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## **RENA MASTEN LEDDY NAMED INTERIM EXECUTIVE DIRECTOR FOR LA FASHION DISTRICT BID**

*Current Executive Director Kent Smith is stepping down after 17 years with the BID*

LOS ANGELES June 30, 2016 – The LA Fashion District Business Improvement District (BID) Board of Directors has appointed Rena Masten Leddy to Interim Executive Director effective August 1, 2016. Ms. Leddy is currently serving as managing director. Executive Director, Kent Smith is retiring from the Fashion District after 17 years. His last day will be July 31, 2016.

Ms. Leddy has 24 years of business improvement district experience both as a consultant and executive director. She is currently on the International Downtown Association’s Board of Directors and was recently elected to the Downtown Los Angeles Neighborhood Council (DLANC).

Mr. Smith started with the BID in July of 1999. Under his direction the LA Fashion District grew to 100 blocks and became one of the most recognized business improvement districts in the country. Mr. Smith has also served as a member of the Business Leaders Task Force to End Chronic Homelessness in L.A. County and as a founding board member of Los Angeles Streetcar.



*Rena Masten Leddy*

### **About the LA Fashion District**

The LA Fashion District is a 100-block district in Downtown Los Angeles. As the hub of the apparel industry on the West Coast, it caters to the wholesale and retail communities with

fashion, textiles and flowers. Founded in 1996, the LA Fashion District Business Improvement District (BID) is a non-profit organization funded by nearly 1,000 property owners. The BID is dedicated to helping the community be a clean, safe and friendly place to work, shop, live and do business through cleaning, safety and marketing programs. For more information, visit [www.fashiondistrict.org](http://www.fashiondistrict.org).