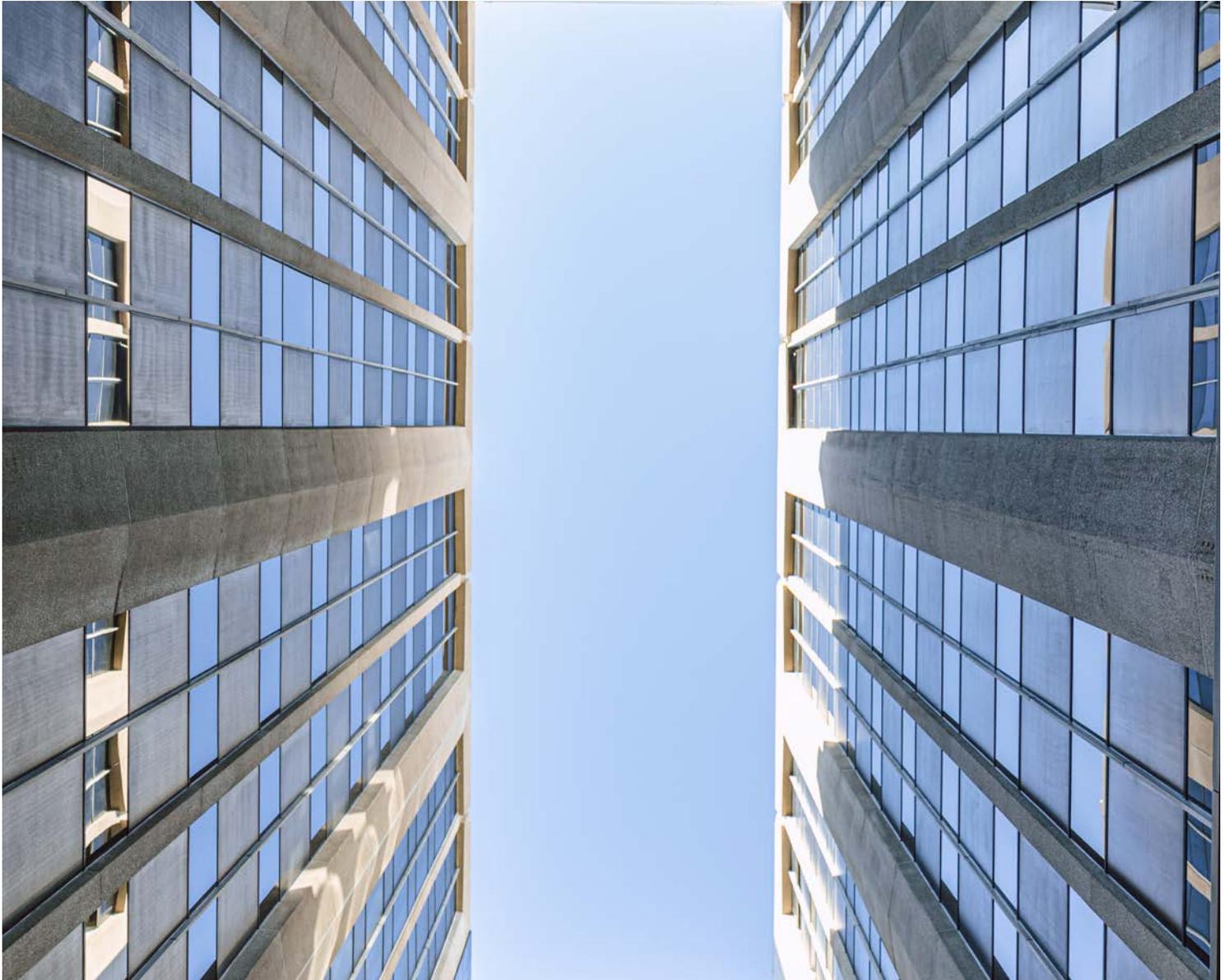


# LA FASHION DISTRICT TREND REPORT



*Image Credit: Nicole Albrecht | California Market Center*



## 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.

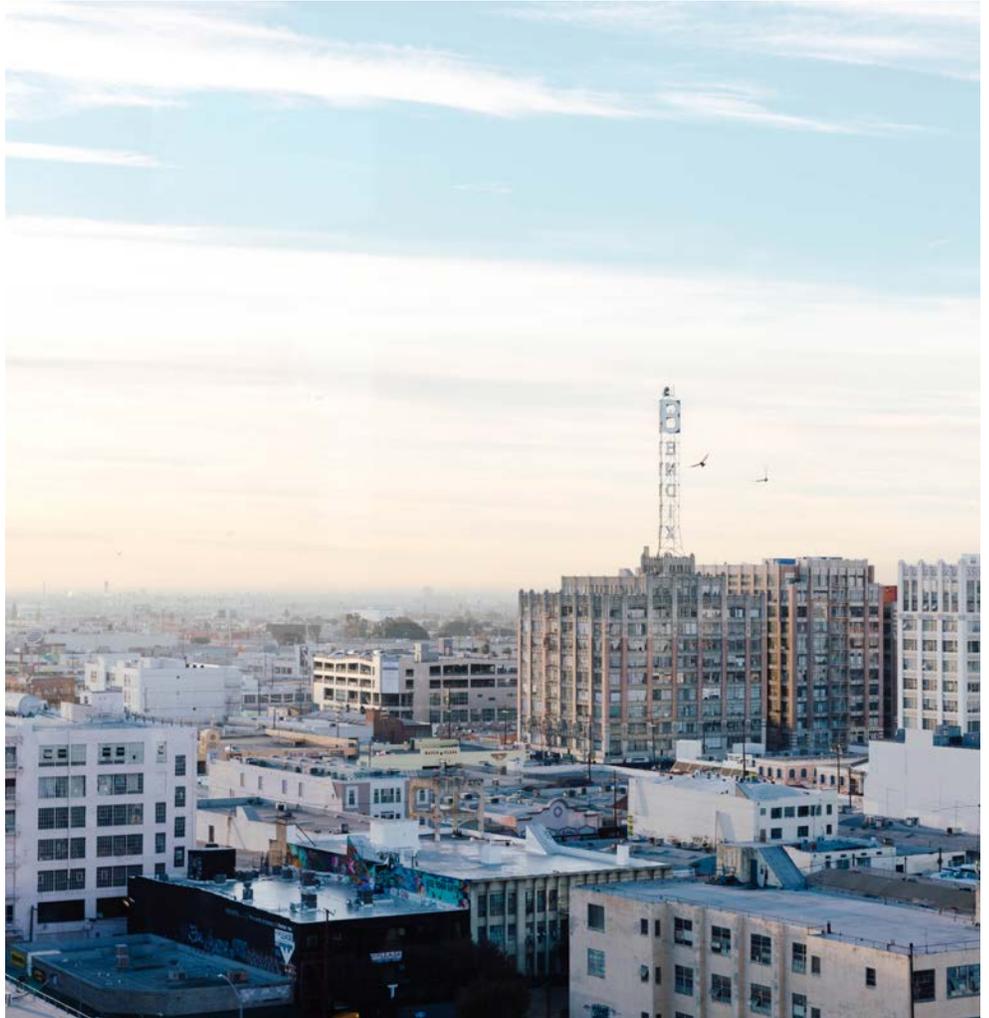
LA Fashion District BID services include:

**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 marketing, communications, and special events



*Image Credit: Nicole Albrecht*

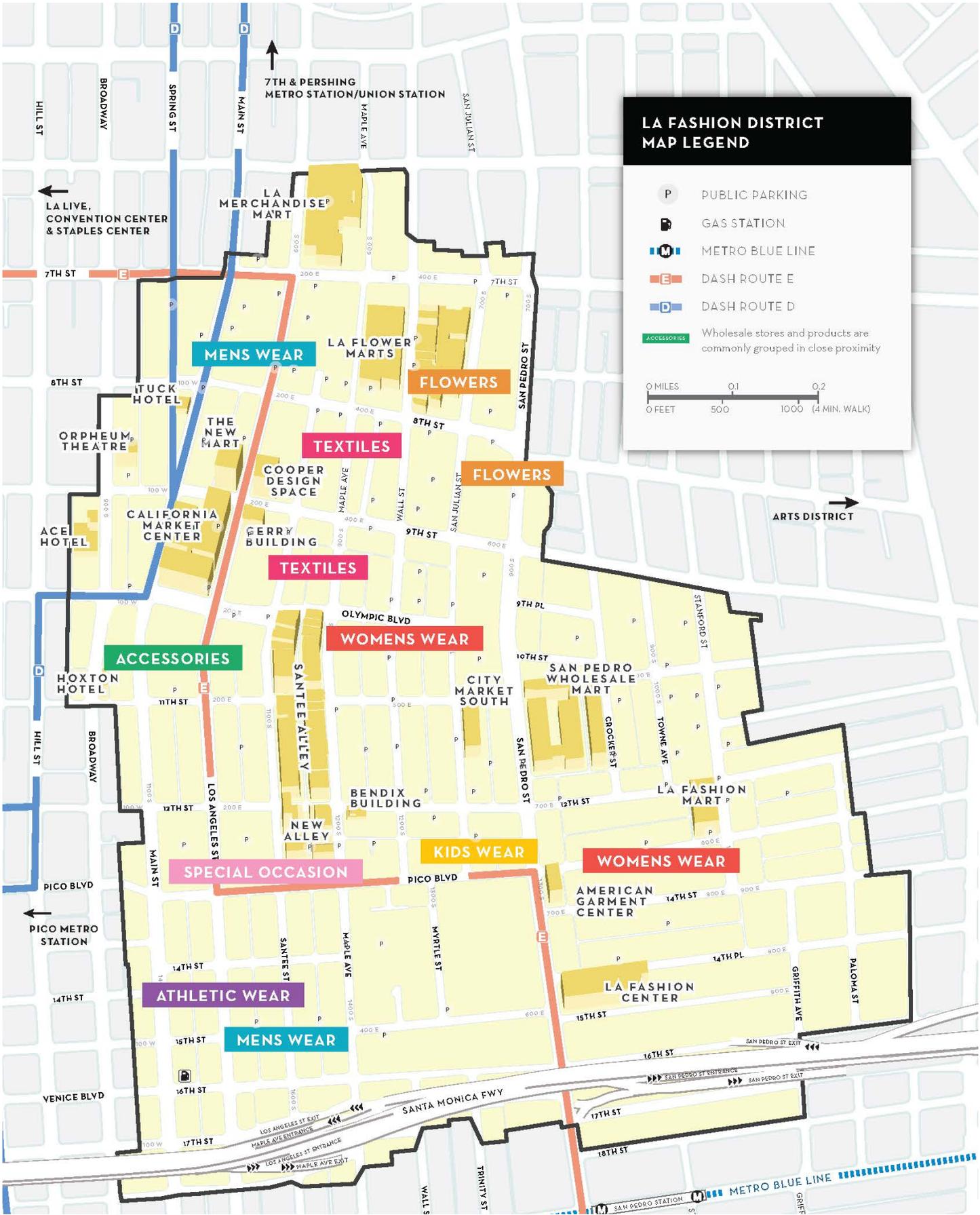
program, the LA Fashion District BID promotes the LA Fashion District as a premier destination for shopping, dining, living, working, and doing business. Year-round marketing and communications activities include, but are not limited to: managing [fashiondistrict.org](http://fashiondistrict.org), managing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

**Policy** -- The new 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](http://fashiondistrict.org).



### LA FASHION DISTRICT MAP LEGEND

- PUBLIC PARKING
- GAS STATION
- METRO BLUE LINE
- DASH ROUTE E
- DASH ROUTE D
- ACCESSORIES  
Wholesale stores and products are commonly grouped in close proximity

0 MILES 0.1 0.2  
0 FEET 500 1000 (4 MIN. WALK)

## A MESSAGE FROM THE EXECUTIVE DIRECTOR

As the world continues to slip into post-restriction normalcy, I had a positive experience in which I truly felt things returning to the conventional. The West Coast Urban District Forum held a couple of weeks ago in Reno, Nevada, was a huge success, surpassing attendance expectations. After a two-year absence, the joy and camaraderie felt at the conference was palpable. The two-day conference kicked off with a pre-conference tour of the much-lauded Nevada Cares campus, followed by several vibrant Master Talks.

This year's theme, *Moving Into Recovery*, explored how urban place management organizations are working towards balancing the ever-changing nature of public life in downtowns. The conference focused on economic development strategies and ways to bring people back through placemaking and activations whether for work or pleasure. There were discussions around public safety, mental health and homelessness.

I find value in hearing about the challenges other BID leaders are experiencing city-to-city. The Forum provides an opportunity to become a part of a "support resource" amongst peers, where I can offer suggestions and receive insight.

The common topic across the country among BID leaders is, as with other industries, that there has been a lot of staff mobility with folks retiring and/or moving into new jobs. Approximately 30% of the attendees appeared to be in new jobs or new to the industry. In many ways, our work-

in-place management has become more challenging. Additional themes included homelessness and quality of life issues, increased perception and reality of crime, rising inflation, housing costs, and vacant storefronts/office buildings.

Being together with new and old colleagues always invigorates us. Reminding us that we are ready and able to take on the next phase of place management and continue to work towards the overall improvement of our neighborhood to maximize the benefits of investing in our neighborhood, the Fashion District.

We continue to look forward to the projects we have initiated and plan to

complete in the upcoming quarters. Let's continue to work together making the Fashion District a better place to work, shop, live, and do business.

Sincerely,



Anthony Rodriguez  
Executive Director

### 2022 BOARD OF DIRECTORS

**MARK CHATOFF**  
California Flower Mall

**MARGOT GARCIA**  
The Hirsh Collective

**ELISA KELLER**  
Mermel & Mermel, LLC

**ERIC KIM**  
California Market Center

**STEVEN KIM**  
Daily Investment

**LISA KORBATOV**  
Fisch Properties

**MARK LEVY**  
The City Market of Los Angeles

**JESSICA LEWENSZTAIN**  
ANJAC Fashion Buildings, LLC  
The Orpheum Theatre

**TYLER NEMAN**  
SKATE Property Management  
SKATE Group Inc.

**DEAN NUCICH**  
Urban Offerings

**DIANE H. PAPPAS**  
J&E Solutions, LLC

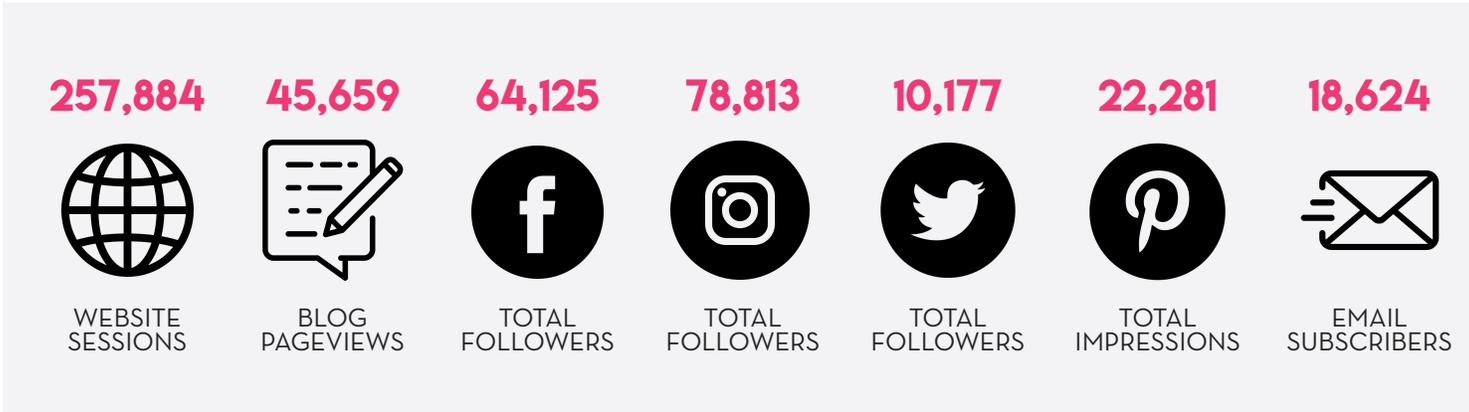
**LAURIE ROSEN**  
Academy Award Clothes

**LAURIE SALE**  
SCS Building Fund, LLC

**BRIAN TABAN**  
JADE Enterprises

**SUZETTE WACHTEL**  
KMW Enterprise, LLC

## MARKETING HIGHLIGHTS



## OPERATIONS HIGHLIGHTS



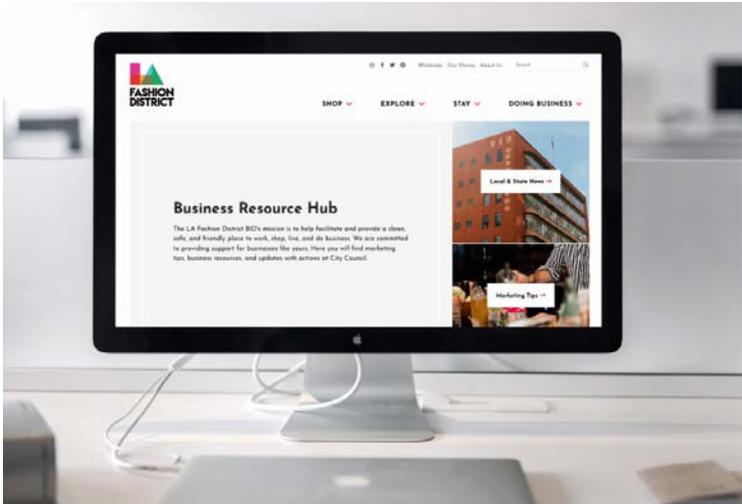
## NEW BUSINESS RESOURCE HUB

The LA Fashion District BID’s mission is to help facilitate and provide a clean, safe, and friendly place to work, shop, live, and do business. We are committed to providing support for the Fashion District businesses.

With our commitment in mind, we launched a new Business Resource Hub which will include:

- Marketing Tips
- Business & Employee Resources
- Updates with actions at City Council
- BID Services
- Local & State News

Our new Business Resource Hub can be accessed at [fashiondistrict.org/bizhub](https://fashiondistrict.org/bizhub)



## THE BID'S PARKLET SERIES IS BACK



Last year 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 past month in front of POP DTLA at 9th & Broadway in conjunction with the June LA Market Week. There were games and giveaways as we celebrated the return of the parklet and the arrival of summer.

We invite you to "Take a Break" with us at our next parklet August 15th - August 19th at a new location. Follow us on Instagram @lafashiondistrict for further updates.



*Image Credit: Shawn Smith of POP DTLA*

## NEW LA FLOWER DISTRICT VIDEO SHOWCASE

Visiting the LA Flower District offers an enjoyable, enlightening way to experience a slice of the colorful Fashion District, whether you're planning a party, just want a bouquet for the dining room table, or need a little stimulation for your sensory organs.

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.

**You can see our LA Flower District video showcase on our YouTube channel, website, and social media channels.**

Creative Director: John Zambrana of MFMC Studios  
Voiceover: Media Moussavy of DTLA Insider



*Growers Direct Flowers of California Flower Mall*

# YOUR OPERATIONS TEAM AT WORK

## MOBILE SURVEILLANCE PROGRAM

The Operations team has launched a pilot mobile surveillance program, recognizing that it takes more than just law enforcement to secure a community.

The program aims to offer an additional tool for local law and code enforcement to address some of the most significant issues the LA Fashion District encounters, such as illegal trash dumping and property crimes, while simultaneously increasing the public's security of the areas these units are deployed in.



*New Safe Team vehicle*

extra polishing after the clean up was finalized.

A major thank you to both Clean Team and Safe Team for their continuous hard work in the neighborhood.



*New mobile surveillance unit*



*New Raptor*



## NEW SAFE TEAM VEHICLES

A well deserved upgrade for the Safe Team! Aside from the old units being at a mileage in which service vehicles are normally retired, the new vehicles are being provided as part of the vendor's service allowing for some cost savings for the BID.

Be sure to say hello if you see our vehicles out in the neighborhood!

## A NEW PLAN FOR THE RAPTOR

You may have seen the recent addition to the Clean Team, the Raptor, out

sweeping the neighborhood at night. Over the next few weeks the Operations team will be working on a plan to randomize the deployment, so it can get some exposure during the day-time hours. Keep an eye out in the neighborhood for the Raptor!

## MAJOR CLEANUP ON SAN JULIAN

Both Clean and Safe Team were able to perform a major clean up on San Julian in collaboration with Sanitation. The Safe Team was there to assist with road closures and provide safety to the workers. The Clean Team was there to provide support, as well as



## FIRST LOCAL BUSINESS SOCIAL HOUR



Thanks to our friends at Civil Coffee and Venn, we were able to host our first local business social hour. 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. Be sure to sign up for our newsletter for the next local business social hour.

## POLICY UPDATES

### STATE

#### AB2890 - PBID SPECIAL BENEFIT LAW

The California State Assembly approved a CDA-sponsored bill, AB 2890, by Assemblymember Richard Bloom (D-Santa Monica) which would significantly improve the process for the formation and renewal of PBIDs. The bill's passage came in the final week for lawmakers to pass all bills out of their "house of origin," where those measures were introduced this year. The bill now heads to State Senate, where it will be heard by the Senate Governance & Finance Committee.

#### SB914 - HELP ACT

SB 914 will reduce gender bias and disparities in outcomes in California's response to homelessness by embedding a focus on domestic violence survivors and other vulnerable populations into local homelessness plans. The bill was passed out of the Senate and now heads to State Assembly.

#### SB 1338 - CARE COURT PROGRAM

This legislation (Senator Tom Umber D-Santa Ana) would establish the Community Assistance, Recovery, and Empowerment (CARE) Court Program, which would authorize specified persons to petition a civil court to create a CARE place and implement services for individuals suffering from specified mental health disorders. If the court determines the individual is eligible for the CARE court program, the court would order to implement of a CARE plan and oversee the individual's participation in the plan. The legislation would allow state and county governments to act earlier to support the most vulnerable in our communities to avoid worst-case scenarios - incarceration, restrictive conservatorships, or death. The bill passed Senate and will move to Assembly for consideration.

#### SB972 - CALIFORNIA FOOD RETAIL CODE

Proposed legislation to ease the health permit process for street food

vendors by modernizing California's outdated retail food code. In addition, it would potentially eliminate repeated fines and legal ramifications. The bill passed Senate and will not be heard in Assembly. The LA City Council has approved writing a letter supporting this legislation.

#### SB1290 - SIDEWALK VENDING FINES

This bill would authorize local authorities not to make an ability-to-pay determination when assessing an administrative fine. It will permit a local authority not to accept 20% of the administrative fine for the 4th violation or subsequent violations within one year of the first violation of the same regulation if the local authority's sidewalk vending program satisfies specific criteria. The bill passed Senate and will not be heard in Assembly.

### LOCAL

#### CITY BUDGET FOR 2022-2023

City Council approved the Mayor's

proposed 2022-2023 budget for the City of Los Angeles. Items in the Mayor's proposed budget include:

- The doubling of funding for the CIRCLE program and initiation of services in DTLA.
- Increase funding for LA Fire Department to add approximately 260 new firefighters.
- Expanded resources for SMART teams designed to support mental health conflicts and DART teams designed to address domestic violence.
- Expansion of the illegal dumping + multi-family bulky item pickup teams. (Clean Street Now Initiative)
- Allocating funding to address copper wire theft, modernizing MyLA311, and a collaborative management system for street, lane, and side-walk closures in the public right-of-way across departments.

### WORKPLACE SECURITY, WORKLOAD, WAGE, ETC FOR HOTEL WORKERS

The Los Angeles City Council opted to adopt this matter via ordinance rather than placing it on the ballot for voters in November. The item was adopted in a 10-3 vote, with CMs Buscaino, Krekorian, and Lee voting no. CMs Cedillo and Rodriguez were absent. The item places several new requirements on hotels, including:

- Supplying workers with personal security devices,
- Affording certain protections to workers reporting violent or threatening conduct by hotel guests,
- Requiring hotels with 45 rooms or more to pay wage premiums when assigning workloads exceeding specified limits,
- And obtaining written consent

from workers who work more than 10 hours in a workday.

Hotels demonstrating economic hardship could obtain waivers from the above requirement. The ordinance would also expand the definition of "hotel" in specific existing City ordinances to include transient occupancy residential structures and would expand existing ordinances regarding hotel workers: current worker retention rules for airport-area hotels would extend to hotels throughout the City with 50 or more rooms, and current minimum wage requirements for hotels with 150 or more rooms would extend to hotels with 60 or more rooms.

### ADA OBSTRUCTION ORDINANCE

LA City Council approved an ordinance prohibiting any person required to have a City permit from obstructing public right-of-way laws dictated by the ADA act. In addition, it allows for further enforcement by city officials for those who willfully disobey.

### PARKS & RECREATIONAL FACILITIES BALLOT MEASURE

City Council voted to place a Parks & Recreational Facilities ballot measure on the November 8 general election ballot. The proposed ballot measure is intended to support the construction, operations, and maintenance of parks and recreational facilities across the city, funded by a parcel tax.

- The parcel tax rate would be \$0.08414 per square footage of improvements to generate approximately \$227 million annually.
- The parcel tax would be reduced to approximately \$0.0222 per square foot after the capital program is complete and sunsets after 30 years.

### CIRCLE PROGRAM

LA City Council approved a lease agreement for Urban Alchemy to

operate the Crisis and Incident Response through Community-Led Engagement (CIRCLE) Program at 305 1st Street in Little Tokyo. CIRCLE, an unarmed service model, is intended to respond to mental health crises. The existing pilot will soon include DTLA and Lincoln Heights.

### LAMC 41.18 UPDATE

City Council voted to approve an amendment to LAMC 41.18 that would create a 500-foot no-encampment buffer around schools and licensed daycare facilities. The item was adopted in a 10-1 with Bonin voting no. CMs Buscaino, Cedillo, Koretz, and Raman were absent.

### DTLA 2040 COMMUNITY PLAN UPDATE

The Los Angeles Department of City Planning is preparing the final Letter of Determination and the Final Environmental Impact Report to be transmitted to the City Council later this summer.

### SAN PEDRO STREET IMPROVEMENTS

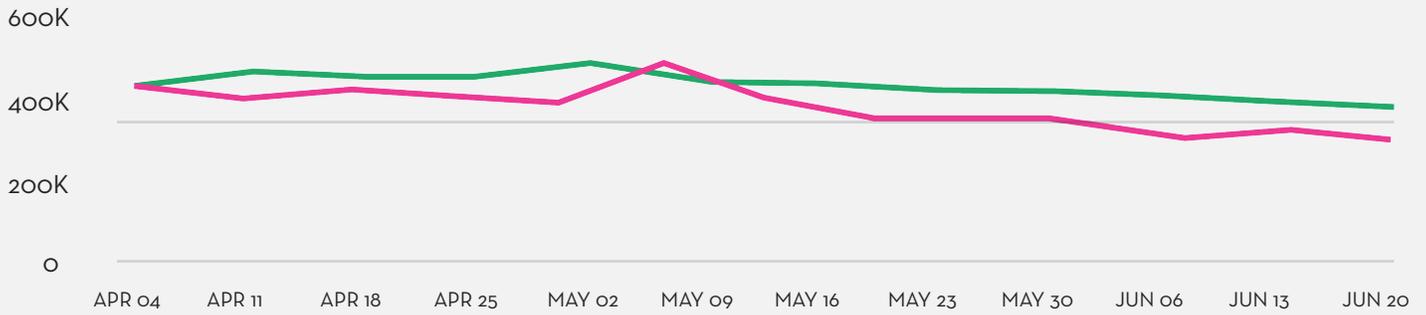
City Council approved LADOT's proposed active transportation project application that Council District 14 and Streets LA intend to submit to the State of California. The project's objective is to enhance, beautify, and improve the design of San Pedro Street from E. Temple Street to the 10 Freeway on the South for pedestrians and cyclists. Amenities for this project include a Flower District Gateway element at the 8th Street median for pedestrians and consumers. In addition to lighting, safer pedestrian crosswalks, and general sidewalk improvements. The application is now on its way to final approval by the Mayor.

To sign up to receive regular policy updates, please visit: [fashiondistrict.org/subscribe](https://fashiondistrict.org/subscribe)

# DISTRICT OVERVIEW

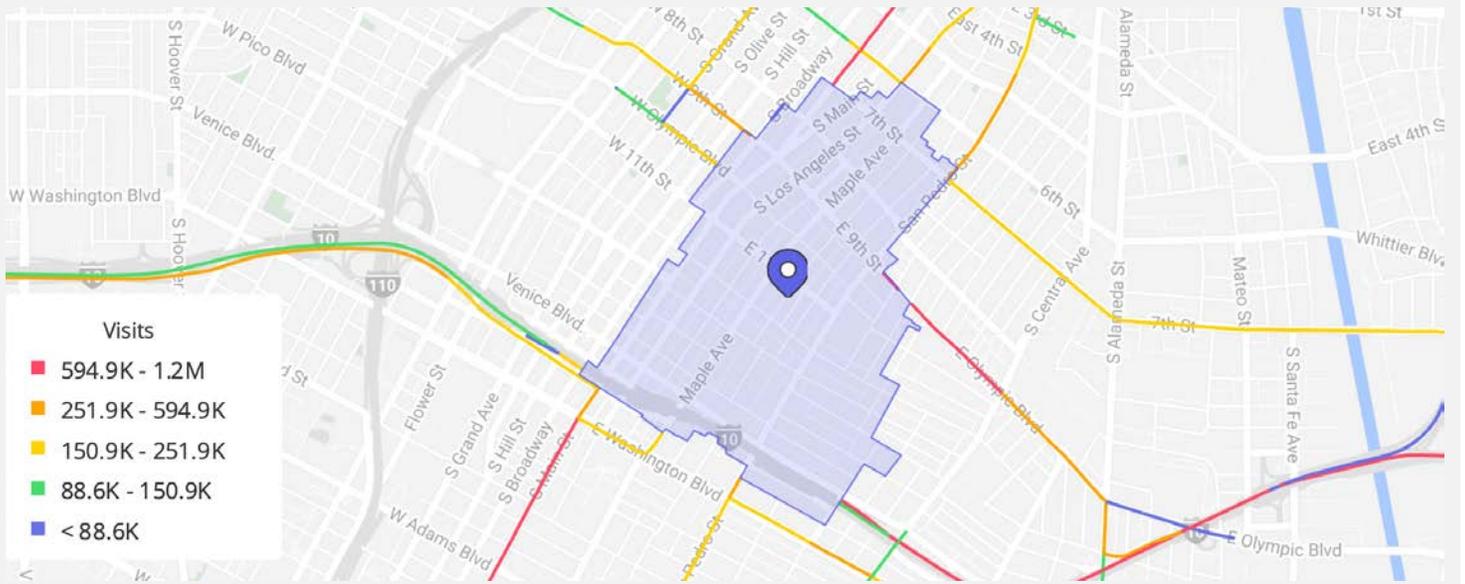
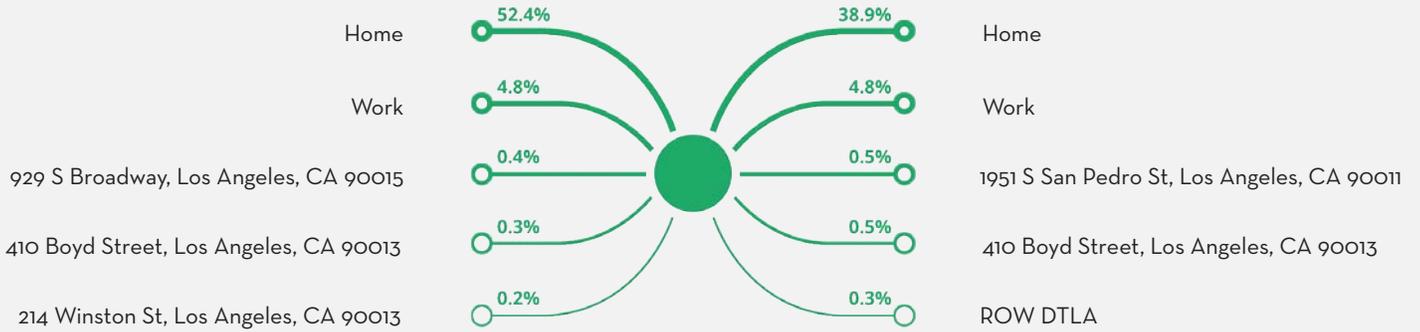
2019 | 2022

VISITS	5.7M	5.9M
VISITORS (UNIQUE)	2.5M	3M
VISIT FREQUENCY	2.24	2.01
DWELL TIME	175 MIN	126 MIN



# OPERATIONS & PUBLIC SPACE

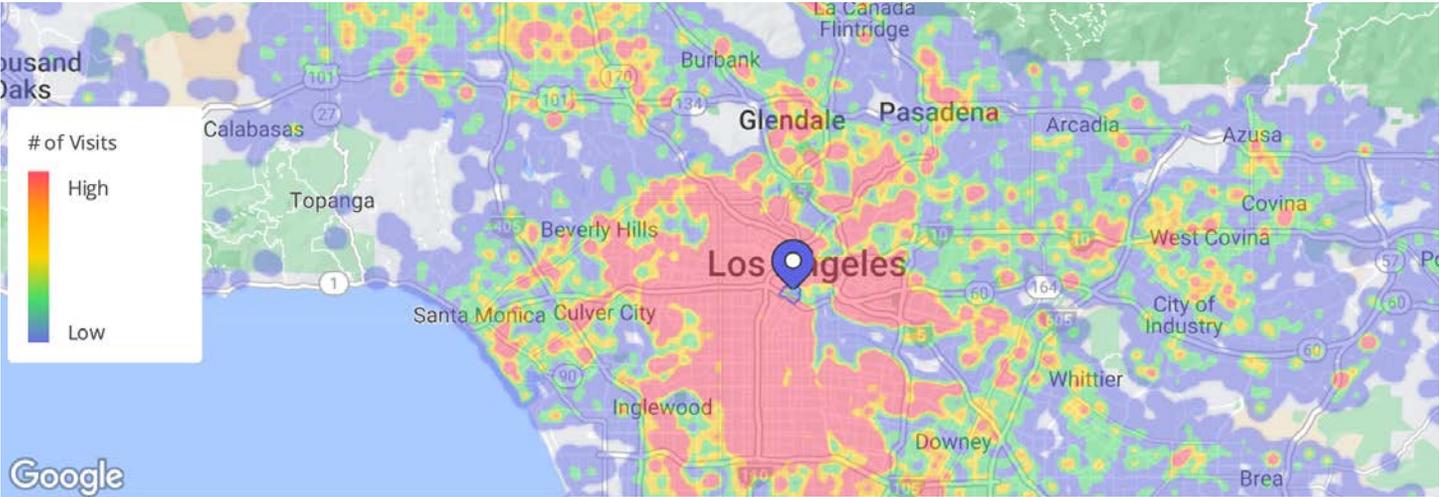
## JOURNEY ROUTE (TO + FROM)



# VISITOR DEMOGRAPHICS

TRADE AREA MAP (LIVE)

The proximity of a visitor's home location to the LA Fashion District.



TRADE AREA MAP (WORK)

The proximity of a visitor's office to the LA Fashion District.

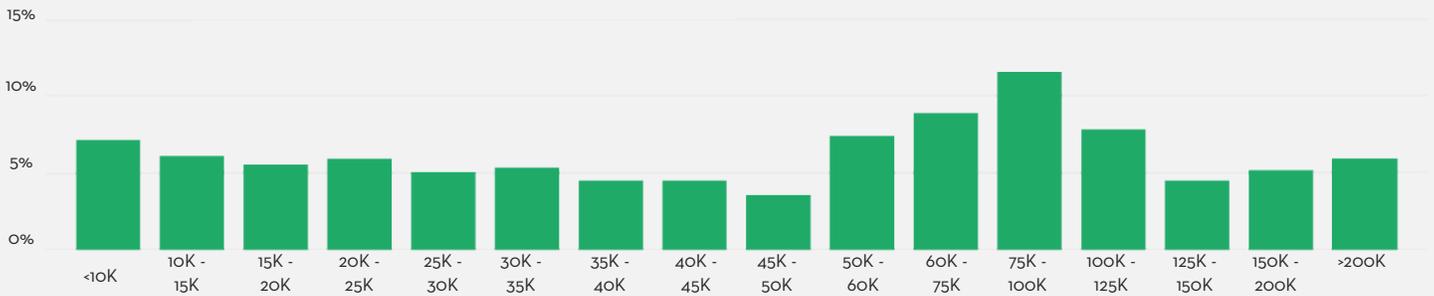


TRADE AREA COVERAGE BY DISTANCE



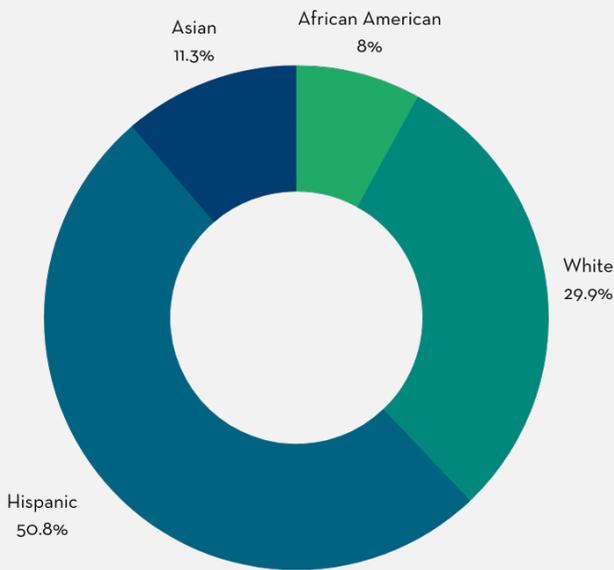
Information provided by Placer.ai

AVERAGE HOUSEHOLD-INCOME (USD)



AVERAGE HHI **\$75.5K**

ETHNICITY GRAPH



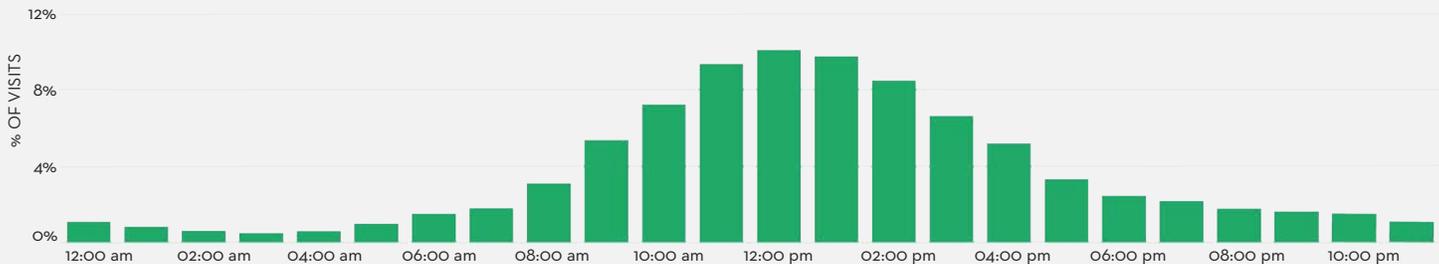
TOP 5 ZIP CODES

**90011**      **90026**  
**90006**      **90044**  
**90037**

FAVORITE PLACES

**LOS ANGELES INT. AIRPORT**  
**GLENDALE GALLERIA**  
**DISNEYLAND RESORT**  
**UNIVERSAL STUDIOS HOLLYWOOD**  
**AZALEA REGIONAL SHOPPING CENTER**  
**CITADEL OUTLETS**  
**AMERICANA AT BRAND**  
**DEL AMO FASHION CENTER**  
**CALIFORNIA MARKET CENTER**  
**WESTFIELD CULVER CITY**

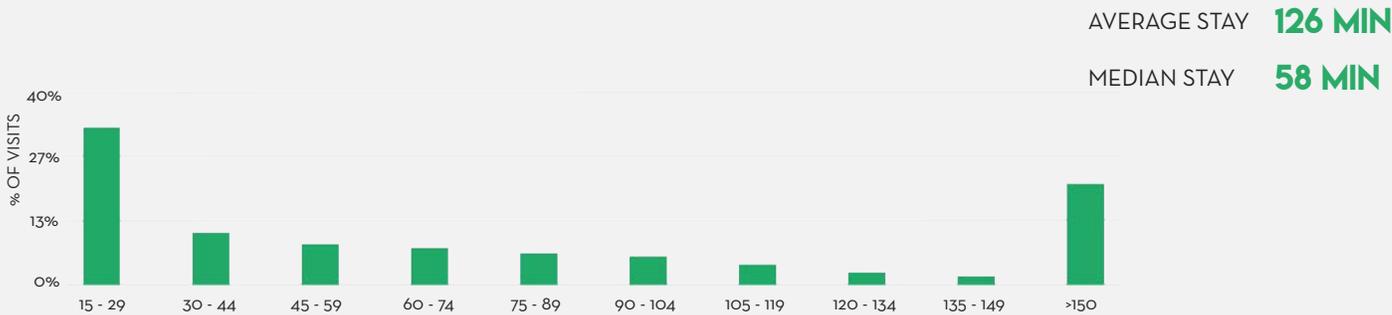
### HOURLY VISITS



### DAILY VISITS



### LENGTH OF STAY



Information provided by Placer.ai



## LA FASHION DISTRICT TREND REPORT

818 S. Broadway St. #801  
Los Angeles, CA 90014

Return Service Requested



### IN THIS ISSUE

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**NEW PLACER REPORT INCLUDED**  
The LA Fashion District BID has invested in a new tool called Placer to obtain data that is relevant and beneficial to the neighborhood.

**YOUR OPS TEAM AT WORK**  
Our mission is to help facilitate and provide a clean, safe, and friendly place to work, shop, live, and do business.

**FIRST LOCAL BUSINESS SOCIAL HOUR**  
You won't want to miss the next one!

