

# 2022

ANNUAL REPORT



UNITED ARTISTS  
6/26 LATINO USA  
7/12 CORINNE BAILEY RAE  
DWNLD AXS MOBILE APP

← Fashion Dist  
← South Park





# DEAR DISTRICT STAKEHOLDER...

2022 has been a year of creativity and learning. We focused on many public realm projects adding color and life to the Districts streets.

It's been a year of working on fun, creative ideas and taking a politics and advocacy 101 crash course. It has also been a year of new partnerships with new vendors and consultants that have contributed to what I celebrate as a successful year. Those partners are: Allied Universal, Streetsplus, Century Maintenance Group, Afriat Counseling Group, MIG, and INSPO Marketing.

Some of the initiatives that are worth mentioning are:

- We branded our “Smart trash cans”
- Started to paint bicycle racks with branded colors
- Started a public art campaign with local artist S.C. Mero at the 9th & Main Street median
- We continued with our Parklet activation
- Produced a video series for the different areas of the District and combining all for a District video
- Became politically active in engaging City officials on our position with DTLA 2040 and other initiatives
- Restrategized our digital marketing efforts to be more business-specific oriented and inviting to the public to promote pedestrian growth
- We created a “watchlist” of state and local legislation that is monitored, with updates

continuously provided by our new policy & civic affairs manager

Our successes this past year are also primarily due to the unconditional support of our Board of Directors members. The strong relationship between myself and the Board of Directors keeps me wanting to continue pushing the District forward with the team through all of the opportunities and obstacles we face.

I am very excited for 2023 as we move into the new year with a lot of positive momentum.

Sincerely,



A handwritten signature in black ink, appearing to read "Anthony Rodriguez".

**Anthony Rodriguez**  
*Executive Director*

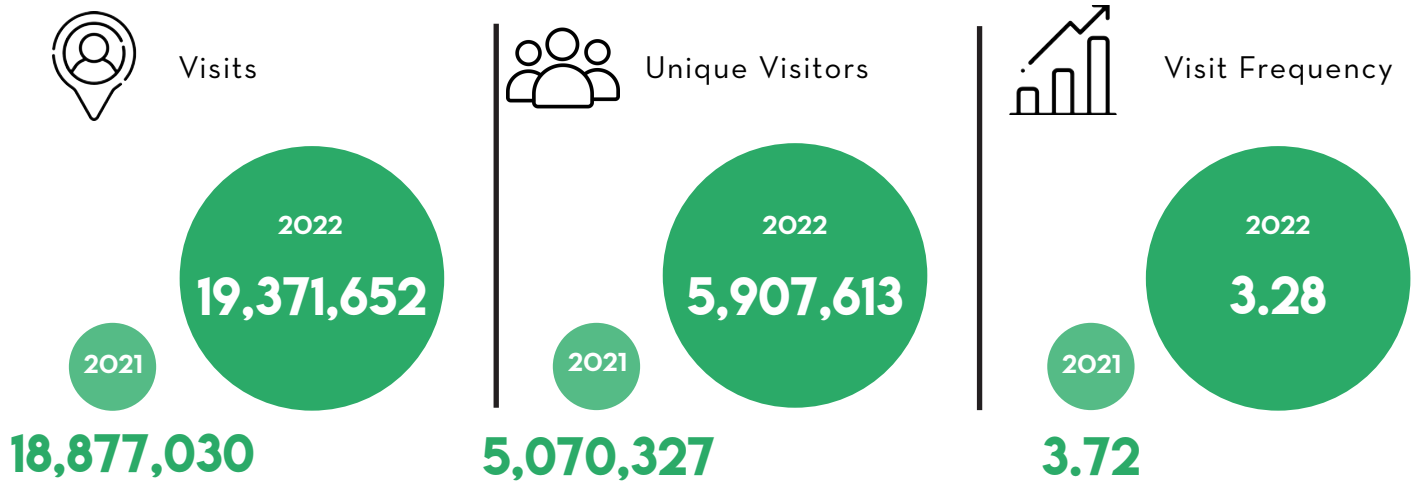






# FASHION DISTRICT BY THE NUMBERS

Insights and visitor demographics provided in this report were aggregated using datasets from the start of 2022 year-to-date. Insights provided for the Annual Report of 2022 were derived by examining foottraffic data from the start of January - November 30th.



**137 MIN**  
Avg. Dwell Time

**SATURDAY**  
Most Visited Day

**12 PM**  
Most Visited Hour of Day

**76K**  
Avg. Income

**HISPANIC | \$75K - \$100K**  
Typical Visitor Persona

**3.4K**  
Residential Units

**380**  
Hotel Rooms

## A VIBRANT DISTRICT

Approximately **5,200** residents in the district  
**\$44,270** per capita income  
 Median age of residents is **25-33**  
**38%** of residents have earned a bachelor's degree or higher  
**14%** of residents have lived in the neighborhood for more than five years

## CONTINUED GROWTH

Foot-traffic insights for the LA Fashion District depict an increase in visitation with a 2.6% increase in overall visits, 800 thousand new visitors, approximately three visits per visitor, and an average dwell time of at least two hours.

BB  
EM  
20

THE SANTEE ALLEY  
OPEN 365 DAYS A YEAR!

CALIFORNIA MIRAGE  
JEWELRY DESIGN CENTER



FACE  
MAS  
\$ 4.99



# OPERATIONS

## KEEPING THE DISTRICT CLEAN & SAFE

A clean and safe district is our top priority. As goodwill ambassadors for the LA Fashion District, the highly visible, well-trained staff of yellow shirted Safe Team officers have created welcoming experiences for residents, visitors and employees in the district. They provide an enhanced safety presence on the streets, patrolling on foot, bicycle and by vehicle seven days a week, 24 hours a day.

In 2022, the Safe Team officers responded to 176,266 incidents, that included 140,396 location checks throughout the district. Additionally, the Safe Team officers help district workers and visitors on a daily basis. In 2022, the safety personnel assisted 3,928 service calls for hospitality related inquiries, and even went the extra mile by ensuring the inquiring folks reached their final destinations by providing directions and/or escorts. The LA Fashion District's Safe Team officers are always ready to help.

The district's very own clean team is ultimately responsible for keeping the public right-of-way looking clean. Day and night, the Clean Team crew works diligently while assisting residents, employees and visitors every step of the way. In 2022, the Clean Team collected XXX bags of trash and removed 6,110 graffiti tags.

### CLEAN

Clean Team Statistics

XX



TONS OF TRASH COLLECTED

vs. 2021

512

6,110



GRAFFITI REMOVAL

vs. 2021

2,503

23,898,315



SQ. FT. PRESSURE WASHED

vs. 2021

6,152,131

### SAFE

Safe Team Statistics

35,870



MERCHANT CONTACTS

vs. 2021

3,128

140,396



LOCATION CHECKS

vs. 2021

26,833







# OPERATIONS

## CLEAN & SAFE PARTNERS

The Clean Team is staffed through a partnership with Streetplus and Century Maintenance Group, whose priority is to hire the best ambassadors who have a passion for downtown and understand the importance of making positive impacts daily. Although both partnerships are in their infant stages, the team members wasted no time in tackling the immense work of maintaining the district clean.

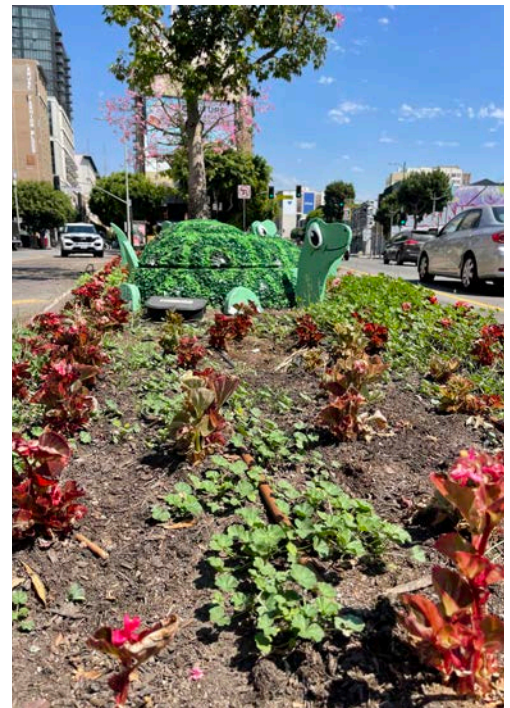
The Safe Team is staffed through a partnership with Allied Universal, a company that specializes in security services and solutions. The partnership with Allied Universal has been in place since 2012. Throughout the years, AUS has embraced innovative operational approaches and initiatives that maximize dollars invested in the Fashion District.



**XXXXXXXXX**  
**HOURS SPENT CLEANING AND PATROLLING THE NEIGHBORHOOD**

## PUBLIC SPACE IMPROVEMENTS FOR THE NEIGHBORHOOD

Beautification projects in Downtown Los Angeles must withstand the threat of constant vandalism and theft. With this in mind, the district's Public Space staff, in collaboration with Marketing, came up with artistic approaches that would welcome positive attention from the community that in turn results in extra vigilance and deterrence for anyone seeking to vandalize or deface the activations. 2023 will bring more projects aimed to promoting our colorful brand throughout the district.

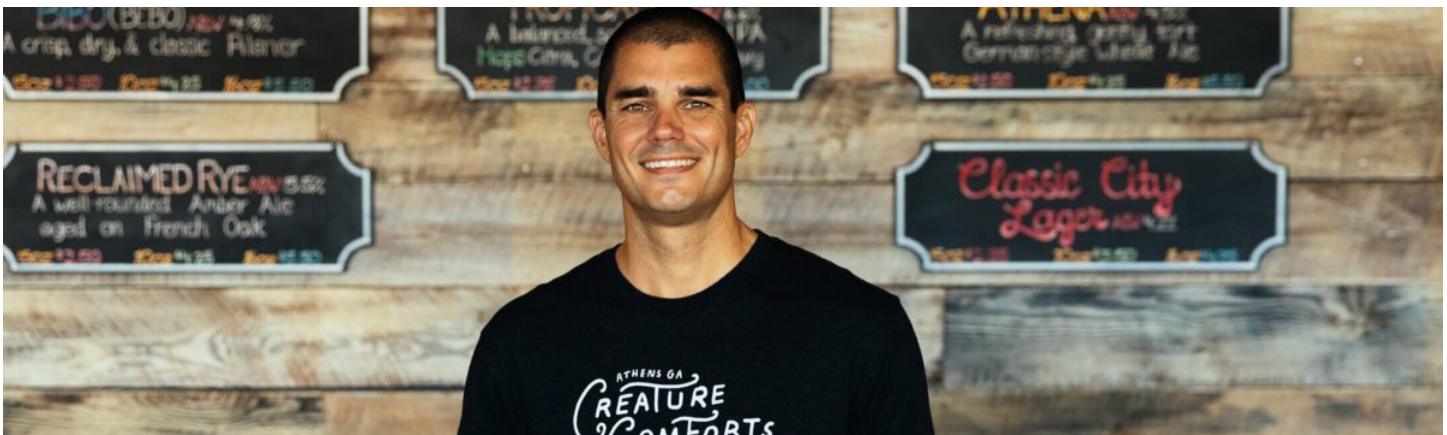




# ECONOMIC IMPACT

## SIGNIFICANT LEASES 2022

TENANT	ADDRESS
Creature Comforts Brewery	1124 San Julian Street
Adidas	110 E 9th Street
Forever21	110 E 9th Street





# RETAIL & HOSPITALITY OVERVIEW

## RESTAURANTS, BARS, NIGHTLIFE, RETAIL AND AMENITIES

This past year was an outstanding one for retail and hospitality in the Fashion District. Showcase openings included Polanco DTLA, Mr. Brother’s Cut Club and Cabra. The BID played a role on both the industry and consumer side, providing information and business services to new retail tenants and hospitality developers, and promoting local businesses in our marketing materials.

## NOTABLE OPENINGS IN 2022

Civil Coffee	120 E 8th Street
LOAM DTLA	927 S Broadway
Green Qween	1051 S Broadway
Cabra	1060 S Broadway
Polanco DTLA	840 S Spring Street
Mr. Brother’s Cut Club	117 W 9th Street





# BUILDING COMMUNITY

## SUMMER PARKLET SERIES

BID staff got creative -- taking once illegally dumped pallets and upcycling them to create a bench, cafe table, seating, and barricades creating our new mobile parklet. The “Take a Break” parklet series made its comeback this year in front of different business throughout the neighborhood. There were games and giveaways as we celebrated the return of the parklet and the arrival of summer.

## 9TH & MAIN MEDIAN ART INSTALLATIONS

Because of its unique shape, the intersection of Main, Spring and 9th streets became one of the most photographed intersections in downtown Los Angeles. In the early part of the 1900s, elevated booths on the median were used by the Los Angeles Railway and the Yellow Cars as a switchman’s tower to control the flow and path of streetcars through the intersection. All streetcar lines were removed by 1963.

This year, BID staff partnered with local artist S.C. Mero to transform the median into seasonal art installations. The median was beautifully transformed into a Turtle Island, Crow Haven, Turkey Club and a DTLA Snowman. BID staff hopes to continue the seasonal transformation of the median to continue building a better neighborhood for all.

## DIA DE LOS MUERTOS COMMUNITY ALTAR

Dia De Los Muertos (Day of the Dead) is a two-day holiday celebrated on November 1st and 2nd, in which the spirits of the dead are believed to return home and spend time with their relatives. To welcome them, families create ofrendas (offerings) in their honor. These altars are decorated with marigold flowers, photos of the departed, and the favorite foods and drinks of those being honored. The offerings are believed to encourage visits from the land of the departed. Souls hear the prayers, smell the foods, and join in the celebrations. The LA Fashion District BID constructed a community altar at 8th & San Pedro, in the heart of the LA Flower District, and invited the public to contribute items that honor their loved ones and those who have passed.







# POLICY UPDATES

## BOARD OF DIRECTORS ELECTIONS

During December 4-6, more than 225,000 people attended the **47th Annual Fall Tempe Festival of the Arts**, while over 200,000 people attended the **39th Annual Spring Tempe Festival of the Arts**. The festival won numerous awards this past year, including **IFEA's Best Event Within Existing Festival** for the Chalk Mural Contest, **APS AzTEC Awards' Best Event Poster**, and **Phoenix New Times' Best Arts Festival**. The fall and spring festivals combined received very favorable media attention with over 40 digital features and television coverage from 5 local news outlets. Between the 2 festivals, it was estimated that the Tempe Festival of the Arts received over **\$200,000 in earned media coverage**.

## DTLA 2040

On November 28, approximately 50,000 Tempe and Valley residents and visitors continued their tradition of attending the **Fantasy of Lights Opening Night Parade**, sponsored by Wells Fargo. For the first time in many years, the event featured parade announcers through a partnership with ASU's Broadcast Journalism students. The parade concluded at Centerpoint Plaza with a **Tree Lighting Ceremony**, sponsored by Tempe St. Luke's Hospital. The Fantasy of Lights theme carried through to December 12 for the **Fantasy of Lights Boat Parade**, sponsored SRP, where an estimated 30,000 people gathered around Tempe Town Lake to witness this one-of-a-kind event in the Valley. The event featured a VIP section for the first time, where tickets were sold and a new source of revenue was generated.

## SB

This past year marked the first year that DTA produced the **New Years Eve Block Party** in house. In previous years, the event was produced by a third party vendor. DTA drastically changed the format of the event, working with the bars and restaurants on Mill Avenue, giving them the opportunity to act as the points of sale for food and beverage sales on the street. This essentially created an open carry alcohol policy throughout the footprint of the event. The event received very favorable media attention with over 30 digital features and television coverage from 5 local news outlets that ran from the morning of NYE through the conclusion of the event. It was estimated that the New Years Eve Block Party received over **\$300,00 in earned media coverage**.





A DESTINATION FOR CREATIVES



FASHION DISTRICT

WALKING MAP  
OF L.A.'S MOST CREATIVE NEIGHBORHOOD



- BE INFORMED
- BE INFORMED
- LET US HELP



# MARKETING

## PROMOTING THE NEIGHBORHOOD

Through a comprehensive marketing, communications and special events program, the LA Fashion District BID promotes the LA Fashion District as a premier destination for shopping, dining, living, working and doing business. Year-round marketing and communications activities include, but are not limited to:

- Managing fashiondistrict.org
- Managing social media profiles on Facebook, Instagram, Pinterest and Twitter
- Publishing monthly Public E-Newsletter
- Publishing monthly Property Owner E-Newsletter
- Producing monthly “Trending” video on YouTube & IGTV
- Publishing Quarterly Trend Reports
- Producing annual Walking Map + Guide
- Producing Annual Report

**749,105**



WEBSITE  
SESSIONS

**157,148**



BLOG  
PAGEVIEWS

**70,058**



TOTAL  
FOLLOWERS

**80,488**



TOTAL  
FOLLOWERS

**10,101**



TOTAL  
FOLLOWERS

**86,963**



TOTAL  
IMPRESSIONS

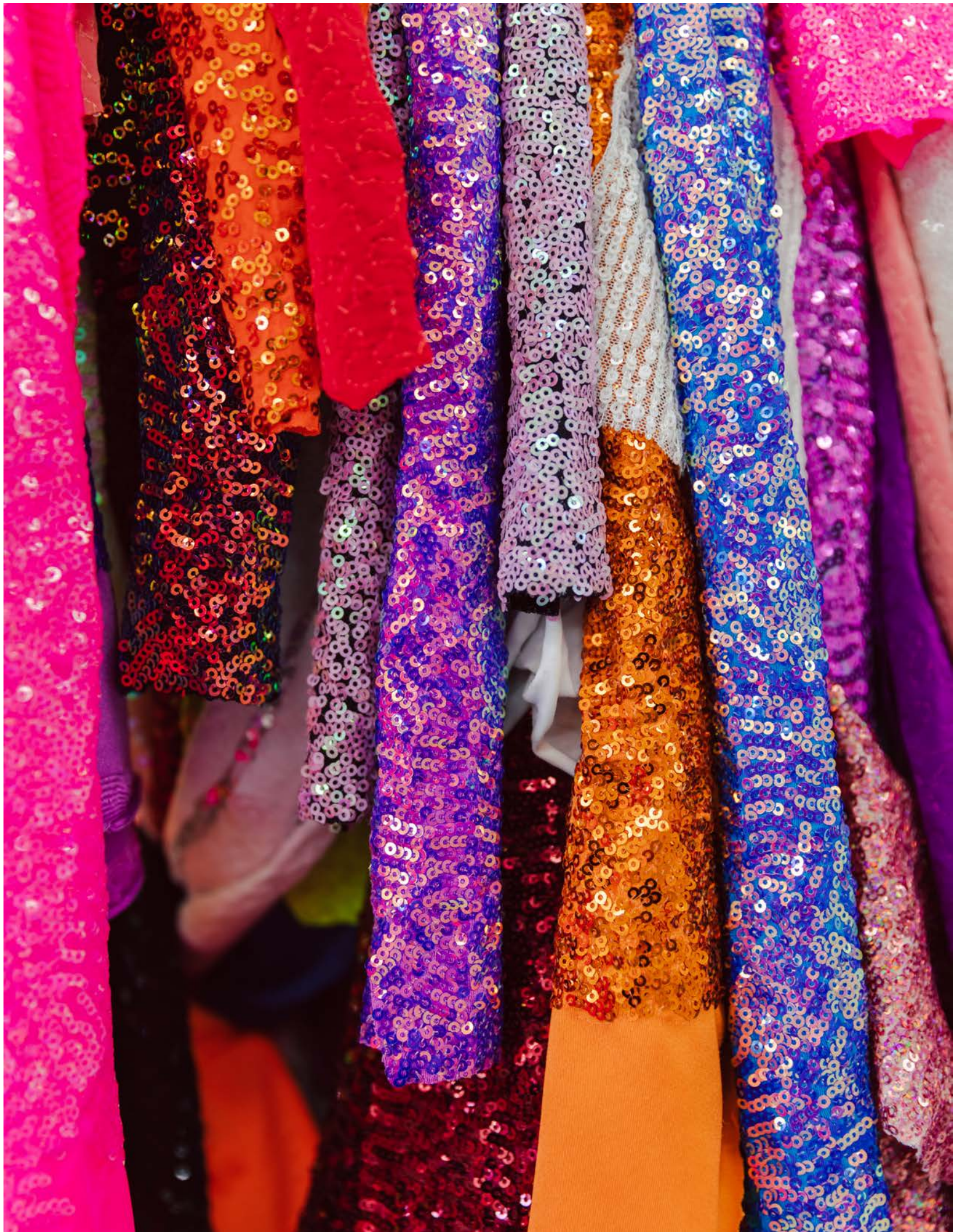
**19,138**



EMAIL  
SUBSCRIBERS









# MARKETING

## LOCAL BUSINESS SOCIAL HOURS SHOWCASE VIDEOS

We invited local business owners to put faces to the storefronts in their neighborhood and to get to know the BID and how we can help. Wine and light refreshments were served, business connections were established, and plans for future local business social hours were made.

### PR FAM TOUR

The LA Fashion District BID had the pleasure of hosting a PR Fam Trip put together by LA Tourism from Mexico in late June. As a result of hosting the group at the Cooper Design Space, a feature of the district was included in the recent edition of R.S.V.P -- the travel and style section of Excelsior newspaper in Mexico.

### LA Flower District

Visiting the LA Flower District offers an enjoyable, enlightening way to experience a slice of the colorful Fashion District. We wanted to showcase the vibrant district and all it has to offer, including the three major flower markets: California Flower Mall, The Original Los Angeles Flower Market and the SoCal Flower Market.

### Santee Alley

Shop amazing bargains on everything from trendy apparel and accessories to toys, perfume, and gift items for the whole family at 150+ retailers packed into an open-air corridor. A quick jaunt through this buzzing scene will give any visitor an inspiring dose of color, scent, sound, and culture.





# BRAGGING RIGHTS

## 2022 HEADLINES

**L.A. Swim Week Features a Fully Immersive Fashion Experience**

California Apparel News

**Pink and Boujee LA serves pink tacos in the fashion district**

ABC7

**Art Hearts Celebrates Los Angeles Fashion Week Alongside L.A. Market**

California Apparel News

**L.A. El Lado Fashion**

RS.V.P./ Excelsior

**DTLA Retailers Poised to Experience Strong 2022**

California Apparel News

**19 Best Coffee Shops in Los Angeles (in 2022)**

Travel Lemming

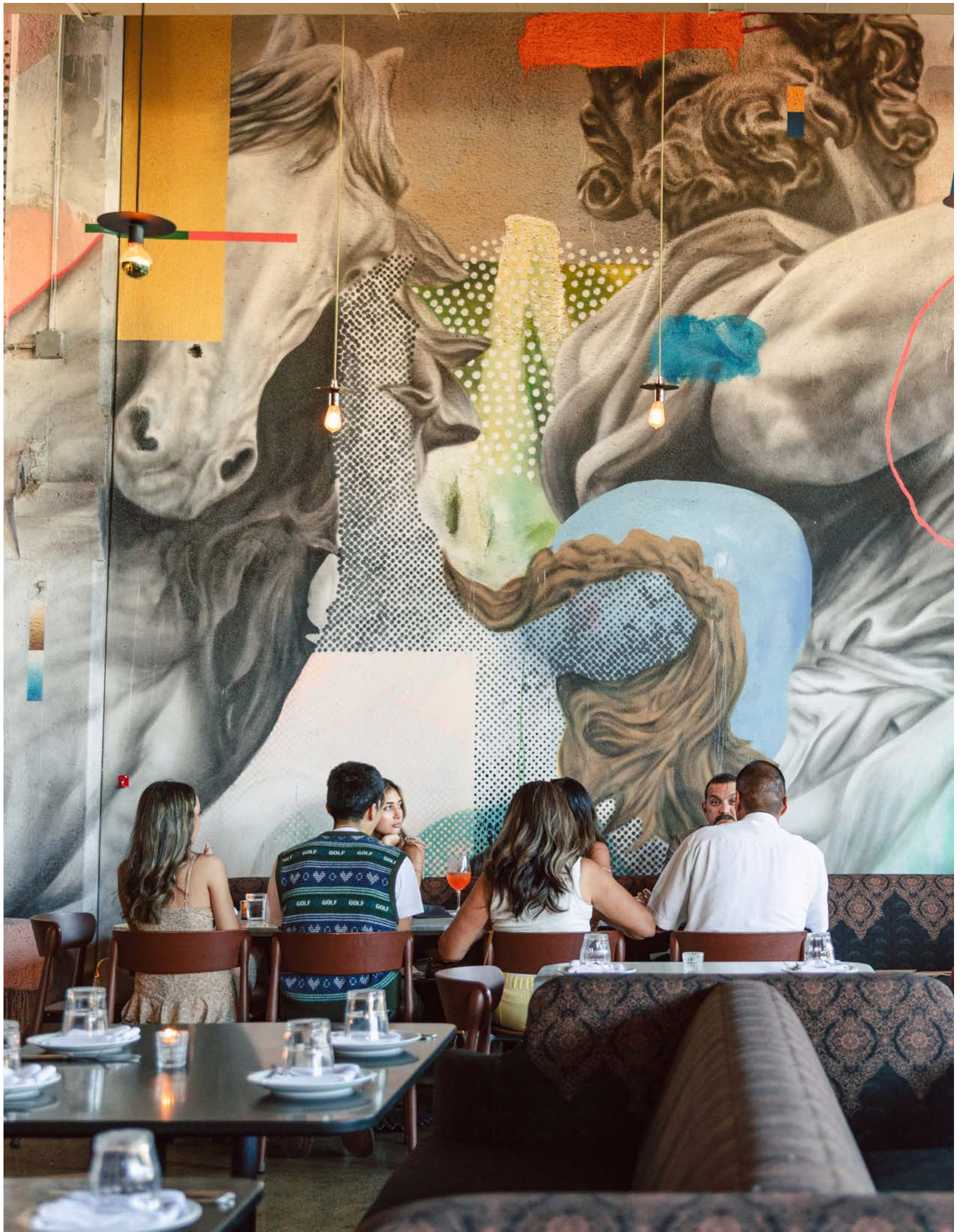
**The Best Smelling Food Spots in L.A.**

Los Angeles Times

**Cheap Fast Eats, DTLA Edition: Iconic Pupusas, Mesquite Smoked Tacos and Vegan Skinny Burritos**

LAist









## FASHION DISTRICT BOARD OF DIRECTORS

**Laurie Sale**  
Chair  
SCS Building Fund LLC

**Laurie Rosen**  
Vice Chair  
Academy Award Clothes

**Lisa Korbatov**  
Treasurer  
Fisch Properties

**Jessica Lewensztain**  
Secretary  
ANJAC Fashion Buildings, LLC  
and The Orpheum Theatre

**Mark Chatoff**  
California Flower Mall

**Margot Garcia**  
The Hirsh Collective

**Elisa Keller**  
Mermel & Mermel, LLC

**Eric Kim**  
California Market Center

**Steven Kim**  
Daily Investment

**Mark Levy**  
The City Market of Los  
Angeles

**Tyler Neman**  
SKATE Property  
Management/SKATE Group  
Inc.

**Dean Nucich**  
Urban Offerings

**Diane H. Pappas**  
J & E Solutions, LLC

**Brian Taban**  
JADE Enterprises

**Suzette Wachtel**  
KMW Enterprise, LLC

## FASHION DISTRICT STAFF

**Anthony Rodriguez**  
Executive Director

**Jose Gonzalez**  
Director of Finance & HR

**Elizabeth Zurita**  
Director of Marketing

**Jasmine Ramos**  
Policy & Civic Affairs Manager

**Estuardo Faena**  
Administrative Asisstant

**Connie Lopez**  
Accounting Clerk

**Ivan Villegas, CPP**  
Director of Operations

**Jackie Sanchez**  
Operations Manager

**Sydney Alvarado**  
Operations & Public Space  
Coordinator





# FASHION DISTRICT

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[fashiondistrict.org](http://fashiondistrict.org)



@lafashiondistrict  
@lafashiondist

