



## LA Fashion District Business Improvement District 2009 Annual Report

Clean & Safe Programs | Advocacy | Communications | Special Projects

110 E 9<sup>th</sup> Street Suite A 1175 Los Angeles CA 90079 p (213) 488-1153 f (213) 488-5159 www.fashiondistrict.org

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### Summary of Audited Financial Information as of December 31, 2008 and 2009

	2009	2008
<b>ASSETS</b>		
Total Current Assets	\$ 1,281,610	\$ 968,133
Net Property & Equipment	60,732	130,493
<b>Total Assets</b>	<b>1,342,342</b>	<b>1,098,626</b>
<b>LIABILITIES &amp; NET ASSETS</b>		
Current Liabilities	177,107	152,743
Net Assets Unrestricted	1,165,235	945,883
<b>Total Liabilities &amp; Net Assets</b>	<b>1,342,342</b>	<b>1,098,626</b>
<b>REVENUE</b>		
Assessments	3,153,185	3,053,216
Assessments North Alley	400,000	143,765
Assessments South Santee-Maple Alley	368,780	225,604
Investment Income	7,846	58,672
Other Revenue	42,351	20,619
<b>Total Revenue</b>	<b>3,972,162</b>	<b>3,501,876</b>
<b>EXPENSES</b>		
Maintenance	1,133,202	1,412,106
Security	946,324	1,125,779
Image & Communications	101,884	254,834
Administration	147,645	186,563
Special Projects	179,551	138,677
City Collection Costs	54,496	23,674
North Alley Security	235,000	105,096
South Santee-Maple Alley Overlay	368,780	225,604
Provision for Uncollectible Assessments	494,113	105,144
Dropped Parcels Refunds	27,871	0
Depreciation	55,618	84,108
BID Renewal	8,325	241,602
<b>Total Expenses</b>	<b>3,752,810</b>	<b>3,903,187</b>
<b>NET ASSETS Increase (Decrease)</b>	<b>\$ 219,352</b>	<b>\$(401,311)</b>

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Removing 6,000 graffiti tags a year █ 56,000 crime prevention safety checks yearly █ Receiving 33 million website hits a year

## LA Fashion District BID 2009 PROGRAM ACTIVITY REPORT

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<b>Operations</b>	<b>2009</b>	<b>2008</b>
Number of Contacts with Property Owners, Businesses, and Public	124,000	118,000
Number of Location Checks for Crime Prevention	56,300	49,600
Number of Graffiti Tags Removed	5,795	4,721
 <b>Image and Communications</b>	 <b>2009</b>	 <b>2008</b>
Number of Website Hits <a href="http://www.fashiondistrict.org">www.fashiondistrict.org</a>	33.3 million	31.5 million
Number of Unique Visitors To the Website	588,482	493,000

### Advocacy – Communications - Development Activities for District Improvements

- Received funding for a district-wide Uniform Parking Signage Project from the Consolidated Appropriations Act 2008 with support from U.S. Congresswoman Lucille Roybal-Allard and her exemplary staff both in Los Angeles and Washington D.C. 20 new vehicle signs were installed and private parking signs are being produced.
- Awarded Certificate of Recognition by Councilman Jose Huizar, District 14, for the BID's efforts to improve the environment
- Participated in Common Ground Homeless Count in the effort to connect homeless with services
- Member of United Way / LA Chamber of Commerce Homeless Task Force that is seeking a regional solution to homelessness.
- Partnered with the Motion Picture Association of America to offer rewards for tips on illegal DVD production sites
- Fashion District and downtown featured in the nationally televised show "Project Runway"
- Launched new website development effort [www.fashiondistrict.org](http://www.fashiondistrict.org)
- Coordinated street level business survey for updating website searchable directory of businesses in district
- Presented a free workshop for Fashion District retail merchants "Business Survival Skills in a Bad Economy" funded by the Community Development Department
- Completed Phase 1 Streetscape Improvement construction project (see photos below)
- Submitted application for Phase 3 Streetscape Improvement funding for Pico Blvd. starting at Maple Ave., east to San Pedro St. and south to Washington Blvd.
- Representing the Fashion District in the Bringing Back Broadway effort
- Representing the Fashion District in the Los Angeles Street Car effort
- Working with the Community Redevelopment Agency (CRA/LA) to develop the first comprehensive Fashion District Development Study

### LA Fashion District Phase 1 Streetscape Improvement Project



Colorful Intersection Paving



Pedestrian Lighting



Santee Alley Before



Santee Alley After