,000
<b>Overlays Revenues Sub-Total</b>	<b>538,920</b>	<b>499,000</b>
<b>TOTAL REVENUES</b>	<b>3,897,814</b>	<b>3,946,335</b>
<b>BID EXPENSES</b>		
Cleaning	1,408,481	1,429,490
Safety	1,052,174	1,073,010
Administration	210,967	200,731
Special Projects	163,677	154,480
Image and Communications	152,554	142,166
Provision for Uncollectible Assessments	127,569	132,131
Depreciation & Amortization	35,494	36,028
City & County Collection Costs	24,089	24,065
BID Renewal	43,563	-
Parking Signage Grant Expenses	5,000	-
<b>BID Expenses Sub-Total</b>	<b>3,223,568</b>	<b>3,192,101</b>
<b>OVERLAYS EXPENSES</b>		
North Santee Alley Overlay	284,788	278,253
South Santee Alley Overlay	250,560	232,000
<b>Overlays Expenses Sub-Total</b>	<b>535,348</b>	<b>510,253</b>
<b>TOTAL EXPENSES</b>	<b>3,758,916</b>	<b>3,702,354</b>
<b>INCREASE IN NET ASSETS</b>	<b>\$ 138,898</b>	<b>\$ 243,981</b>

\* A complete copy of the audited 2012 and 2011 Financial Statements is available on our website [www.fashiondistrict.org](http://www.fashiondistrict.org)

## 2013 Board of Directors

**Mark Cohen, ANJAC Fashion Buildings, Board Treasurer**  
**Jorge Flores, Sale Trust, Board Chair**  
 Herb Glaser, Glaser Development Company  
 Ramin Haverim, Haverim Properties  
**Steve Hirsh, Cooper Design Space, Board Vice President**  
 Hilda Jimenez, MAC Holdings LLC  
**Darlene Kuba, American Florist Exchange, Board Secretary**  
 Jaime Lee, California Market Center  
 Bradley A. Luster, Major Properties  
 Conrad Midolo, L & R Group of Companies  
 Laurie Rosen, Academy Award Clothes  
 Elena Safaei, Legend Real Estate Management  
 Brian Taban, JADE Enterprises  
 John Van Den Akker, 1127 Maple LLC  
 Suzette Wachtel, Wachtel Properties

The BID provides enhanced Cleaning & Safety  
 Services 24 hours a day / 7 days a week

We advocate on local, state and federal levels for  
 public services and grant funding.

We tell the world about the LA Fashion District  
 through destination marketing branding, the  
 website, social media, and public relations.

The 15-Member Board of Directors elected by the  
 property owners oversees all BID programs and  
 services. All Board and Committee Meetings are  
 open to property owners and the public.

## BID Staff

**Kent Smith, Executive Director**

- o Joanna Cheatham, Administrative Assistant
- o Ariana Gomez, Public Information Coordinator
- o Jose Gonzalez, Finance Manager
- o Lynn Myers, Managing Director
- o Elmer Pacheco, Field Supervisor
- o Randall Tampa, Operations Director
- o Jacqueline Sanchez, Operations Coordinator
- o Chrysalis - Clean Team
- o Universal Protection Services/ Safe Team