



**LA Fashion District Business Improvement District
2008 Annual Report**

Summary of Audited Financial Information as of December 31, 2008

	2007	2008
ASSETS		
Total Current Assets	1,375,596	968,133
Net Property & Equipment	155,952	130,493
Total Assets	1,531,548	1,098,626
LIABILITIES & NET ASSETS		
Current Liabilities	184,354	152,743
Net Assets Unrestricted	1,347,194	945,883
Total Liabilities & Net Assets	1,531,548	1,098,626
REVENUE		
Assessments	3,103,711	3,196,981
Assessments South Santee-Maple Alley	219,033	225,604
Investment Income	114,393	58,672
Other Revenue	29,389	20,619
Total Revenue	3,466,526	3,501,876
EXPENSES		
Maintenance	1,405,164	1,412,106
Security	1,083,848	1,230,875
Image & Communications	297,894	254,834
Administration	174,868	186,563
Special Projects	186,696	138,677
South Santee-Maple Alley Overlay	219,033	225,604
Other	171,920	212,926
BID Renewal	71,855	241,602
Total Expenses	3,611,278	3,903,187
NET ASSETS	Increase (Decrease)	(144,752) (401,311)

EXPENSES ALLOCATION

Clean Team	36%
Safe Team	32%
Image and Communications	6%
Administration	5%
Special Projects	4%
South Santee Alley	6%
Other	5%
BID Renewal	6%

2008 PROGRAM ACTIVITY REPORT

Operations	2007	2008
Number of Contacts with Property Owners, Businesses, and Public	84,000	118,000
Number of Location Checks for Crime Prevention	41,000	49,600
Tons of Trash Removed	2,426 Tons	2,239 Tons
Number of Graffiti Tags Removed	6,300	4,721
Sidewalks Scrubbed	37 million sq ft	31 million sq ft

Image and Communications	2007	2008
Number of Website Hits www.fashiondistrict.org	21 million	31.5 million
Number of Unique Visitors To the Website	316,000	493,000

Advocacy – Communications - Development Activities for District Improvements

- Co-hosted Mayor's Press Conference to Open Spring 08 Market Week
- Promoted Retail Shopping, Parking Lots, Tours, and Holiday Special Events with a six month long print and radio campaign
- Working with the City of Los Angeles on Industrial Land Use Policy Development
- Working with the City of Los Angeles Planning Department on the Central City Community Plan – Fashion District focus
- Working on Bringing Back Broadway Effort
- Hosted a second Walk Audit of the district focused on Los Angeles Street and funded by the County of Los Angeles
- Completed 9th and Main Street Median Improvement Construction Project
- Completed Santee Alley Streetscape Improvement Project Design Phase
- Received National Award from the International Downtown Association in the Sustainable Development category for district recycling program
- Trimmed over 600 trees in the district
- Successfully opposed suspension of city-issued trash can liners representing a \$50,000 savings to the district
- Renewed Fashion District for another 5 years