



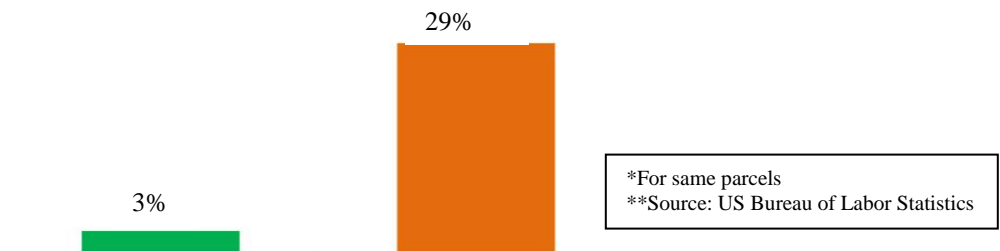
BIDLINES

LA Fashion District Business Improvement District (BID)
Newsletter Spring 2011 www.fashiondistrict.org

LA Fashion District BID Board of Directors Votes No Change to 2011/12 Assessments

We are pleased to announce that the BID Board of Directors agreed not to increase assessment rates for 2012. **BID Assessment Revenue for the same parcels has only increased 3% over the last 11 years.** By comparison, the consumer price index rose 29% for Los Angeles County. This means the BID continues to deliver more Clean & Safe, Advocacy and Communications services for less thanks to fiscally prudent expenditure of BID assessment funds.

LA Fashion District BID
3% BID Assessment Revenue Increase 1999 through 2010



*For same parcels
**Source: US Bureau of Labor Statistics

BID Assessment Revenue Increase*	CPI Increase – LA County **
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Finding: Every \$1 Spent on BID Security Generates \$20 in Benefits



We know that BIDs are effective but the “Economic Journal” recently published the very first academic article that measures how effective we are. Economists Phil Cook from Duke University and John Mac Donald from University of Pennsylvania who studied LA BIDs including the Fashion District found “BIDs assisting public law enforcement are vital inputs into the crime control process. Our analysis of 30 LA BIDs demonstrates that the benefits of BID expenditures on security are a large multiple, about 20 times the provide expenditures.”

They conclude that every \$10,000 spent by an LA BID on crime control generates \$200,000 in benefits to society.

1st Quarter CLEAN & SAFE TEAM Activity Report for 2011

During the months of **January, February** and **March** the LA Fashion District Clean & Safe Teams ...

<p>Removed</p> <p>1,451</p> <p>Graffiti Tags from buildings & utility boxes and other surfaces</p>	<p>Collected</p> <p>43,320</p> <p>Bags of Trash (60 gallon size bags) from cans, alleys, and illegal dumping That's 481 Tons!</p>	<p>Conducted</p> <p>16,000</p> <p>Location Checks for crime</p>	<p>Cleaned</p> <p>2,635,000</p> <p>square feet of Sidewalk Pressure Washed and Cleaned in the District</p>
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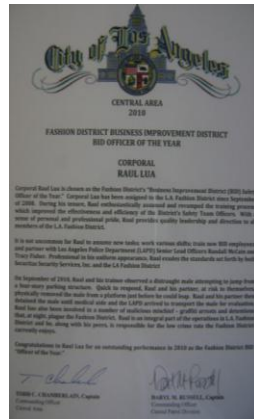
Removing 5,980 graffiti tags a year | 72,000 crime prevention safety checks yearly | Removing 210,500 bags of trash a year

Police Boosters Recognize BID Safe Team Officer

On Thursday, May 19, the **Central City Police Boosters** Board of Directors held their annual awards luncheon at the Wilshire Grand Hotel to recognize select members of the Los Angeles Police Department and the Center City Business Improvement District Safe Teams. Los Angeles **City Attorney Carmen Trutanich, Councilmember Ed Reyes** and **LAPD Central Area Commanding Officer Todd Chamberlain** presented awards to BID officers who took that extra step beyond the call of duty to assist LAPD in their work to provide community safety. We are proud to congratulate **BID Safe Team Cpl. Raul Lua**, who was recognized for his fine work.



L-R: Lt. Albert Gavin, Captain Todd Chamberlain, Captain Daryl Russell, Safe Team Cpl. Raul Lua, Councilmember Ed P. Reyes, City Attorney Carmen Trutanich, Booster's Chair Randall Ely.



L-R: Spr. Javier Castillon, BID Executive Director Kent Smith, Sgt. Mojano, Sgt. Orozco, Cpl. Raul Lua, BID Ops Coordinator Jackie Sanchez, Cpl. Alonso, Lt. Orozco, BID Ops Director Randall Tampa.

Annual Property Owner Meeting

The LA Fashion District BID held its **Annual Property Owner Meeting on May 19, 2011**. All property owners were invited to attend the presentation of the 2010 Annual Report and Financial Review. **2010 highlights** included no assessment rate increase in 2011, removal of 210,000 bags of trash from the district, 5,980 graffiti tags removed, 72,000 location checks to prevent crime, launch of Design for Development Plan to continue economic growth in the Fashion District, increased communications efforts, and advocacy efforts that include working to help end homelessness.



BID Executive Director Kent Smith presents 2010 Financial Review



L-R: Former Board Members Ethan Eller, Laurie Sale and Raquel Bensimon.



L-R: BID Board Treasurer Dan Bartholomew, BID Vice Chair Mark Chatoff, BID Executive Director Kent Smith.



Meet & Greet at the 2011 Annual Meeting



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Mr. Smith goes to Washington

LA's Home for Good Plan Receives Positive Interest from Federal Officials

Kent Smith, Executive Director of the LA Fashion District attended "Los Angeles on the Hill" a Los Angeles Chamber of Commerce delegation to Washington DC. Mayor Villaraigosa, City Controller Gruel, Councilmember Paul Krekorian and County Supervisors Antonovich, Knabe, Ridley-Thomas and Yaroslavsky also were part of the delegation.



As a member of the Chamber's Business Leaders Task Force on Homelessness, Smith joined the 9 member Housing and Homeless Team at the Capitol. They met separately with Housing and Urban Development (HUD) Secretary Shaun Donovan and Assistant Secretary Mercedes Márquez, Department of Veteran Affairs, Assistant Secretary Tammy Duckworth, and Susan Angell, Executive Director of Veteran Homeless Initiatives as well as Donald Moulds, Principal Deputy Assistant, Department of Health and Human Services. They also had lunch with Barbara Poppe, the President's appointed "Homeless Czar".

The meetings helped raise LA's profile as a City which now has a blueprint to end homelessness (the Business Leader's Task Force **Home for Good Plan**). The plan has already resulted in additional federal funding for permanent supportive housing and street outreach targeting encampments in Skid Row and the LA Fashion District.

They also met Congress staff members from the offices of from Harry Reid's office (the Majority Leader), Herb Waxman, David Dreier and we met Lucille Roybal Allard to brief them on the **Home for Good Plan**. Along with the Mayor, the team also met Senator Robert Menendez (New Jersey), Chair of the Senate's powerful Housing and Transportation committee to discuss homelessness and transportation issues.

The highlight of the trip (requiring prior security clearance) was meeting White House Chief of Staff Bill Daley in the Eisenhower Executive Building (the War Department was housed here during the Civil War!!) Mr. Daley briefed them on the ongoing budget discussions and also provided background on the operation to track down Osama Bin Laden. Smith said it was a remarkable time to be in our nation's Capitol!

Huntington Hotel Renovation



Over the past several years, the Huntington Hotel has been one of the more troubled properties in the LA Fashion District, plagued by crime and ownership limbo. Now, the Huntington Hotel is back on track and undergoing a comprehensive renovation to restore the building. The new owner says the residential hotel will continue to provide housing to low-income individuals. Discussions are now focusing on the possibility of housing homeless veterans as part of a pilot project of the **Home for Good** plan to end homelessness in downtown within 5 years.

Rick Espinoza, the construction's Project Manager, and his team have been working for the past 6 months to ready the building. Espinoza said that refurbishing the 100-year-old building has had its challenges, but the building has a well-built structure which has made his task a lot easier. So far, they have updated the plumbing, electrical, and lighting systems. Each room will be equipped with wireless internet. Security was upgraded and Interiors were painted and furnished.



The spacious street level commercial areas have also been renovated and readied to attract new businesses to the LA Fashion District.



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Design for Development Study Update

Walkability – Nightlife – Fashion Central – and
More in the Future of the LA Fashion District

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Stakeholders and city representatives met in April for a preview of the latest progress on the **LA Fashion District Design for Development Study** funded by the Community Redevelopment Agency of Los Angeles.

Walkability, nightlife, and maintaining the district as Fashion Central are among the 10 most important strengths and goals for the future of Fashion District that were presented by the AECOM Project Team. The goals, compiled from wish list comments by stakeholders, apparel industry professionals, and city representatives, are guiding the 18-month long study. Public Realm Development and Land Use Options for key areas in the district were also discussed.

Want to know more? Want to comment on the project?

Interested in seeing more **green space** in the district and reviewing the new **Market Analysis Study**? Visit the website at www.fashionyourdistrict.org to see what's new in this landmark study process.



Since January 2011, the LA Fashion District BID started a **Facebook**, **Twitter**, and **Blogger** account. Our goal for these tools is to communicate and connect us to our fans and increase public awareness of the businesses in the Fashion District. We post up stories of sample sales, fashion events, retail stores, restaurants, and more! We have been well received by the online community as we have over 900 "Likes" on Facebook, close to 600 "followers" on Twitter, and a steady audience of readers on our blog every month. Get online and connect with us! Here's how:

Facebook: LAFashionDist

Twitter: @LAFashionDist

Blogger: lafashiondistrict.blogspot.com



BIDLINES LA Fashion District Business Improvement District Newsletter

Spring 2011

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Return Service Requested



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