

LA FASHION DISTRICT TREND REPORT



Image Credit: Nicole Albrecht | Ace Hotel



A MESSAGE FROM THE EXECUTIVE DIRECTOR

Community Members and Stakeholders,

As we traverse 2023, the BID team remains focused on serving our LA Fashion District community to the best of our ability. Our work from 2022 continues as we concentrate on creative public realm projects to enhance our neighborhood and create the best overall experience for all who come to live, work, or enjoy a shopping experience in our community.

The BID is pleased with our new partnership with Century Maintenance Group (CMG), which has taken over as our service provider for the entire Clean Team program. Since taking over the contract in January of this year, there has been a noticeable upgrade to the cleanliness of our public streets. They have increased our productivity levels for the program, allowing us to put more time into detailed cleaning efforts.

Our Marketing team has developed several new informational resources that directly supports our property owners. A page was created on our website that now has listings of available commercial properties and the direct contact information for the broker that represents said property. We also have an updated Business Resource Hub, an online business portal for businesses to learn about BID efforts, update/add their business listing, browse available resources, and find upcoming meeting information.

One of the many efforts the team is working on is creating a strong working relationship with LA Tourism so that we can start marketing efforts promoting our very diverse district outside our immediate area and reinforce our local business economy with out of state visitors.

Another aspect of our work involves collaborating with city organizations and leaders to shape policies that benefit our community. DTLA 2040 is a land use zoning initiative that our city leaders have been developing for several years. The initiative will outline the future development and growth of Downtown Los Angeles. Our team which includes outside consultants has been working hard on representing the interest of our district. We take pride in our approach to truly represent the interest of all groups that have a stake in our community. We want to ensure that we have the flexibility and opportunities for the district to continue to be the strong economic driver it has been for the City of Los Angeles, by being able to adapt and change to market demands, allowing businesses of all sizes to be profitable and continue to provide thousands of jobs to Angelenos throughout our City. We have presented a fact-based argument validated with statistics and historical data. I feel confident that with the information we have provided, our City leaders will incorporate that information into their decisions

on this plan and we will achieve a positive outcome that will benefit all community members.

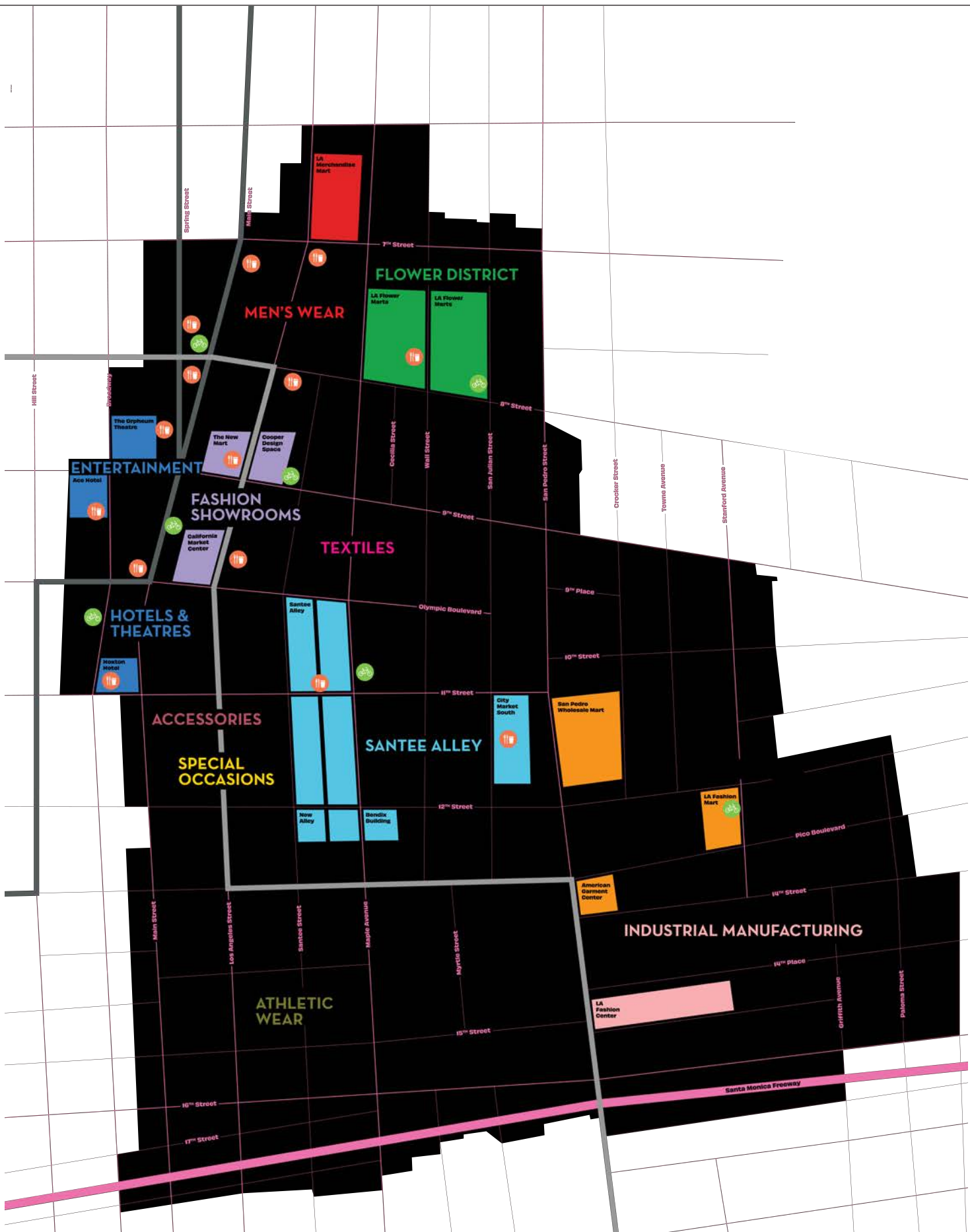
The LA Fashion District's Board of Directors is very passionate about our community, and they volunteer their time to ensure our district continues to thrive. Without their support we would not be able to accomplish everything we have, and everything we are working towards. I am grateful to our Board for their unconditional support.

Respectfully,



Anthony Rodriguez
Executive Director





ABOUT THE BID

The LA Fashion District Business Improvement District (BID) is a private, non-profit corporation created and maintained by property owners. We serve the LA Fashion District community -- businesses, employees, residents, visitors, and more. Our mission is to help facilitate and provide a clean, safe, and friendly place to work, shop, live, and do business.

We serve a 107-block area generally between 7th Street to the north and the Santa Monica 10 Freeway to the south, and from Broadway to the west and Paloma Street to the east.

LA Fashion District BID services include:

CLEAN & SAFE -- The LA Fashion District's sidewalks and public right-of-way are maintained and patrolled by our Clean and Safe Teams. Clad in the LA Fashion District's historic signature yellow, these teams are on patrol 24 hours a day, 7 days a week.

The Clean Team crew is responsible for keeping up with the demands of the district's cleanliness, and keeping the public right-of-way free of excess trash, graffiti, and so much more.

As goodwill ambassadors for the LA Fashion District, the highly visible staff of yellow-shirted Safe Team members welcome and enhance experiences for residents, visitors, and employees in the LA Fashion District.

MARKETING & EVENTS -- The Marketing Team is responsible for elevating the LA Fashion District's brand. Through comprehensive

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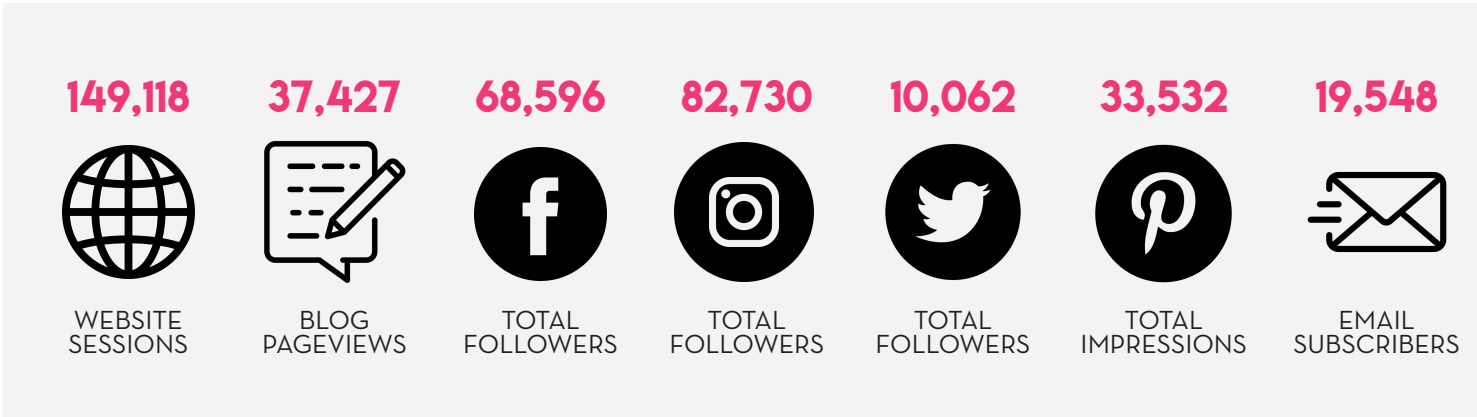
marketing, communications, and special events program, the LA Fashion District BID promotes the LA Fashion District as a premier destination for shopping, dining, living, working, and doing business. Year-round marketing and communications activities include, but are not limited to: managing fashiondistrict.org, managing social media profiles, publishing monthly newsletters and quarterly reports, and producing annual reports.

POLICY -- The Policy department will focus on monitoring, researching, and reviewing State and Local municipal legislation, initiatives, and programs that may impact the Fashion District community.

The LA Fashion District BID is 1 of 9 BIDs in Downtown LA and 1 of over 40 BIDs in the City of Los Angeles. A binding assessment levied on property owners funds BID activities, and a 15-member Board of Directors elected by district property owners oversees the organization.

To learn more about the LA Fashion District BID, please visit fashiondistrict.org.

MARKETING HIGHLIGHTS



OPERATIONS HIGHLIGHTS



VALENTINE'S DAY RECAP

Valentine's Day in the Los Angeles Flower District was a sight to behold! Everywhere you looked, there were vibrant colors, unique varieties, and fragrant bouquets of flowers. It was truly a romantic and festive atmosphere. It's no secret that Valentine's Day is like Christmas for the floral industry, and we saw that flowers continue to be one of the top holiday gifts.

This year we saw an increase in pedestrian traffic in the days leading up to special day of love. **From February 7th to February 14th, we saw over 115,000 visitors to the LA Flower District alone -- a 3% increase from 2022.** (Placer.ai)

The flower markets of the LA Flower District each had their own special initiatives for the day of love. From the "Human Rose" by **California Flower Mall** to a special collaboration with UPRISERS by the **SoCal Flower Market** -- the LA Flower District truly was a full celebration of love this Valentine's Day.



Valentine's Day Roses, LA Flower District

FOR THE NEIGHBORHOOD

We've been busy working on several projects to enhance our district, and we hope you've noticed!

INTERNATIONAL WOMEN'S DAY

To celebrate International Women's Day, we launched a community initiative that encouraged members of the community to share words of affirmation at our Informational Kiosk. The initiative included an online showcase of the women-led businesses and entrepreneurs of the Fashion District.

COFFEE WITH THE BID

As part of our efforts to engage with local businesses and community members, we organized our first Coffee with the BID event. This event provided an opportunity for stakeholders to meet with the BID staff and discuss neighborhood issues, share ideas, and provide feedback on BID programs and services.

NEW PET WASTE SYSTEMS

In an effort to improve cleanliness and



New pet waste systems on Los Angeles Street

sustainability, we have implemented new pet waste systems along Los Angeles Street. These systems make it easier for pet owners to clean up after their pets and help keep the streets of our neighborhood clean and safe.

ART INSTALLATION AT 9TH/MAIN

Artist S.c. MeRo has been helping us transform the 9th & Main Street median. Since January, the median has transformed from SoCal Snowmen to



Art installation in collaboration with S.c. MeRo

Lady Bug Land, and from mushrooms to now an area for our Spring Street hoppers. The neighborhood has officially hopped into Spring. Catch them while you can!

We continue to be committed to creating a vibrant and thriving community. Be sure to follow us on social media to see what we're up to next.

FASHION DISTRICT LOVER'S PASS

The LA Fashion District BID launched the **Fashion District Lover's Pass** -- a mobile-friendly passport that included savings at more than 10 local favorites in the neighborhood.

Users were invited to check in to the businesses for discounts or rack up points to redeem for Fashion District prizes.

Participating businesses included: **Cafe Dulce, Basil & Cheese, Cognoscenti Coffee, Pattern Bar, LALA's Grill, Cabra, Zinque, Rossoblu, Amante, Cafe Basque, Anwar's Kitchen, QQ Cafe, Honey Pink Apparel, JOIA Accessories, California Market Center, Lady Liberty Building, San Pedro Wholesale Mart, The New Mart and the Santee Alley.**

The pass was live March 11th to March 18th, and resulted in 166 sign-ups and 22 check-ins, with users from Arizona, Texas, England and Pennsylvania.



Entrance to Cafe Basque at Hoxton Hotel

YOUR OPERATIONS TEAM AT WORK

COLLABORATION WITH LASAN

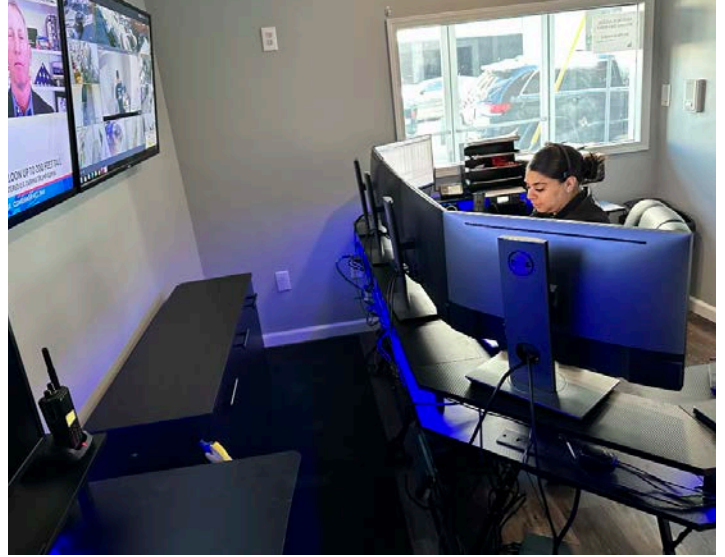
Both Clean and Safe teams in collaboration with LA City Sanitation conducted a cleanup of a major illegal dump along Griffith Avenue, on March 1st. This effort is a testament to the BID's ongoing commitment to maintaining a clean and vibrant community.



LASAN collaboration clean up

UPGRADED DISPATCH CENTER

The BID Field Office upgraded Dispatch Center is fully operational. This upgrade included some technological advances that has allowed the operation to be more streamlined with respect to service requests for Clean and Safe teams.



Upgraded Field Office Dispatch Center

POLICY & CIVIC AFFAIRS UPDATE

DTLA 2040

The DTLA2040 draft plan, staff recommendations, and the planning director's memo will come before the PLUM committee for consideration in April. These reports will impact the future of the Fashion District significantly, and your voice must be heard.

We urge all stakeholders in the Fashion District to submit a public comment. This is your opportunity to provide feedback on important issues such as housing, transportation, public spaces, and economic development.

Your input is critical in shaping the future of the Fashion District and DTLA. You can also visit the Fashion District website (fashiondistrict.org/dtla2040) for more information and to read our letter on DTLA2040.

AL FRESCO DRAFT ORDINANCE FOR PRIVATE PROPERTY

The Department of City Planning held a presentation and hearing on February 8th, 2023, to review the proposed Al Fresco Ordinance that seeks to transition the temporary program for outdoor dining on private property to permanency. BID Staff expressed our concerns with the ordinance regarding the limitations on private property use and the financial burdens incurred by the proposed road to permanent outdoor dining designation.

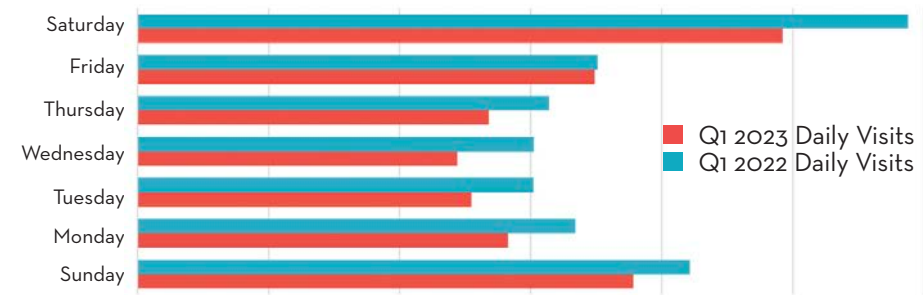
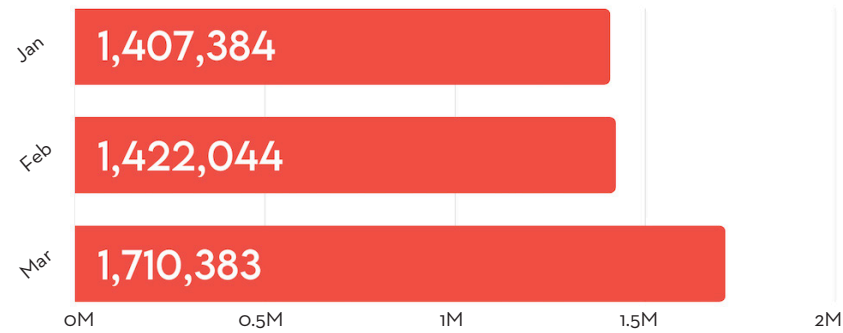
Due to the outpour and unanimity of statements during the hearing, City Planning released a revised version of the Al Fresco Ordinance. The revised ordinance is anticipated to be presented along with a staff recommendation report to the City Planning Commission (CPC), tentatively scheduled for April 27, 2023.

DISTRICT OVERVIEW - VISITATION METRICS

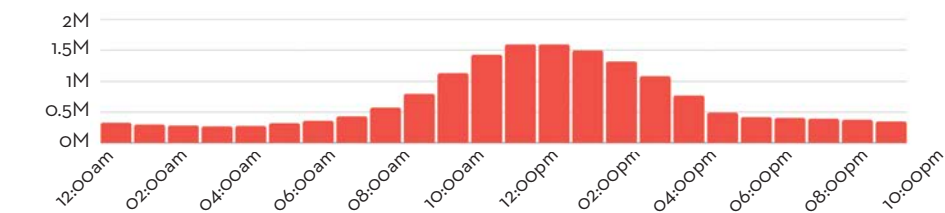
Insights and visitor demographics provided in this report were aggregated using datasets from **the start of January 2023 to the end of March this year** and are benchmarked against quarter - 1 of 2022 to provide a look at Year-over-Year changes that have taken place.



Quarterly Visits by Month



Q1 Hourly Visits (On Average)



Q1 2023 KEY INSIGHTS

SATURDAY

Most Visited Day

12PM

Most Visited Hour of Day

76K

Average Income

HISPANIC 50-70K

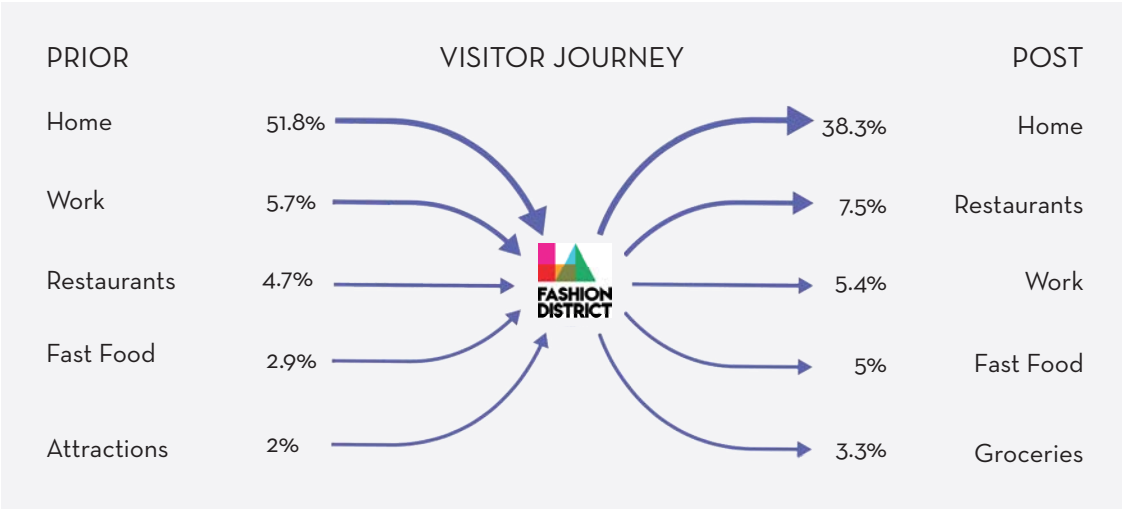
Typical Visitor Profile

Q1 - TREND

Month	Visits	Baseline Trend
JAN	1.41M	-9%
FEB	1.42M	-4.47%
MAR	1.71M	+16.36%

VISITOR JOURNEY, ROUTES & DENSITY

Visitor Journey looks into the familiar places visitors originate from and the places they head to after leaving the district. Visitor Routes provide insights into the typical roads visitors take to and from the district. By comparing Visitor Journey to the Visitor Routes, you are able to look into the commercial activity that takes place to and from the point of interest.



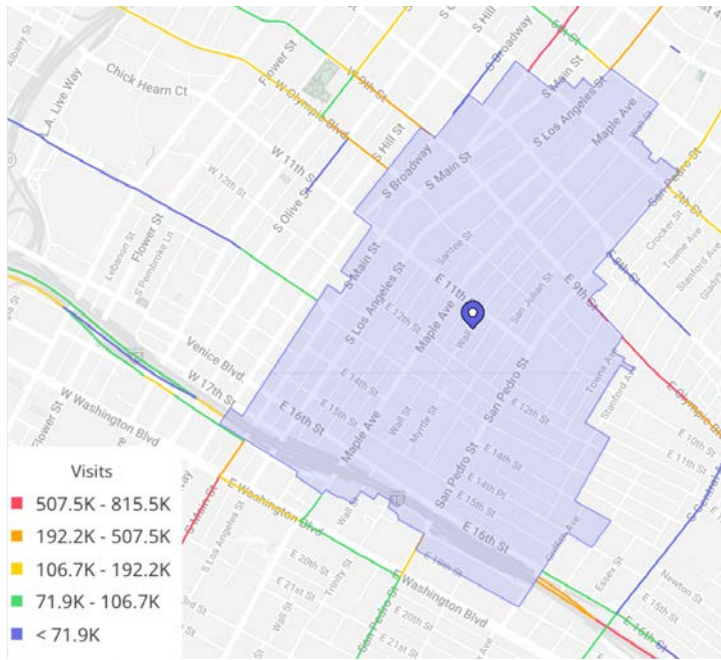
Top 5 Prior Venue Visits

California Market Center (110 E 9th Street)	11,447
ROW DTLA (777 S Alameda Street)	8,815
Mi Casa (214 Winston Street)	8,805
Sheraton Grand Los Angeles (711 South Hope Street)	6,324
Pershing Square (532 S Olive Street)	8,805

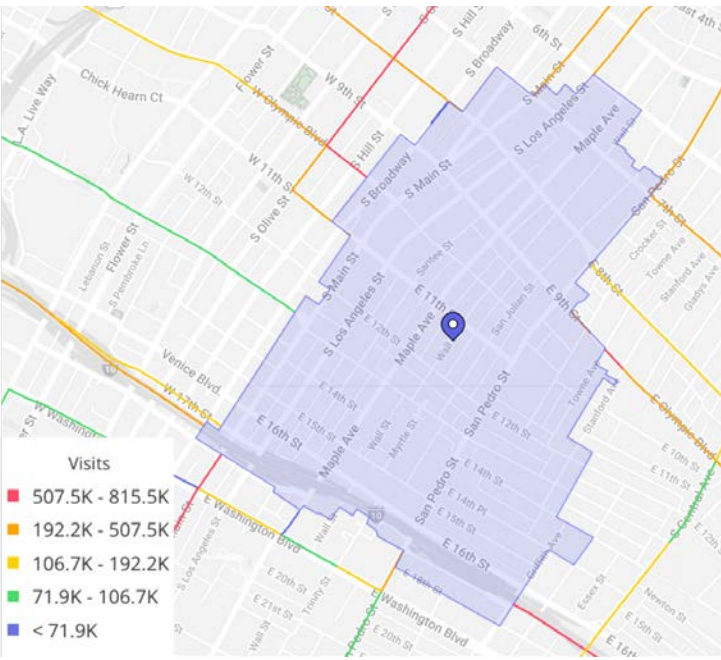
Top 5 Post Venue Visits

Mi Casa (214 Winston Street)	10,076
Grand Hope Park (919 S Grand Avenue)	9,726
The Belasco (1050 S Hill Street)	8,724
El Mercado de Los Angeles (3425 E 1st Street)	8,127
Porto's Bakery & Cafe (7640 Beach Boulevard)	7,920

Visitors' Routes: To District

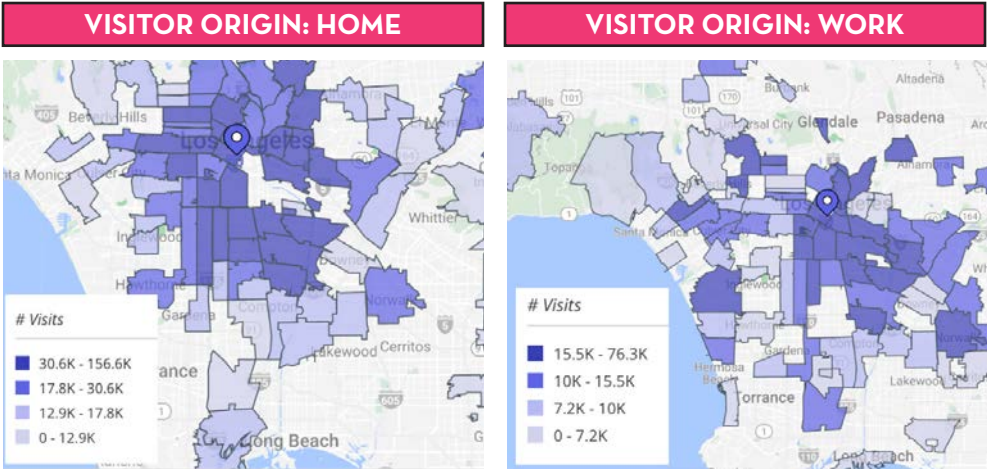


Visitors' Routes: From District

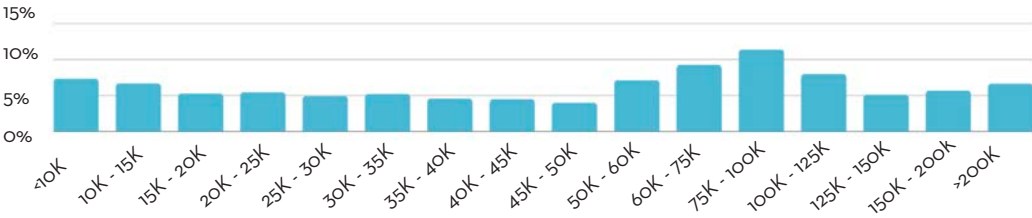


VISITOR AUDIENCE: DEMOGRAPHIC PROFILE

The Visitor Audience shows a demographic profile interred directly from unique visitors and focused on characteristics such as Visitor Origins (where visitors visit from), Ethnicity, Household Income, and Consumer Segmentation. It is used to create a demographic profile of a typical visitor and answer questions about customers who visit the district.



Household Income by Origin



The Visitor Origin maps depict the density of visitors by Zip Code and is used to reflect Household Income data leveraged by US Census data. The Trade Area Coverage chart below shows the number of visitors at a distance of less than 30mi.



KEY INSIGHTS: TRADE AREA COVERAGE		
Location	Distance	Visitors
Home	<30MI	483.7K
Work	<30MI	317.9K

LA FASHION DISTRICT CONSUMER SEGMENTATION

- CULTURAL CONNECTIONS

Diverse group of financially curious, tech-savvy individuals, primarily residing in urban apartments
- FAMILY UNION

Financially catuious, tech-savvy, bilingual blue-collar workers who are married with children & value financial stability
- SIGNIFICANT SINGLES

Mid-scale income renters who prioritize quality, and cultural interests, enjoy an active city lifestyle, and are financially risk-averse
- SINGLES & STARTERS

Digitally savvy singles and starter families residing in a city setting and enjoy an urban lifestyle

- YOUNG CITY SOLOS

Career-driven downtown commuters living an active lifestyle as young and middle-aged singles
- POWER ELITE

Supporters of the arts, highly educated and well-invested individuals enjoying all that life can offer
- GOLDEN YEAR GUARDIANS

Retired homeowners living a health-conscious lifestyle in settled residencies and communities
- THRIFTY HABITS

Cost-conscious older individuals residing in urban settings who enjoy a modest lifestyle

VISITORS	
Cultural Connections	22.6%
Family Union	20.3%
Significant Singles	11.7%
Singles & Starters	10.3%
Young City Solos	8%

RESIDENTS	
Young City Solos	41.6%
Singles & Starters	24.8%
Thrifty Habits	21.4%
Power Elites	6.1%
Golden Year Guardians	3.8%

EMPLOYEES	
Cultural Connections	26.5%
Significant Singles	14.6%
Family Union	13.8%
Singles & Starters	11%
Young City Solos	8.9%



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FASHIONDISTRICT.ORG | 213.488.1153



IN THIS ISSUE

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