



TREND REPORT

BUSINESS IMPROVEMENT DISTRICT (BID) NEWSLETTER



The LA Fashion District BID has provided clean and safe services since 1996

FASHION DISTRICT BID RENEWED FOR 8 YEARS!

The Fashion District BID has renewed for 2019-2026! The City of Los Angeles confirmed the new BID was approved with 85.67% of the vote. The BID will continue providing and expand on cleaning, safety, marketing and advocacy programs. This will include additional safe team members; additional clean team members; increased focus on government advocacy for transit, safety and homelessness; additional marketing and media outreach; and economic development programs. The new BID will also expand about a block east,

between Olympic Boulevard and 16th Street.

Thank you to the BID Renewal Steering Committee who met 13 times over the course of nine months to help make this renewal possible: Linda Markoff Becker, Mark Chatoff, Mark Cohen, David Foley, Barry Gold, I. Hassan, Matthew Haverim, Elisa Keller, Lisa Korbatov, Yul Kwon, Jessica Lewensztain, Mark Levy, Bradley A. Luster, Darrel Malamut, John Remeny, Laurie Rosen, Laurie Sale, Michael Salter, Kayhan Shakib, Adrian Szabo, Brian Taban, John Van

Den Akker and Suzette Wachtel. We also want to thank Linda Markoff Becker for chairing the Renewal Committee and the Fashion District BID Board of Directors for all their work and support during the renewal process.

The new BID will take effect January 1, 2019. If you have questions, please contact Executive Director, Rena Masten Leddy at 213-488-1153 ext. 712. For more information about the renewal process and FAQs, please visit fashiondistrict.org/renewal.

A NEW LOOK FOR THE FASHION DISTRICT

REPRESENTS THE COLORFUL DISTRICT

In the last decade the Fashion District has transformed from a 9-to-5 business destination into a downtown neighborhood with residents, cafes, galleries, restaurants, bars, events and entertainment open well beyond 5 p.m. The district logo and branding represent the essence of the neighborhood, its palpable energy, vibrant colors and diverse offerings. The lady in the hat, with her tiny waist and dainty handbag, felt outdated.



New Digital Branding

Earlier this year, LA Fashion District Business Improvement District (BID) announced an updated brand for the Fashion District, including a new logo, colors and font. You'll see the new Fashion District logo on our website, social media, Safe and Clean Team uniforms, marketing materials and signage.

Our goal is to illustrate the dynamic offerings and creative nature of the neighborhood. The new logo



Branded street pole banners will be installed in Fall 2018

represents the diverse businesses, people and industries that coexist here. The geometric letters, inspired by the architecture of the district, intersect to form new colors symbolizing the interconnectivity of our community.

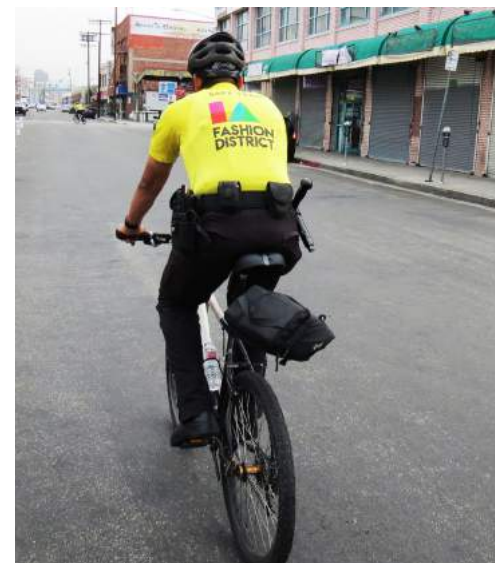
The new color palette is, quite literally, the colors of the district. The black, salmon, hot pink, yellow, blue and green can be found in the fabric rolls and mannequins that line the streets, the flowers in the flower markets, the umbrellas in Santee Alley, the pink and green of San Pedro Wholesale Mart and City Market South, the murals that adorn the neighborhood and the signage of The Orpheum Theatre and The Theatre at Ace Hotel.

Since the founding of the BID in 1996, the Fashion District has maintained a series of logos. The most recognizable of all Fashion District marks, and the one you probably recognize as our former logo, was not designed as part of a brand identity. The “lady in the hat” was created as part of a way-

finding signage system for Downtown Los Angeles in the 2000s. In 2016, we officially adopted the way-finding icon as part of the Fashion District logo.

Though we are switching to a new logo and color palette, the “lady in the hat” will continue to exist in the public space as part of the City’s way-finding signage - for now.

We hope you like our new look!



New Safe Team Uniforms

BID CONTINUES TO ADVOCATE FOR INCREASED CITY RESOURCES TO ADDRESS HOMELESSNESS IN THE FASHION DISTRICT

HOMELESS ENCAMPMENT CLEANUPS

BID Staff has been working with the City of Los Angeles and Council District 14 to address homelessness and homeless-related issues in the Fashion District. On average the BID makes 100 calls per week to 311 about encampments affecting day-to-day business in the neighborhood, and we've seen results. The City has cleaned up five major encampments:

- 17th Street between San Pedro and Griffin streets
- The alley at 1400 S. Los Angeles St.
- The alley at 11th Street between Wall and San Julian streets
- 7th Street between Maple Avenue and San Julian Street
- The alley at 1013 S. San Julian St.

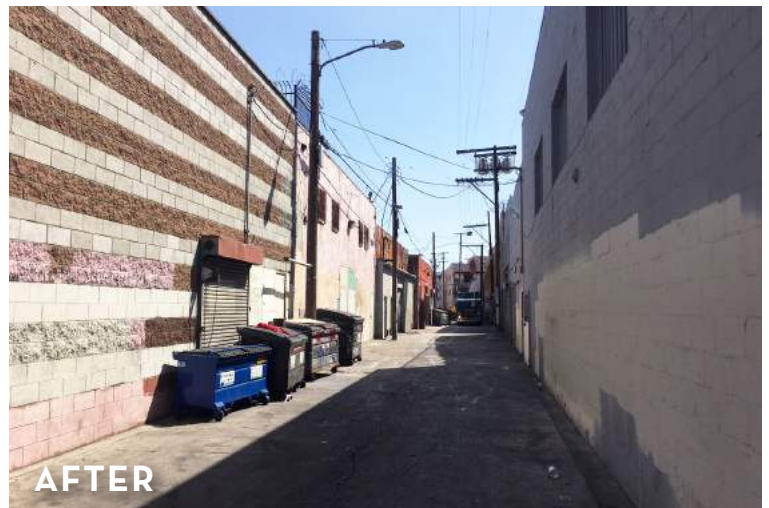
The district is also receiving increased

attention from the Los Angeles Fire Department, in response to an increase in homeless and encampment-related fires.

In addition, the BID successfully advocated for the City to increase funds for the Sanitation Department's encampment cleanup crews and for the Sanitation Department to provide proportionate services based on need.

Continued on back page.

1013 S. SAN JULIAN ST.



7TH STREET & MAPLE AVENUE



ANTHONY RODRIGUEZ NEW BID OPERATIONS DIRECTOR

Anthony Rodriguez joins the Fashion District BID as the Operations Director. In this role, he will oversee the day to day operations of the district with the clean and safe teams. Anthony comes to the BID after a successful 14-year career as a security professional, most recently as the Director of Security for One California Plaza in Downtown LA. He also managed the outdoor space at



The BID's new Operations Director, Anthony Rodriguez

California Plaza with up to 300,000+ people in attendance at its outdoor concerts. Anthony has worked with the FBI, State Department, LAPD Major Crimes Division and Homeland Security. He has experience facilitating training for LAPD metro units such as Hazmat, K-9, Bomb Squad and Special Operations Command Tier 1 units of the US Navy and US Army. Anthony is very familiar with the Fashion District and says he is "excited for the challenges that come with a place that has such a diverse group of people, businesses and owners." His goal is to setup the Fashion District BID for another successful 20+ years of operations. "I want our stakeholders to continue to see the value of investing in a BID."

FIRST QUARTER REPORT

TRENDS IN THE FASHION DISTRICT

VISITS TO FASHIONDISTRICT.ORG

121,814

BLOG VIEWS

8,347

NEW FACEBOOK FOLLOWERS
FACEBOOK.COM/LAFASHIONDIST

677

NEW INSTAGRAM FOLLOWERS
@LAFASHIONDISTRICT

1,865

MONTHLY VIEWERS OF LA FASHION
DISTRICT PINTEREST PAGE

26,000

AVERAGE MONTHLY TWITTER
IMPRESSIONS

43,000

BID SAFE & CLEAN

TEAM

CONTACTS WITH MERCHANTS

5,157

SHOPPER AND VISITOR ASSISTS

1,919

GRAFFITI REMOVAL

7,110

GARBAGE COLLECTED &
REMOVED

682.7 TONS

BULKY ITEMS REMOVED

312

PRESSURE WASHED/SCRUBBED
SIDEWALKS

4.15 MILLION SF

2018 BOARD OF DIRECTORS

LINDA MARKOFF BECKER

Markoff Investments

MARK CHATOFF

California Flower Mall

DAVID FOLEY

Brookfield Property Partners/CMC

MATTHEW HAVERIM

Haverim Properties

ELISA KELLER

Maple & Griffith Properties LLC

LISA KORBATOV

Fisch Properties

YUL KWON

Freeway Apparel

MARK LEVY

The City Market of Los Angeles

JESSICA LEWENSZTAIN

ANJAC Fashion Buildings

BRADLEY A. LUSTER

Major Properties

JOHN REMENY

Remy Leather

LAURIE ROSEN

Academy Award Clothes

LAURIE SALE

SCS Building Fund LLC

BRIAN TABAN

JADE Enterprises

SUZETTE WACHTEL

Wachtel Properties

LAFD FIRE HAZARD ASSESSMENT FOR FASHION DISTRICT PROPERTIES

PROTECT YOUR PROPERTY

From January to June 2018, 136 fires were recorded in the district. BID staff met with the Los Angeles Fire Department Chief and staff to discuss the increase in encampment-related fires and fire hazards in the district. As a result, the Fire Marshall has offered to review properties in the Fashion District for fire hazards. Property owners interested in having their building inspected can contact the BID at 213-488-1153 or info@fashiondistrict.org



Encampment Fire at E 9th Street

BID HOMELESS RESPONSE

From January 2018-June 2018



BID Clean and Safe Team Stats

SECURING ADDITIONAL CITY RESOURCES

CONTINUED FROM FRONT PAGE

District 14 Councilmember, Jose Huizar, proposed the motion that increases funds for the Sanitation Department’s encampment cleanup crews and for the Sanitation Department to provide proportionate services. At a recent City Council Homeless & Poverty Committee meeting, the BID advocated in favor of another motion by Councilmember Huizar to find city property for temporary emergency shelter for Skid Row, similar to the approved area at El Pueblo. The El Pueblo site is a parking

lot at Arcadia and Alameda streets that holds temporary trailers for homeless housing for 60 residents at a time.

All 15 Councilmembers committed to building 222 units of homeless housing in each of their districts. This pledge demonstrates a commitment to ensure that additional housing is dispersed throughout the City. It would also put the city on track to reach its goal of 10,000 units of permanent supportive housing in a decade.

IMPORTANT PHONE NUMBERS

GENERAL CLEAN & SAFE ASSISTANCE

Fashion District BID 24-HR
213-741-2661

FIRE DEPARTMENT

LAFD Fire Station #9, 430 E. 7th St.
213-485-6209

CENTRAL COMMUNITY POLICE STATION

251 E. 6th St. - 213-486-6606

LOS ANGELES HOMELESS SERVICES AUTHORITY (LAHSA)

213-225-6581 or 211

CITY SERVICES

311 or www.myla311.lacity.org



**LA FASHION DISTRICT
TREND REPORT**

110 E. 9th Street, Suite A-1175
Los Angeles, CA 90079

Return Service Requested



IN THIS ISSUE

FASHION DISTRICT BID RENEWED FOR 8 YEARS!
The new BID starts January 1, 2019.

A NEW LOOK FOR THE FASHION DISTRICT
The neighborhood has a new logo and branding.

BID ADVOCATES FOR INCREASED CITY RESOURCES TO ADDRESS HOMELESSNESS
Bringing encampment cleanups, pro-active fire solutions and additional services to the Fashion District.



WWW.FASHIONDISTRICT.ORG