

BID LINES

LA Fashion District Business Improvement District (BID) Newsletter

BID Safe Team

2014 4th Quarter Report

- Initiated **4,361** contacts with the merchants to address various issues
- Conducted **10,404** location checks for crime
- Assisted **3,029** shoppers to find store locations and lost cars

BID Clean Team

2014 4th Quarter Report

- Removed **3,521** graffiti tags from buildings, doors and other surfaces
- Collected **575.71 tons** of trash from cans, alleys, and illegal dumping
- Cleaned **4,778,199** 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.



BID Safe Team Helps Detain Arsonist

On Monday, February 16th at 5:30 a.m., BID Safe Team Senior Sergeant Ivan Garcia spotted an individual setting a fire in the alcove area of the California Market Center at 124 E Olympic Blvd. Garcia and his partner extinguished the fire and detained the suspect. LAPD was summoned and an arson investigator took custody of the individual and transported him to Central Division.

This is the second fire Garcia has helped extinguish recently. An unidentified male was spotted lighting a trash fire at Olympic Boulevard and Los Angeles Street earlier this year. An arsonist setting trash can fires in the district was detained and convicted last year as a result of our Safe Team's work and testimony.

BID Administration: Financial Oversight

The BID maintains financial control by establishing an annual budget in accordance with the District Management Plan. The Operations and Communications Committees review and appropriate their respective budgets. The Finance Committee and Board of Directors review and approve the full annual budget, which is submitted to the City of LA along with an annual planning report. Monthly detailed financial statements comparing actual expenses to the budget are regularly reviewed by the Finance Committee, which reports its review to the Board of Directors.

Per the BID's contract with the City, every year the BID is required to prepare and submit to the City a financial review report by an independent Certified Public Accountant. For most of the BID's life, the Board has opted to go a step further by having the CPA perform a full financial audit, which provides extra assurance that the financial statements and records maintained by the BID's management are free from material misstatement. The BID has received clean audit results every year. The BID posts audited financial statements on its website www.fashiondistrict.org.

Questions? Contact BID Finance Manager, Jose Gonzalez at jose@fashiondistrict.org.

Welcome New BID Staff!



Managing Director, Rena Masten Leddy

The LA Fashion District BID is happy to introduce our new Managing Director, Rena Masten Leddy. Rena has 23 years of downtown management experience. She has worked with BIDs across the country and with some of the best BID consulting firms, Progressive Urban Management Associates (P.U.M.A.) and Urban Place Consulting Group. Most recently, she set up and managed the Clean & Safe programs for the newly re-established Arts District BID.



Administrative Assistant, Jasmine Ramos

In January the BID hired Jasmine Ramos as our new Administrative Assistant. Jasmine is a recent graduate of UCLA where she majored in Sociology and has held administrative positions at UCLA and Capital Group.

Safe Team Updates



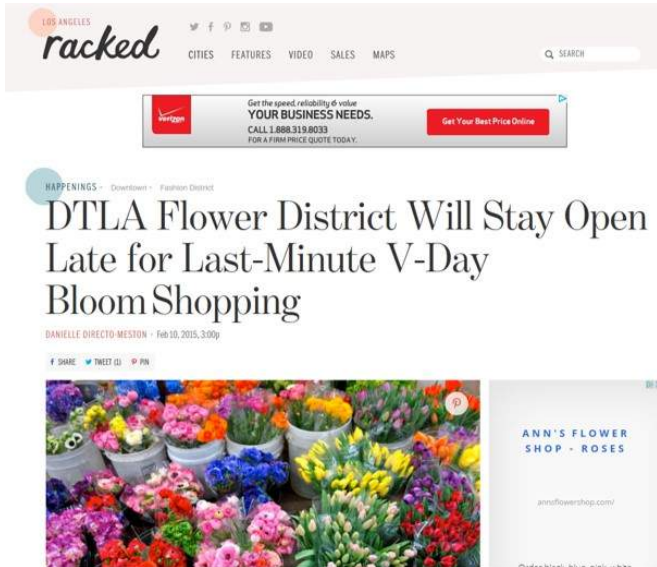
Safe Team Project Manager Manuel Madueno Going to LAPD

BID Safe Team Project Manager Manuel Madueno will be leaving the Fashion District BID at the end of March to join the Los Angeles Police Department Academy. Madueno was with the BID for three years and was recognized as the Fashion District BID Officer of the Year at the LAPD Booster Luncheon on March 25th.



Safe Team Senior Sergeant Ivan Garcia to Join LBPB

BID Safe Team Senior Sergeant Ivan Garcia has been offered employment as a police officer by the Long Beach Police Department. Garcia has been with the Fashion District for two years and received the 2014 LA Fashion District BID Safe Team Officer of the Year Award.



2015 Valentine’s Day LA Flower District Press Coverage: Over 5 Million Impressions!

Every television station in Los Angeles came out to cover the Valentine’s Day activity at the Flower District this year. The district received coverage from CBS Channel 2, NBC Channel 4, KTLA Channel 5, ABC Channel 7, Fox Channel 11, and Telemundo Channel 52. Most stations filmed live for morning news shows on Friday, February 13th. Recorded clips ran throughout the day’s scheduled newscasts and were posted online. Univision filmed their prime-time fashion segment “A la Moda con Jomari”, which aired nationally on the 13th as well. Additional media coverage included local blogs and online news sites such as Timeout LA, LAist, and Racked LA.

Through the positive media coverage, the BID was able to boost the Fashion District’s profile and visibility, while educating hundreds of thousands of Angelenos on what the district has to offer.

The coverage totaled over five million impressions, which came at a cost of \$0 to the district. The BID does not advertise and relies solely on its public relations efforts for media exposure.

Marketing & Communications

2014 4th Quarter Report

- **115,562** website visitors
- **522,355** website pageviews
- **34,638** blog pageviews
- **1,434** new Facebook followers, **36,085** total
- **432** new Twitter followers, **6,929** total
- **971** new Instagram followers, **6,085** total
- **447** new Pinterest followers, **3,194** total



BID Lines LA Fashion District Business Improvement District Newsletter
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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 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.