In 2019, we hit the ground running in our first year of the new BID term!

The BID began servicing an expanded area east of Stanford. This area is predominately made up of small to mid-size warehouses. It’s also a heavily desired area for many of our unhoused residents, who have established a community of tents and RVs/cars. Our Clean & Safe Teams have worked to create relationships with many of the residents in the area, introducing them to social services and outreach teams. We also assist them in cleaning up their areas and provide trash removal services on a voluntary basis.

This specialized attention will be ongoing as we work with the various city, county and state agencies to push for more housing, mental health and addiction services.

2019 also saw some really great enhancements to all of our BID programs.

Some of the highlights include:

• Collection of 18 tons of trash per day

• A redesigned website that serves multiple audiences, including consumers, businesses, visitors and buyers.

• An original video content series that highlights the dynamic small businesses located here in the district

• A comprehensive marketing strategy for Los Angeles Street, which is poised to change in the next couple of years to meet the needs of a new residential and business climate in the Fashion District.

While 2020 hasn’t started off the way we expected, the families that make up the district are resilient and the depth of legacy will empower the return of an even stronger neighborhood.

Sincerely,

Rena Leddy
Executive Director
But it's no longer just a place for designers and clothes hounds. The area's gallery and street art, elevated sips and global cuisine served in stylish digs have made the Fashion District L.A.'s destination A la mode.”

- LONELY PLANET
FASHION DISTRICT
BY THE NUMBERS

Population Growth (DTLA)

2019: 83,238
1999: 20,000

Residential Units (DTLA)

2019: 48,677
1999: 37,051

Average Condo Price per Sq Ft (DTLA)

2019: $279
1999: $215

A VIBRANT DISTRICT

LA Fashion District compared to all of LA

$49,632 per capita income
(compared to $31,563 for all of LA)

69% of residents are ages 19-49

50% of residents have earned a bachelor’s degree or higher

21% of residents use public transportation
(compared to 10% for all of LA)

CONTINUED GROWTH

Office + Retail (IN DISTRICT)
320,000 SQ. FT.
Under Construction
198,000 SQ. FT.
Proposed

Residential (IN DISTRICT)
147 Units
Under Construction
1,789
Proposed

BID BUDGET ALLOCATION

MAJOR MIXED USE

225,000 SQ. FT.
Retail Space
948
Residential Units

210
Hotel Rooms

LA Fashion District BID | 2019 Annual Report
KEEPING THE DISTRICT CLEAN & SAFE

A clean and safe LA Fashion District is our top priority. As goodwill ambassadors for the LA Fashion District, the highly visible, well-trained staff of yellow shirted Safety Officers have welcomed and enhanced 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 2019, the Safety Officers responded to 174,638 incidents, that included 6,428 welfare checks on homeless and transient individuals in the district. The LA Fashion District’s Safety Officers are always ready to help.

Additionally, the Safety Officers help district workers and visitors on daily basis. In 2019, the safety personnel assisted 500 people with hospitality related inquiries, and even went the extra mile by ensuring 250 of those inquiring folks reached their final destinations by providing directions and/or escorts.

The LA Fashion District’s very own custodial 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 2019, the Clean Team collected 225,326 bags of trash and removed 9,865 graffiti tags.

CLEAN

- 2019 Clean Team Statistics
  - 4,551 tons of trash were collected
  - 9,864 pieces of graffiti were removed
  - 1,411 bulky trash items were removed
  - 5,114 needles were picked up
  - 15M square feet of sidewalk was pressure washed

SAFE

- 2019 Safe Team Statistics
  - 6,438 welfare checks were performed
  - 2,252 responses to disorderly conduct
  - 87,958 location checks were made
  - 22,948 responses to business and merchant calls
  - 164 responses to fires in the district
CHRYSLIS PARTNERSHIP

The Clean Team is staffed through a close partnership with Chrysalis, a nonprofit organization dedicated to creating pathways to self-sufficiency for homeless and low income individuals. The LA Fashion District has partnered with Chrysalis since 2013, increasing their ability to help their clients overcome barriers to reconnecting to the workforce.

REFURBISHED TRASH CANS

In 2019, the Clean Team refurbished and branded 163 existing trash receptacles throughout the district. Most trash bins, with the exception of the newer trash bins on Los Angeles Street, received a fresh coat of black paint and refurbished branded placards.
## ECONOMIC IMPACT

**SIGNIFICANT OFFICE/RETAIL LEASES IN 2019**

*leasing information via CoStar*

<table>
<thead>
<tr>
<th>TENANT</th>
<th>ADDRESS</th>
<th>SQ FT</th>
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<tbody>
<tr>
<td>WeWork</td>
<td>1031 S Broadway</td>
<td>102,962</td>
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<tr>
<td>International House of Music</td>
<td>817 S Los Angeles Street</td>
<td>13,296</td>
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<td>Anine Bing</td>
<td>719 S Los Angeles Street</td>
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<td>My Third Place LA</td>
<td>730-736 S Los Angeles St</td>
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<td>Huntington Apartments Leasing Office</td>
<td>752 S Main Street</td>
<td>8,718</td>
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<tr>
<td>Eclipse</td>
<td>833 S Spring Street</td>
<td>6,400</td>
</tr>
<tr>
<td>Tenant Unknown</td>
<td>811-817 San Julian Street</td>
<td>5,406</td>
</tr>
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</table>
RETAIL & HOSPITALITY OVERVIEW

Restaurants, Bars, Nightlife, Retail and Amenities

2019 was a busy year for retail and hospitality in the LA Fashion District. Showcase openings included Stumptown, Zinque, and Voodoo Clothing Boutique. Hospitality highlights included the completion and opening of the 164-room Hoxton Hotel and its 2 on-property restaurants, Sibling Rival and Pilot. The LA Fashion District 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 and hotels in our marketing materials, tours, and meetings.

NOTABLE OPENINGS IN 2019

<table>
<thead>
<tr>
<th>Hoxton Hotel</th>
<th>Sibling Rival</th>
<th>Pilot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voodoo Clothing Boutique</td>
<td>HEX</td>
<td>Stumptown</td>
</tr>
<tr>
<td>Denim Eatery</td>
<td>VANS</td>
<td>Dollhouse Boutique</td>
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<tr>
<td>FeedFeed</td>
<td>RAW Art Supply</td>
<td>Artesano Tamaleria</td>
</tr>
<tr>
<td>Michoacana</td>
<td>Berta Art Studio Gallery</td>
<td>CVS</td>
</tr>
</tbody>
</table>
COMMUNITY BUILDING

LA FASHION DISTRICT EVENTS

Santee Winter Wonderland

Santee Winter Wonderland is an annual community event that was created with the idea of providing much needed dwell space for holiday shoppers near the Santee Alley. Last year marked the 4th year the BID produced this event, which has turned into an annual holiday tradition for families in surrounding areas. 2019’s programming included: live dance performances by Heidi Duckler Dance and Repertory Dance Co., pictures with Santa Claus, a creative arts station by Inner-City Arts, a game zone by Inner-City Arts, face painting, balloon twisting, portrait drawings, and food items from The Alley Dog.

Resident Nights

The LA Fashion District BID held 2 “Resident Nights” at Santee Village and The Griffin/Grace. It was a great opportunity for us to educate residents on how and why the BID exists, how it’s funded, what its boundaries are, the services that are offered, and the improvements spearheaded by the BID. A majority of residents living in the Fashion District are also downtown employees or downtown business owners providing multiple perspectives. The events provided residents with an opportunity to connect with one another and foster a real sense of community among a growing residential population.

Park(ING) Day

Park(ing) Day is an international annual event that encourages community members to transform traditional metered parking spaces into temporary parklets. In 2019, the LA Fashion District BID teamed up with Theoforma to install a temporary art piece inspired by the Fashion District’s colorful fabrics. This installation -- along with The Local Spaw, Stumptown, West Elm, and George’s Barbershop -- took pedestrians on a journey through the urban fabric of the LA Fashion District via a creative space activation.
MARKETING

PROMOTING THE DISTRICT

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

FASHION DISTRICT WEBSITE

2,929,798 page views
517,102 new users
9,986 email subscribers
14% email open rate

FASHION DISTRICT SOCIAL MEDIA

57,096 Facebook fans | @LAFashionDist
10,223 Twitter followers | @LAFashionDist
50,686 Instagram followers | @lafashiondistrict

Sign up for the newsletter at:
fashiondistrict.org/subscribe
MARKETING

Blogger Tours
The LA Fashion District BID hosted 22 bloggers and influencers on 2 separate blogger tours in 2019. Both tours led bloggers and influencers to see, experience and taste the LA Fashion District’s bright spots first hand. Combined, the 2 blogger tours resulted in over 250K social media impressions.

Trending Series
The LA Fashion District BID started a monthly video series, highlighting district businesses through spotlight videos produced in-house. These videos were published on YouTube and IGTV, and shared on social media platforms.

Industry Videos
Sample Sale Video
The LA Fashion District BID saw a need for a Sample Sale instruction video and partnered with local influencer, Editorialist LA, to produce a “Shopping LA Fashion District Sample Sales” video that has been viewed over 7,000 times thus far.

Wholesale Video
In partnership with LA Fashion Concepts, the LA Fashion District BID produced a wholesale industry video that highlights “10 Tips for Wholesale Shoppers in the LA Fashion District. This video was published at the beginning of 2020 and has received over 3,000 views thus far.
2019 HEADLINES

Vegan Fashion Week is Coming to Los Angeles
British Vogue

DTLA Is Back in Fashion as Big Brands and Retailers Revive its Historic Broadway District
Spectrum News 1

How DTLA’s Fashion District is on the Rise
Los Angeles Confidential

Cilantro Lime: DTLA Taco Spot Provides Instagram-Worthy Experience
Spectrum News 1

Century-Old Deardens Building to Become Office Space
UrbanizeLA

Change is Coming to the Fashion District
LA Downtown News

Third Wave Coffee Veteran Stumptown Opens Downtown Tomorrow
Eater LA

Bargain Shopping in Los Angeles: The Santee Alley
Totally LA

LA Flower Market Bustling with Mother’s Day Shoppers
Yahoo News

Another New York City Restaurant Group Descends on Downtown LA’s Dining Scene
Eater LA

Landlords Rip Out Escalators and Walls to Attract Tenants Like Google and Netflix
Los Angeles Times

Hoxton Hotels Entrepreneur Sharan Pasricha On Opening in Los Angeles
Forbes

The 10 Hippest Addresses in LA’s Fashion District
ELLE Belgium
FASHION DISTRICT
BOARD OF DIRECTORS

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Yul Kwon
Korean-American Apparel Manufacturers

Mark Levy
The City Market of Los Angeles

Tyler Neman
SKATE Property Management/SKATE Group Inc.

FASHION DISTRICT STAFF

Rena Leddy
Executive Director

Miranda Edwards
Deputy Director of Marketing & External Relations

Jose Gonzalez
Finance & HR Manager

Jasmine Ramos
Project Manager

Elisabeth Zurita
Marketing Coordinator

Anthony Rodriguez
Operations Director

Jackie Sanchez
Operations Manager

Elmer Pacheco
District Field Supervisor

Dean Nucich
Urban Offerings

Brian Taban
JADE Enterprises

Suzette Wachtel
KMW Enterprise, LLC