

2023

ANNUAL REPORT



DEAR DISTRICT STAKEHOLDER...

As we come to the close of another remarkable year, it brings me great pleasure to share the achievements, endeavors, and collective dedication of the LA Fashion District Business Improvement District (BID). The collaborative efforts of our dedicated team and the unwavering support from our esteemed Board of Directors have been instrumental in shaping a year filled with growth, resilience, and community impact.

Our Operations team has worked tirelessly to ensure the cleanliness, safety, and overall appeal of the Fashion District. From impactful community clean-up initiatives to collaborations that highlight our district's attractions, their commitment to enhancing the environment is truly commendable.

The Policy team has been at the forefront of advocating for policies that create a favorable business environment. Through strategic partnerships and policy initiatives, they have positioned the Fashion District as a hub for innovation, growth, and community engagement.

Our Marketing team has skillfully amplified the Fashion District's voice and presence. Engaging influencer marketing campaigns, memorable stakeholder mixers, and captivating video showcases have all contributed to shaping a narrative that resonates with our diverse community.

I extend my deepest gratitude to the exceptional staff that tirelessly dedicates their time, energy, and creativity to fulfill our mission. Their unwavering commitment to making the Fashion District a better place is the driving force behind our collective success.

To our esteemed Board of Directors, thank you for your visionary leadership and steadfast support. Your guidance has been instrumental in steering our organization toward continued growth and positive impact.

I invite you to explore the full Annual Report, which provides an in-depth look at the multifaceted efforts that have contributed to the Fashion District's success. Each page tells a story of collaboration, innovation, and community building.

As we look ahead to 2024, I am thrilled about the upcoming projects and strategies set to unfold. Together, we will continue to enhance the Fashion District's appeal, foster community growth, and build a future that reflects the vibrant spirit of our unique district.

Thank you for your ongoing support, and here's to a flourishing future for the Fashion District.



Anthony Rodriguez
Executive Director

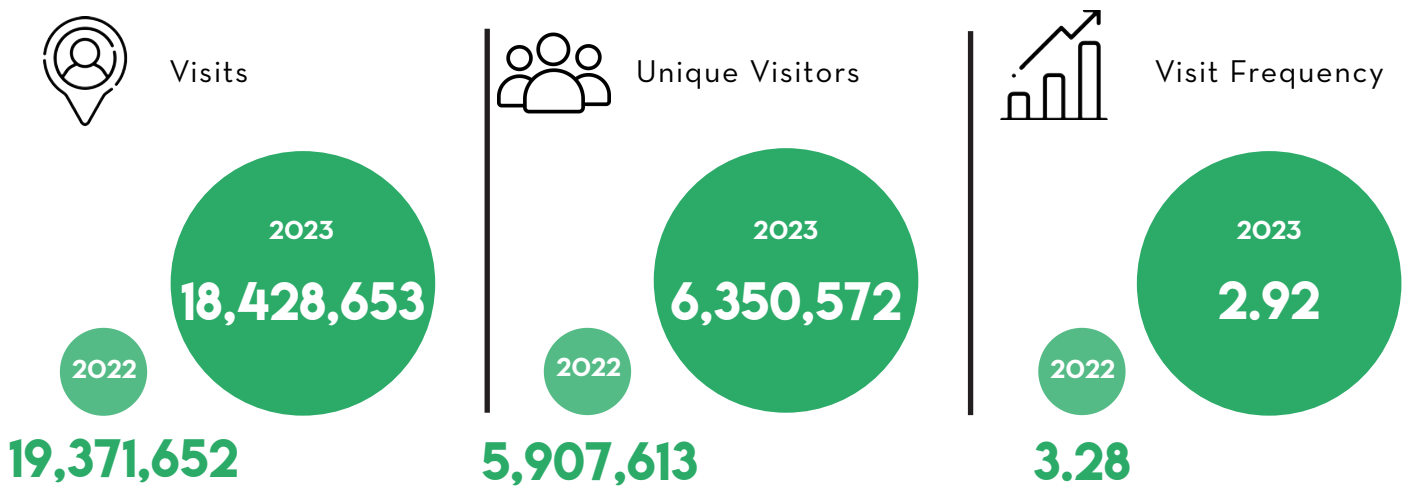
YOU

ARE

HERE!

FASHION DISTRICT BY THE NUMBERS

Insights and visitor demographics provided in this report were aggregated using datasets from the start of 2023 year-to-date. Insights provided for the Annual Report of 2023 were derived by examining foottraffic data from the start of January - November 15th.



138 MIN
Avg. Dwell Time



SATURDAY
Most Visited Day



12 PM
Most Visited Hour of Day



76K
Avg. Income



HISPANIC | \$61.2K-\$83K
Typical Visitor Persona



3.4K
Residential Units

380
Hotel Rooms

A VIBRANT DISTRICT

Approximately **5,700** residents in the district

\$106,016 per capita income

Median age of residents is **30-44**

53.8% of residents have earned a bachelor's degree or higher

CONTINUED GROWTH

Foot-traffic insights for the LA Fashion District depicted a decrease in visits by -3.7%, but an increase in unique visitors by 7.5%, representing approximately 443,000 new visitors. Visitors to the LA Fashion District visited approximately 3 times per visitor with an avg. dwell time of 2 hours.

Data provided by Placer.ai



CLEAN TEAM



**FASHION
DISTRICT**

ANTEAM

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RICT**

OPERATIONS

2023 presented several challenges that required our clean and safe teams to adjust their approaches to the daily operation.

In 2023, the Safe Team responded to 185,337 incidents, that included 130,160 location checks throughout the district and responded to 3,444 service calls for hospitality related inquiries which included providing directions and/or escorts to individuals requiring service. Despite the increase in violent crime throughout the city, the Fashion District maintained a relatively low level of such crime but did experience a spike in property crimes like burglaries and vehicle thefts. In response to this increase, the Safe Team deployed a Crime Suppression task force in a dedicated patrol vehicle which reduced the number of burglaries reported.

A clean district starts with clean gateways. In 2023, the Clean Team shifted its focus to improving the gateways into the district as much as possible. These efforts, combined with keeping the public right-of-way looking clean, resulted in the collection of 2,287.29 tons of trash. In 2023, the district experienced a significant increase in graffiti. Recognizing that the standard graffiti crew was unable to keep up with this increase, the Clean Team repurposed a sweeping position to implement an additional graffiti team member. This allowed the team to get a positive hold on graffiti abatement and resulted in the removal of 10,850 tags. Additionally, the Clean Team also deployed a Detail Team to go block by block and address areas that had an excessive number of stickers/posters, graffiti, or weed. This crew's mission was to restore those blocks to working conditions so our daily sweepers could maintain them moving forward.

SAFE

Safe Team Statistics

51,123



MERCHANT
CONTACTS

vs. 2022

35,870

130,160



LOCATION
CHECKS

vs. 2022

140,396

CLEAN

Clean Team Statistics

2,287.29

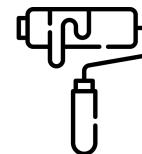


TONS OF TRASH
COLLECTED

vs. 2022

1,958.5

10,850



GRAFFITI
REMOVAL

vs. 2022

6,110

23,046,482



SQ. FT.
PRESSURE WASHED

vs. 2022

23,898,315



FASHION
DISTRICT

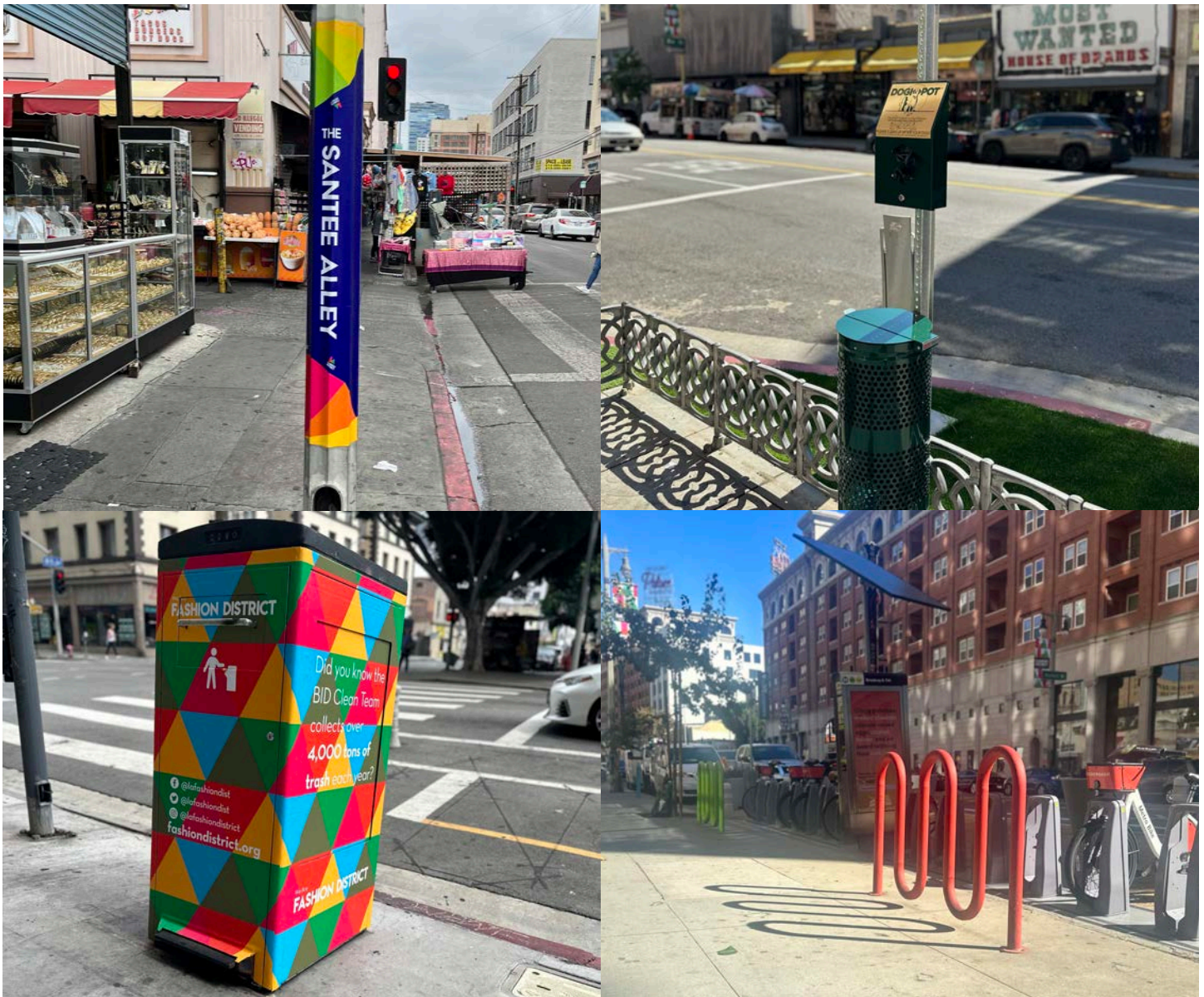
SAFETY

HARD

OPERATIONS

PUBLIC SPACE IMPROVEMENTS

In partnership with our wonderful Marketing team, we worked to increase our brand awareness through the implementation of putting our district colors wherever possible. In 2023, we painted parking meter poles and select bike racks within the district in our district colors. We also re-wrapped our trash compactors with vibrant graphics and deployed colorful trashcans in place of some older looking black cans. Additionally, the team worked to install turf on two areas in Los Angeles Street that included dog waste support stations. This was well received by our beloved K-9 residents and their humans and resulted in a cleaner sidewalk along this strip of the street!



ECONOMIC IMPACT

SALES COMP

Data provided by Crexi

ADDRESS	SQUARE FOOTAGE	SELLING PRICE
813 E 12th Street	114,474	\$5,653,000
747 E 10th Street #101	2,630	\$895,746
921 Crocker Street #15	1,850	\$900,000
416-426 E Pico Boulevard	11,000	\$2,900,000
921 Crocker Street #14	2,450	\$1,102,500
752 E 17th Street	2,064	\$431,200
1507 Essex Street	5,184	\$1,800,000
1016 Towne Avenue #122	1,560	\$1,550,000
1100 S San Pedro Street #J15	780	\$700,000
1100 S San Pedro Street #J16	780	\$700,000
755 E Pico Boulevard	4,960	\$1,650,000
1100 S San Pedro Street #C3	1,116	\$1,250,000
805 E 14th Place	4,210	\$1,585,000
1124-1126 S Los Angeles Street	7,000	\$2,150,000
1013 S Los Angeles Street	99,192	\$2,600,000
1100 S San Pedro Street #J17	772	\$700,000
1100 E 14th Place	4,184	\$1,129,000
800 E 12th Street #106	1,710	\$652,000

NOTABLE OPENINGS

BUSINESS NAME	ADDRESS	CATEGORY
Creature Comforts Beer	1124 San Julian Street	Brewery
Mona Pasta Bar	111 W 9th Street	Restaurant

BUILDING COMMUNITY

In our continuous commitment to fostering a vibrant and engaged community, the LA Fashion District BID has undertaken various impactful initiatives throughout the year. From the mesmerizing 9th & Main Median Art Collaboration with the talented artist S.C. Mero, transforming a public space into an artistic masterpiece, to the heartfelt Dia de los Muertos Community Altar crafted in partnership with Self Help Graphics & Art, and enriched by the soulful performances of Mariachi las Catrinas, we have created spaces that honor cultural traditions and bring people together. Our dedication to community well-being is further demonstrated through events like the Community Clean Up, demonstrating our commitment to maintaining a safe and inviting district. As we usher in the holiday season, the Fashion District Holiday Market stands as a testament to our efforts in supporting local businesses and providing a festive atmosphere for both residents and visitors alike. These activations are not just events; they are a testament to our belief in the power of community and the transformative impact it can have on the Fashion District.





POLICY UPDATES

Over the past year, the primary focus of the Policy and Civic Affairs Department has been the continued efforts to push for a more flexible and balanced community plan for the LA Fashion District and build more robust relationships with our elected officials.

In April, the Planning and Land Use Committee (PLUM) held a hearing on DTLA2040, attended by a handful of stakeholders who advocated for flexibility and removing prescriptive elements during public comment. The committee chose to advance amendments that would further restrict and disrupt the possibility of future development in the Fashion District by increasing the amount of production space that must be set aside and requiring freight elevators and loading docks for new projects.

At the full City Council meeting in May, BID Staff, stakeholders, and CCA urged the council to reconsider the proposed amendments as they would make future new development in the Fashion District infeasible and put a potential 12,000 new housing units at risk. Various council members requested reports on the impact of certain amendments, and Councilmember Hernandez requested a task force to address the retention of garment manufacturing in DTLA. The rest of the plan was passed along to the City Attorney for legal review.

In early October, the reports on outstanding DTLA2040 items became available. The reports include the following topics: Adaptive Reuse Incentive Eligibility, Productive Space with Retail and Front Office Used in the IX3 Use District, Potential Modifications to IX1 Use District within Portions of Skid Row, Potential Effects to Housing Production within the Fashion District, and Potential Modifications Related to Publicly Accessible Open Space. The most notable change is city planning's recommendation that new housing development projects be required to provide 15% of their floor area for productive space, with a minimum obligation of 0.5 FAR and a maximum obligation of 1 FAR. They also recommend maintaining existing freight elevators and loading docks, but they do not need to be included in new projects. BID staff is actively engaging and meeting with city council offices and agencies to continue pushing for more flexibility and balance. We are monitoring the Planning and Land Use Management Committee agendas to verify when the reports will be discussed but have been told it may not be agendaized until early 2024.

Building solid relationships with policymakers has been a cornerstone of our efforts this year. By fostering open lines of communication, we have coordinated meetings and tours of the Fashion District with the three leading candidates for Council District 14: Assemblymember Wendy Carrillo, Councilmember Kevin de León, and Assemblymember Miguel Santiago. The meetings focused on educating each one on the Fashion District and our community's issues. These relationships will be instrumental in ensuring that the voice of the LA Fashion District is present at the policymaking table.

Looking ahead to 2024, we remain dedicated to our mission of creating a vibrant, inclusive, and sustainable community for businesses and residents alike. We will continue to engage with stakeholders, adapt our strategies in response to the evolving needs of the district, and advocate for the policies that propel our neighborhood.



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
- Publishing Quarterly Trend Reports
- Producing annual Walking Map + Guide
- Producing Annual Report

1,602,926



WEBSITE
VIEWS

83,747



BLOG
PAGEVIEWS

68,593



TOTAL
FOLLOWERS

86,067



TOTAL
FOLLOWERS

9,902



TOTAL
FOLLOWERS

132,184

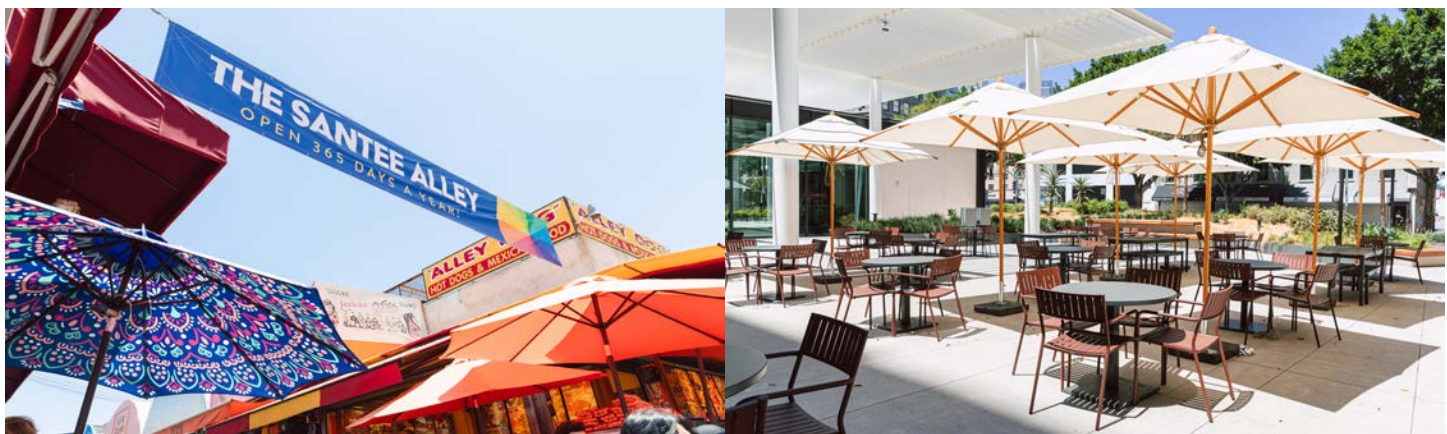


TOTAL
IMPRESSIONS

12,121



EMAIL
SUBSCRIBERS





MARKETING

Throughout the year, the Marketing team spearheaded several dynamic projects that significantly elevated the district's visibility and resonance. Embracing the power of social influence, our team successfully executed Influencer Marketing campaigns that strategically showcased the unique offerings of the neighborhood. Collaborating with influencers allowed us to reach wider audiences, driving engagement and generating buzz around the diverse experiences available in our district.

The Stakeholder Mixer hosted at the iconic CMC rooftop was another noteworthy initiative that brought together key stakeholders, industry professionals, and community leaders. This event served as a platform for networking, knowledge-sharing, and fostering meaningful connections, solidifying the collaborative spirit that defines the Fashion District.

By engaging with the LA Tourism Communications Team, the Marketing team orchestrated a comprehensive FAM (Familiarization) trip to position the Fashion District as a must-visit destination. This initiative not only highlighted the district's attractions but also facilitated a deeper understanding of the Fashion District's cultural and economic significance.

Undoubtedly, a pivotal highlight of our marketing efforts was the creation of video showcases. The team meticulously crafted video content, spotlighting Showroom Buildings, Wholesale Businesses, and providing an overall glimpse into the district's dynamic offerings. These showcases serve as powerful tools for storytelling, offering a visual narrative that resonates with both locals and visitors, promoting the Fashion District as a multifaceted and vibrant destination. The collective impact of these projects has not only heightened awareness but has also reinforced our commitment to shaping the Fashion District as a sought-after and inclusive community.



BRAGGING RIGHTS

2023 HEADLINES

The Best Restaurants in Downtown LA

The Infatuation LA

What We Know So Far About The \$1 Billion Winning Powerball Ticket Sold In Downtown LA

LAist

The best restaurants in Downtown Los Angeles

TimeOut

17 Superb Downtown Los Angeles Restaurants

Eater LA

It's Pasta and Pastels at This Tiny Newcomer in Downtown LA

Eater LA

In L.A.'s Santee Alley, Korean and Latino communities bond in an acupuncture shop

Los Angeles Times

Athens-based brewery Creature Comforts coming to Los Angeles

Atlanta News First





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FASHION DISTRICT STAFF

Anthony Rodriguez
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Jose Gonzalez
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Elizabeth Zurita
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Jasmine Ramos
Policy & Civic Affairs Manager

Connie Lopez
Accounting Clerk

Ivan Villegas, CPP
Director of Operations

Jackie Sanchez
Operations Manager

Estuardo Faena
Administrative Asisstant



FASHION DISTRICT

LA Fashion District Business Improvement District (BID)
818 S Broadway, Suite 801
Los Angeles, CA 90014

P: 213.488.1153 | F: 213.488.5159
fashiondistrict.org



@lafashiondistrict
@lafashiondist



FIRE DEPT.
ACCESS
TO 2ND FLOOR
LIGHT WELL
EXIT DOOR
STAIR 1
FLOORS 1-5
NO ROOF ACCESS