

BID LINES

LA Fashion District Business Improvement District (BID) Newsletter

BID Safe Team

2015 Year-End Report

- Initiated **20,716** contacts with merchants to address various issues
- Conducted **16,329** citizen assists to help shoppers and visitors to the district

BID Clean Team

2015 Year-End Report

- Removed **33,196** graffiti tags from buildings, doors and other surfaces (The BID is working with LAPD to prosecute known taggers.)
- Collected **2,301.5 tons** of trash from cans and illegal dumping (6.3 tons of trash per day)
- Cleaned **22,145,563 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.



Celebrating 20 Years!

LA Fashion District Business Improvement District (BID) Providing Clean & Safe Services Since 1996

The LA Fashion District Business Improvement District (BID) is celebrating its 20th anniversary! Founded in 1996, the BID was originally established as a 20-block pilot program that brought cleaning and safety services to the area at a time when Downtown Los Angeles was facing high crime and declining property values.

In the last 20 years the BID has helped turn the neighborhood around, growing to encompass the 100-block-area now known as the LA Fashion District. *(Continued on page 2.)*

New Police Captain and Command Staff at Central LAPD



Photo by Edwin Folven

Welcome the new Central Division Captain! Captain Howard Leslie, formerly of Wilshire Station, is replacing Captain III Mike Oreb. Captain Oreb will be going to Pacific Division after four years of serving Central Division, which covers most of the Fashion District. Central Division has also announced the retirement of Deputy Chief Jose Perez. Commander Robert Arcos from Central Bureau received a promotion to take over. Also recently promoted, Commander Todd Chamberlain will be returning to Central Bureau and partnering with Chief Arcos. The LA Fashion District would like to thank Captain Oreb for his support and attentiveness to the district these past four years and congratulate him on his new assignment. We would also like to congratulate Commander Chamberlain and Deputy Chief Arcos on their recent promotions.

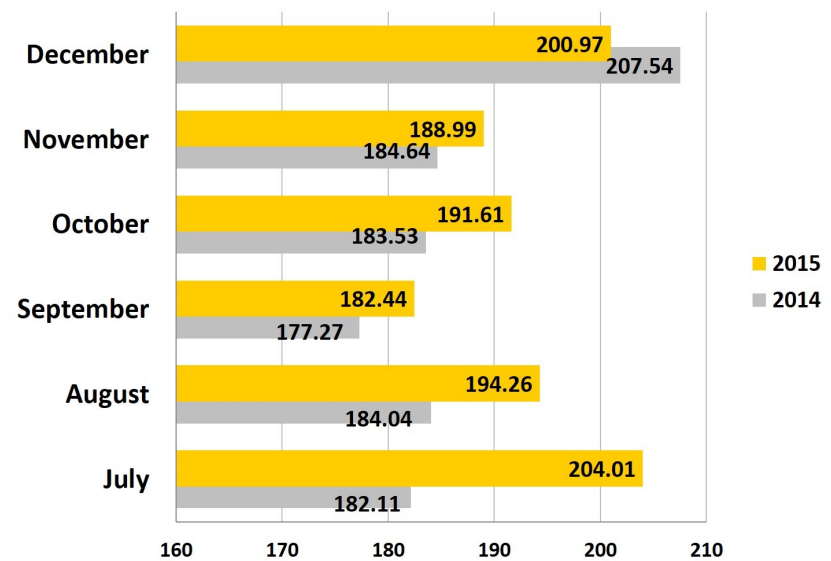
LA Fashion District BID Celebrates 20 Years

(Continued from page 1.)

The organization continues to provide cleaning, safety, and image and communications programs. On average the BID Clean Team collects over 6 tons of trash per day, removes thousands of graffiti tags per month, and cleans millions of square feet by pressure washing and scrubbing. The BID Safe Team works closely with LAPD and provides 24-hour patrol, seven days a week.

The LA Fashion District BID was the first organization of its kind in California and pioneered business improvement districts on the West Coast. Organizations like ours now operate all over the country with over half-dozen operating in Downtown Los Angeles.

2015 Trash Tonnage Report: Significant Increase in Trash



Trash tonnage was up by 5.3% in 2015 compared to 2014. The daily average increased to 6.31 tons, up from 5.99 tons per day. Over the last year the BID has seen an increase in illegal dumping and bulky items, which contributed to the increase. The BID pays a dumping fee to the City to dispose of the trash.

Image & Communications

2015 Year-End Report

- **542,560** Website visitors
www.fashiondistrict.org
- **2,383,348** Website pageviews
- **251,807** Blog pageviews
www.fashiondistrict.org/blog
- **3,651** New Facebook followers,
37,786 total followers
Facebook.com/LAFashionDist
- **1,249** New Twitter followers,
8,060 total followers
[@LAFashionDist](https://twitter.com/LAFashionDist)
- **5,315** New Instagram followers,
11,400 total followers
[@lafashiondistrict](https://www.instagram.com/lafashiondistrict)
- **988** New Pinterest followers,
4,182 total followers
www.pinterest.com/lafashiondist
- **Launched Snapchat! Follow us**
[@lafashiondist](https://www.snapchat.com/add/lafashiondist)

Fashion District Debuts Logo



LA FASHION
DISTRICT



The LA Fashion District's logo that features the text "LA Fashion District," with the outline of a woman carved out of the "A", has traditionally been separate from the district's way-finding icon – the outline of a woman wearing a hat and purse that can be seen in the district's signage and crosswalks. This year the district will be transitioning into a new, "refreshed" logo that focuses on the popular way-finding icon and officially adopts it as the primary logo. The text logo will slowly be phased out. The updated logo (shown above) is part of a new initiative to unify the image of the area.

Valentine's Day in the LA Flower District

Thousands of shoppers, florists, and event planners visited the LA Flower District in the week leading up to Valentine's Day to source flowers for the holiday. Valentine's Day is the busiest day of the year for flower vendors, after Mother's Day. Together the two holidays account for approximately 50% of yearly sales.

Local TV stations were in the district throughout the Valentine's Day weekend reporting on the activity and encouraging shoppers to take advantage of the flower markets' extended hours. The district received coverage from CBS 2, KCAL 9, ABC 7, Fox 11, Telemundo 52, and Univision 34. The BID also secured a national segment on Univision that aired on Saturday, February 13, and secured features on local blogs DTLA Rendezvous and Happening in DTLA.



LA Fashion District Business Improvement District (BID) Newsletter
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Return Service Requested

Is your business listing 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 45,000 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.