

# BID LINES

## LA Fashion District Business Improvement District (BID) Newsletter

### BID Safe Team

#### 2015 3rd Quarter Report

- Initiated **4,308** contacts with merchants to address various issues
- Assisted **3,970** shoppers to find store locations and lost cars

### BID Clean Team

#### 2015 3rd Quarter Report

- Removed **5,559** graffiti tags from buildings, doors, and other surfaces (The BID is working with LAPD to prosecute known taggers.)
- Collected **581 tons** of trash from cans, alleys, and illegal dumping (6.3 tons of trash per day)
- Cleaned **6,461,566** sq. ft. of sidewalk by pressure washing/scrubbing

### 24-Hour Response

The LA Fashion District BID Safe & Clean Team can be reached 24 hours at 213-741-2661.



Photo by Anthony Williams

## LA Fashion District hosts An Urban Dinner Party

On Thursday, October 15, the LA Fashion District BID hosted "An Urban Dinner Party," a fine dining pop-up under the stars. It was a great success! The event sold out and generated half a million impressions on Instagram alone and received coverage from *LA Downtown News*, *California Apparel News*, *LA Confidential*, *HappeninginDTLA.com*, and *UrbanizeLA.com* to name a few.

"An Urban Dinner Party" featured a four course meal by Chef Felix Barron, IV of KTCHN LA and wine by Finca La Malena. We'd like to thank our sponsors Universal Protection Service, the newly opened Garment Lofts, Finca La Malena, California Flower Mall, Happening in DTLA, Santee Village Lofts, Textile Building, Coffee CoLab, Joe's Parking, and Strategic Legacy Management for their generous contributions.

## 2016 BID Board of Directors Elections

On January 1, 2016, seven seats on the LA Fashion District BID Board of Directors will be available for the upcoming 2016 election. In November, all property owners, or their representative, will be asked to vote by a mail-in ballot. The candidates are:

Mark Chatoff  
 Carlo Ghailian  
 Matthew Haverim  
 Elisa Keller  
 Lisa Korbatov  
 Yul Kwon  
 Brad Luster  
 Darrell Malamut  
 Laurie Rosen

The LA Fashion District's Board of Directors oversees the Business Improvement District's:

- Clean & Safe services
- Promotions
- Advocacy programs
- Establishing of the budget

All candidates must be a qualified property owner or their representative within the boundaries of the district.

If you have any questions please call the LA Fashion District office at (213) 488-1153 and talk to Kent Smith (extension 712) or Rena Leddy (extension 713).

## Tenants Announced for City Market South Project



*Rendering of City Market South provided by LENA Group*

The first tenants for the City Market South project have been announced. San Francisco's Chef Charles Phan will be opening The Slanted Door early next year. The popular Ferry Terminal Building restaurant is known for its modern take on Vietnamese cuisine. Next door Sotto Chef, Steve Samson will open Rossoblù. As per the *LA Times*, "The kitchen will feature a wood-burning oven, grills, a spit roast, hanging pots and other tools Samson needs for his northern Italian menu, which also includes hand-rolled pasta." On the north side of the project, mixologists Pablo Moix and Steve Livigni will open their first downtown locale, a cocktail-driven bar.

Located on San Pedro and San Julian between 11<sup>th</sup> and 12<sup>th</sup> Streets, City Market South, the southernmost point of the 20-year master redevelopment of The City Market of Los Angeles, is set to showcase over 2.5 acres of repurposed brick bow-truss warehouses and concrete buildings bordering a large, tree-lined plaza. The repurposed property was originally the site of the first wholesale produce market in Los Angeles.

The LA Fashion District BID is excited for City Market's upcoming opening. The project will bring much needed dining and entertainment options to the area. The new tenants are expected to open in 2016.

## Marketing & Communications

2015 3rd Quarter Report

- **129,348** Website visitors  
[www.fashiondistrict.org](http://www.fashiondistrict.org)
- **594,518** Website pageviews
- **56,383** Blog pageviews  
[www.fashiondistrict.org/blog](http://www.fashiondistrict.org/blog)
- **1,201** New Facebook followers,  
**37,419** Total  
[Facebook.com/LAFashionDist](https://Facebook.com/LAFashionDist)
- **254** New Twitter followers,  
**7,800** Total  
[@LAFashionDist](https://@LAFashionDist)
- **953** New Instagram followers,  
**8,942** Total  
[@lafashiondistrict](https://@lafashiondistrict)
- **251** New Pinterest followers,  
**4,000** Total  
[www.pinterest.com/lafashiondist](http://www.pinterest.com/lafashiondist)

# Marketing Opportunities for Business & Property Owners

## Residential Welcome Packages

With multiple residential projects in the Fashion District expected to come on the market as soon as this fall, the LA Fashion District BID is putting together residential welcome packages for our new tenants. We invite Fashion District businesses and property owners to provide coupons, discounts, samples, and/or promotional items to be included in the welcome package. This is a great marketing opportunity for businesses in the area looking to reach the growing residential community.

If you are interested in having your business included in the residential welcome package please contact Jasmine Ramos at [jasmine@fashiondistrict.org](mailto:jasmine@fashiondistrict.org) or call 213-488-1153.

## Website and Social Media

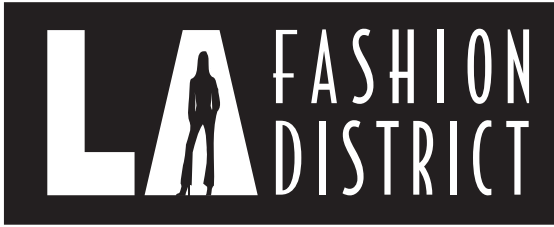
Did you know you can have your business featured on the LA Fashion District blog and social media? If interested, please contact Ariana Gomez at [ariana@fashiondistrict.org](mailto:ariana@fashiondistrict.org).

# The Santee Alley Debuts New Website

The Santee Alley launched a new website in October. The redesign allows website visitors to access the site on mobile and tablet devices. It also features an upgraded business directory that can be searched by category and product type, nearby parking lots and restaurants, and an updated map. See the new [www.thesanteealley.com](http://www.thesanteealley.com)!

Santee Alley businesses who would like to have their business listing updated please contact [info@fashiondistrict.org](mailto:info@fashiondistrict.org).





BID Lines LA Fashion District Business Improvement District Newsletter  
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[www.fashiondistrict.org](http://www.fashiondistrict.org)

Return Service Requested

## **Is your contact information up to date?**

The LA Fashion District BID maintains a free online directory for all businesses in the Fashion District. This directory is the most visited page on our website, which receives approximately 42,000 visitors a month.

Please visit [www.fashiondistrict.org/businessdirectory](http://www.fashiondistrict.org/businessdirectory) to see your business listing. If you need to update your business listing or would like to have your business added to the directory please contact us via email at [info@fashiondistrict.org](mailto:info@fashiondistrict.org).