

LA FASHION DISTRICT TREND REPORT



Image Credit: Nicole Albrecht | DAMA



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

2023 BOARD OF DIRECTORS

KARA BARTELT

Hoxton Hotel

MARK CHATOFF

California Flower Mall

MARGOT GARCIA

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TOM KEEFER

The New Mart

ERIC KIM

California Market Center

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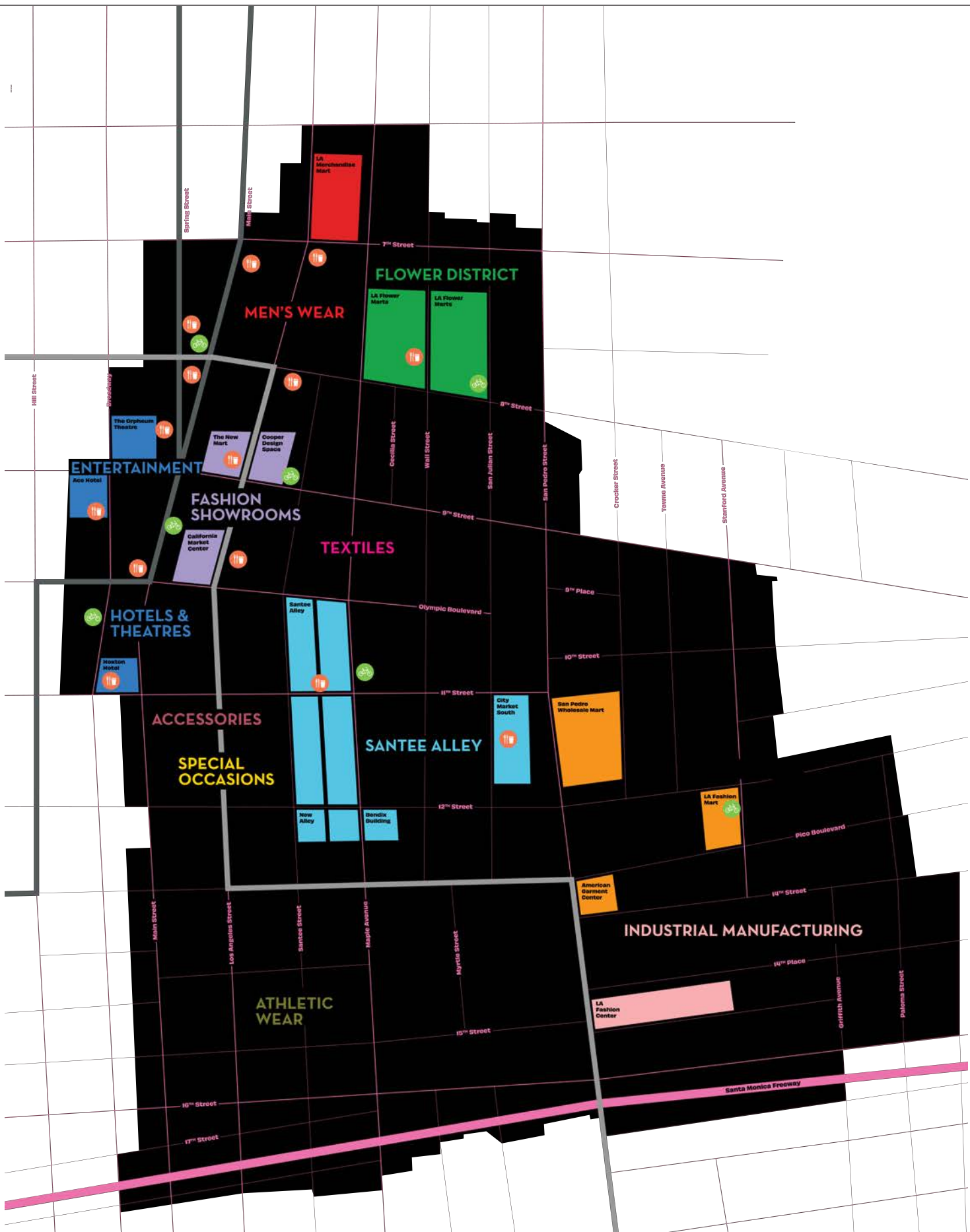
KMW Enterprise, LLC

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.



POLICY & CIVIC AFFAIRS UPDATE

DTLA 2040

BID Staff and a group of stakeholders attended City Council's Planning and Land Use Management (PLUM) Committee meeting and subsequent City Council meeting on the item to advocate during public comment for an increase to the base FAR, more flexibility for new projects, and the ability to create housing of all types throughout the Fashion District community. Unfortunately, City Council decided to go against the Planning Department and their hired experts' recommendations by advancing resolutions that increased required production space in new projects from 0.5 to 1.0 FAR and introduced a required freight elevator and loading dock mandate, making new projects infeasible and jeopardizing 12,000 new units, 2000 of which would be rent-restricted.

The City Attorney's office is reviewing the plan for form and legality before it returns to City Council for final adoption, which we expect toward the end of the year. We are also awaiting reports on outstanding items that will impact our district.

- A report back on the impacts of requirements for industrial space and design features like freight elevators and loading docks on housing feasibility
- A report back on targeted programmatic solutions to industry retention

The BID team continues to advocate for the best outcome for all industries, stakeholders, and residents. A DTLA 2040 debriefing meeting will be held on July 13th, 2023, featuring a presentation by planning and land-use consulting firm MIG.

LA AL FRESCO PROGRAM

In April, the City of Planning

Commission (CPC) recommended approving City Planning's proposed updated Al Fresco ordinance. The proposed ordinance creates a pathway for neighborhood-serving restaurants to provide outdoor dining areas on private property after the end of the LA Al Fresco Temporary Authorization period granted under the City's emergency order. The ordinance is a key component of the City's economic strategy focused on supporting locally sourced jobs and businesses that were particularly affected during the pandemic. Following consideration by the PLUM committee, the ordinance will be transmitted to City Council for further consideration.

DTLA MIP (MOBILITY INVESTMENT PLAN) DRAFT PROJECT LIST

The DTLA MIP is a comprehensive list of projects and programs developed through a community-first engagement process that asks residents and workers in DTLA about their specific mobility barriers and needs. The DTLA MIP also compiles relevant projects from the DTLA2040 Community Plan and other planning documents for DTLA. The list prioritizes inclusive, equitable, sustainable, and healthy growth for DTLA to address mobility and access gaps. Among the projects listed in the Fashion District is a pedestrian enhancement project for Santee Alley. It is important to note that many of the projects are conceptual, and most will need to go through planning, community engagement, and design processes before advancing to implementation. LADOT must also identify potential funding opportunities for most of these projects.

PROCESSES & PROCEDURES ORDINANCE IMPLEMENTATION

The city council adopted this ordinance in an effort to update the city's zoning code comprehensively.

It focuses on creating a clear set of administrative procedures to consider and process requests for entitlements. It also reorganizes the rules for reviewing projects or adopting land use policies, introducing a more user-friendly format, and consolidating processes. The citywide ordinance will take effect later this year.

SIDEWALK & TRANSIT AMENITIES PROGRAM

Tranzito-Vector will manage the Sidewalk and Transit Amenities Program (STAP) through a contract with the city. STAP includes installing and maintaining 3,000 safe, equitable, and tech-forward bus shelters over the next five years and anticipates ~180 new installations throughout the city by December 2023. The locations still need to be determined.

SITE PLAN REVIEW AMENDMENT

City Planning proposes to amend the Site Plan Review (SPR) Ordinance to exempt deed-restricted affordable units in the SPR threshold calculations. This amendment is being proposed in response to City Council directions and in furtherance of the goals of Mayor Bass' Executive Directive (ED) 1 to accelerate and lower the cost of building affordable and temporary housing. The goals of the proposed amendments are to promote cost-effective strategies, reduce the need for affordable housing projects to request planning entitlements, and expedite their approval to address the housing crisis.

CITY COUNCIL MOTION TO INCREASE TOURISM WORKER WAGES

The LA City Council voted to move forward with seeking an independent study of the impacts of increasing the minimum wage for tourism workers (i.e., at LAX and in hotels) to \$25 in 2023, increasing \$1 each year to reach \$30

by 2028, as well as increasing health cares, PTO and sick leave benefits, and creating a Public Housekeeping Training requirement for hotel workers. The City's Chief Legislative Analyst will prepare a Request for Proposals and solicit bids for the independent study will ultimately be delivered to the City Council before making any decisions about potential wage increases.

DIGITAL RESTAURANT ASSOCIATION

The Digital Restaurant Association (DRA) officially launched to help restaurant owners thrive in a digital world. The DRA provides educational resources and technology solutions, leads local advocacy campaigns for restaurant owners, and operates to achieve a more fair and sustainable restaurant technology ecosystem.

CIRCLE PROGRAM UPDATE

The Crisis and Incident Response through Community-Led Engagement (CIRCLE) program is intended to divert nonviolent 911 calls related to homelessness away from law enforcement to trained, unarmed professionals in partnership with the city and social enterprise Urban Alchemy. From July 2022 to January 2023, CIRCLE diverted 3,485 calls from LAPD across their locations and



AG Rob Bonta, key stakeholders and BID Staff at Bendix Building

637 in the Metro area. The program is operating and available in the Fashion District for properties west of Maple Street, south of 9th Street, and west of Spring Street from 6th to 9th Street. You can access CIRCLE by calling the non-emergency LAPD line at 1-877-ASK-LAPD.

TOURING THE DISTRICT WITH AG ROB BONTA

BID Staff coordinated a meeting with Attorney General Rob Bonta and a select group of key stakeholders to discuss public safety concerns and

hazards in and around the Santee Alley area. Topics included oversight and management of sidewalk vending, counterfeiting & illegal sales, related criminal activity, and governance reform. The meeting concluded with a walk of the area by the AG so he could experience some of the issues we discussed firsthand. BID Staff will continue working with the Attorney General to address these matters.

To sign up to receive regular policy updates, please visit:
fashiondistrict.org/subscribe

MARKETING HIGHLIGHTS

667,408



WEBSITE
PAGEVIEWS

37,097



BLOG
PAGEVIEWS

68,654



TOTAL
FOLLOWERS

84,544



TOTAL
FOLLOWERS

9,992



TOTAL
FOLLOWERS

33,532



TOTAL
IMPRESSIONS

19,618



EMAIL
SUBSCRIBERS

FOR THE NEIGHBORHOOD

We've been busy working on several projects to enhance our district and show our community our appreciation!

#SMALLBIZLOVE PASS

To show our #SmallBizLove to the bbusiness community, we launched the #SmallBizLove pass -- a mobile-friendly passport that included savings at more than 10 local favorites in the neighborhood. Users were invited to discover unique boutiques, enjoy special discounts, and earn rewards while supporting local businesses.

Participating businesses included: La Salsa Seafood, F.D.G.S., No Name Salon, Ron Tomson, Virtu Coffee, Chikas, Holy Basil, Pamela V., Sold Out Society, Dollhouse LA, IHOMI, pskaufman footwear, and Virgo.

The pass was live June 8th through June 18th, and resulted in 100 sign-ups and 16 check-ins, with users from Texas, Arizona, Illinois, and Indiana.

ART INSTALLATION AT 9TH/MAIN

The latest installation in collaboration with S.c. MeRo, features an enchanting swarm of bees, infusing the neighborhood with creativity and vibrancy. The intricate details and striking colors of the artwork serve as a visual representation of the district's dynamic energy and the industrious spirit of its fashion community.

NEW UTILITY BOX DESIGNS

To enhance the experience of navigating the diverse areas of the neighborhood, we initiated a project to revamp utility boxes throughout the LA Fashion District. These transformed boxes now boast colorful and informative wayfinding designs that not only add a pop of vibrancy to the streetscape but also serve as practical guides for residents and visitors alike. These eye-catching



Business owner showing off #SmallBizLove pass card



Latest art installation at 9th/Main

designs provide clear directions, helping individuals easily navigate the district and discover its hidden treasures.

PLACEMAKING EFFORTS IN THE SANTEE ALLEY

As part of our ongoing efforts to enhance the Santee Alley area, we recently introduced new pole wraps that enliven the streets and create a



New pole wrap in Santee Alley

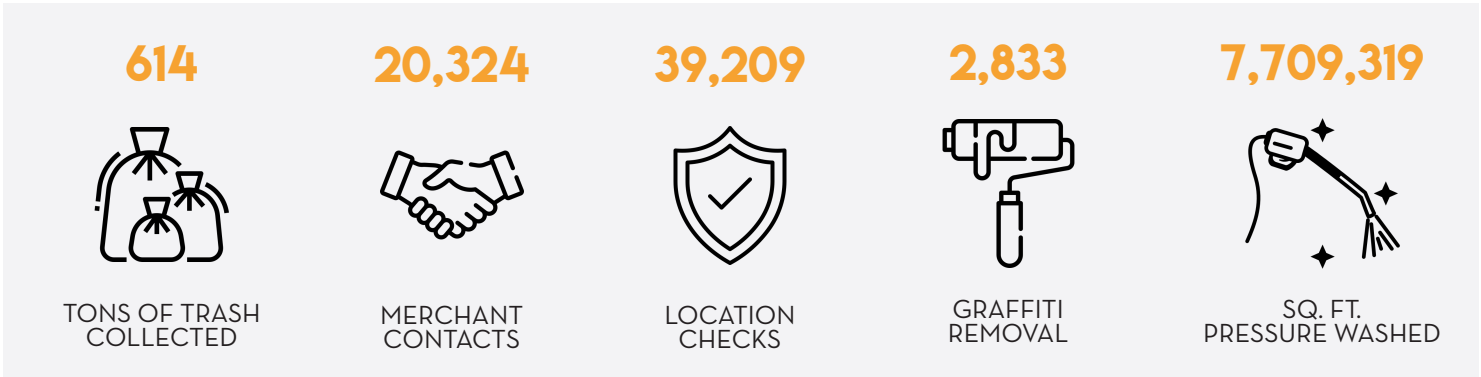


New wayfinding design on Utility Boxes

cohesive visual experience. Through this initiative, we aim to create a more inviting and engaging atmosphere that showcases the district's unique character and supports local businesses.

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!

YOUR OPERATIONS TEAM AT WORK



STRENGTHENING RELATIONSHIPS

Our Safe Team continues to strengthen their relationship with our law enforcement partners by being a force multiplier. At the request of LAPD, Safe Team increased presence patrols in areas that have seen an increase in property crimes.

In June, members of our Operations and Admin Team were invited by LAPD to participate in the Special Olympics Torch Run. Known as the Guardians of the Flame, law enforcement members and Special Olympics athletes carry the “Flame of Hope.” The flame symbolizes courage and celebration of diversity uniting communities around the globe.

CONTINUED RESEARCH FOR BEST PRACTICES

In an effort to promote collaboration and ensure our operations are keeping abreast of best practices, our Operations team has been hosting as well as visiting Operations teams from BIDs across the region, some of which include the Hollywood Partnership and Downton Santa Monica, Inc.

NEW SAFE TEAM MANAGER

In June, the Safe Team welcomed their new manager, Alex Duran. Alex is an industry veteran with multiple years of experience in security management,

some of which include managing BIDs.

NEW ELECTRIC CARTS

The Clean Team deployed three new electric carts in May, replacing two pick-up trucks. The electric carts are a fraction of the pick-up truck size, which allows the team to get to more areas

quicker while reducing our carbon footprint at the same time.

A special thank you to our crews for their hard work and dedication to the neighborhood.



Electric Clean Team Units out on the field

DISTRICT OVERVIEW - VISITATION METRICS

Insights and visitor demographics provided in this report were aggregated using datasets from **the start of April 2023 to the end of June this year** and are benchmarked against quarter - 2 of 2022 to provide a look at Year-over-Year changes that have taken place.

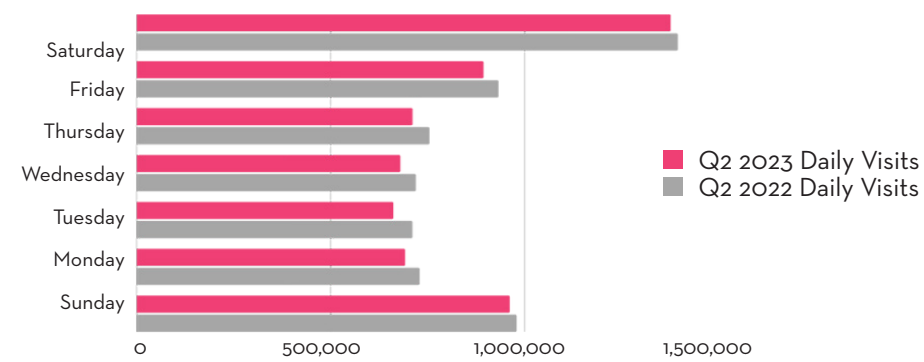
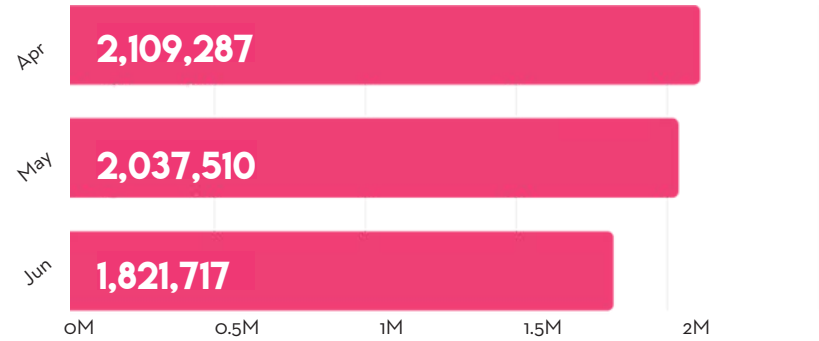
Q2 2022



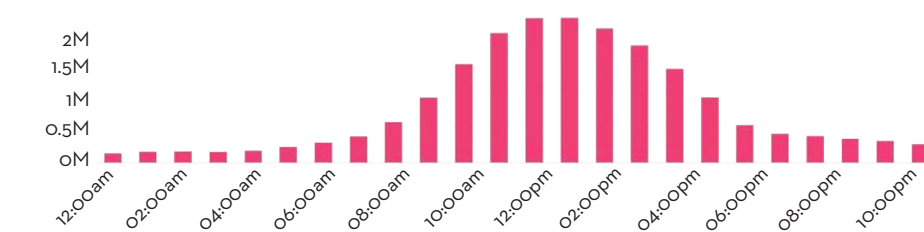
Q2 2023



Quarterly Visits by Month



Q2 Hourly Visits (On Average)



Q2 2023 KEY INSIGHTS

SATURDAY

Most Visited Day

1PM

Most Visited Hour of Day

80K

Average Income

HISPANIC

\$60-78K

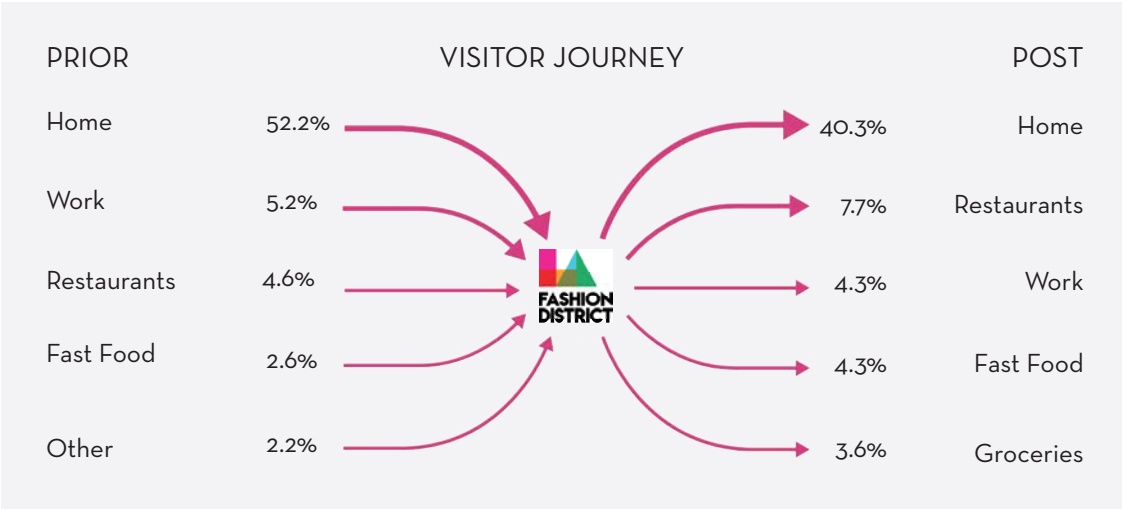
Typical Visitor Profile

Q2 - TREND

Month	Visits	Baseline Trend
APR	2.11M	+6.02%
MAY	2.04M	+2.41%
JUN	1.82M	-8.44%

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.



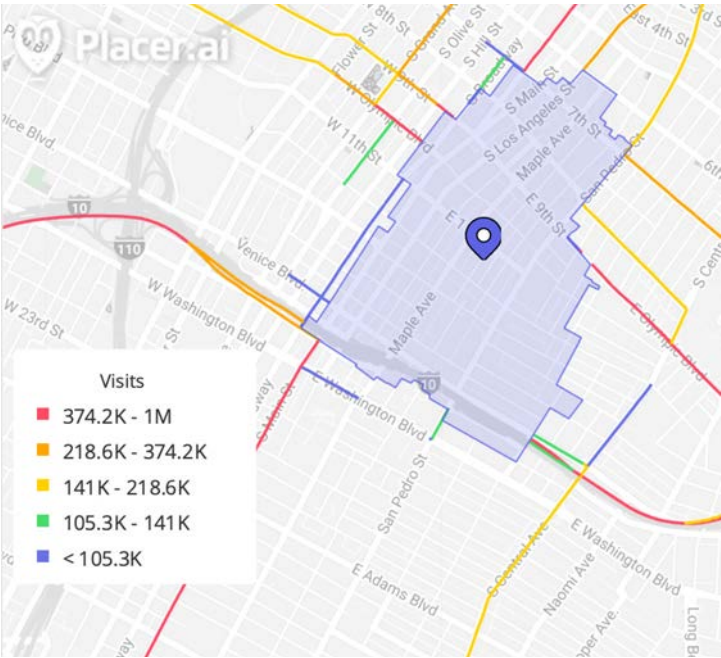
Top 5 Prior Venue Visits

Mi Casa (214 Winston Street)	13,321
FIDM	11,837
B. Black & Sons	11,809
Freehand Los Angeles	8,119
Pershing Square	7,146

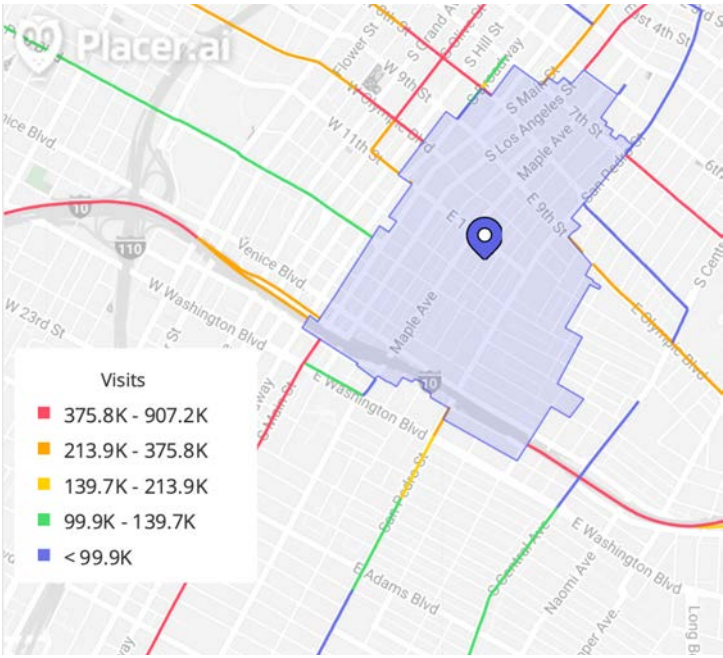
Top 5 Post Venue Visits

King Taco	15,815
Mi Casa (214 Winston Street)	10,521
Elysian Park	9,762
99 Cents Store	9,677
Griffith Park	9,341

Visitors' Routes: To District

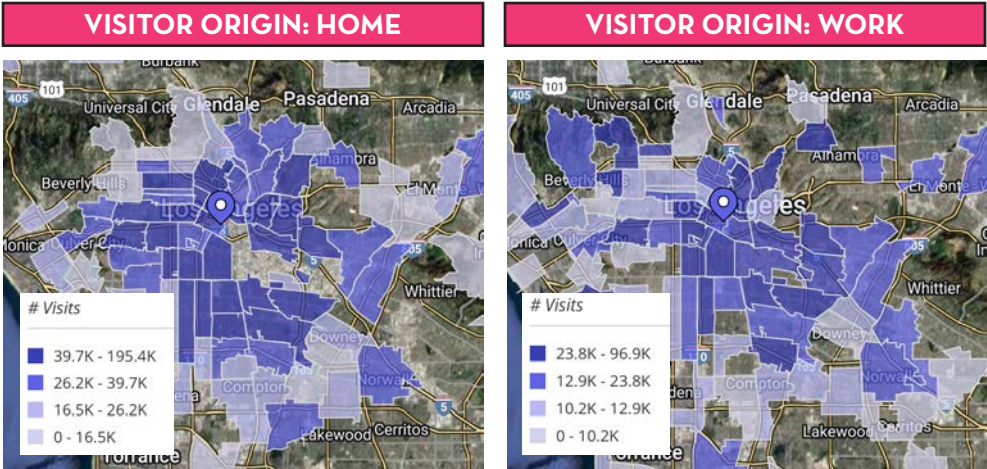


Visitors' Routes: From District

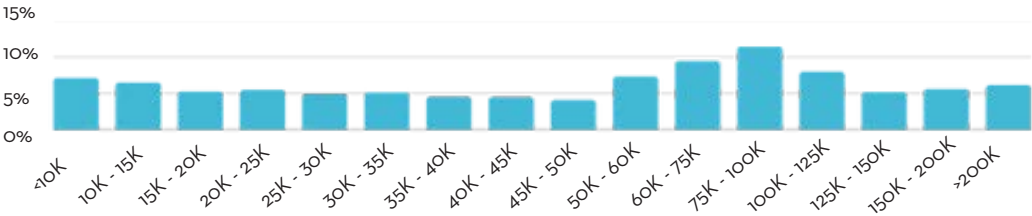


VISITOR AUDIENCE: DEMOGRAPHIC PROFILE

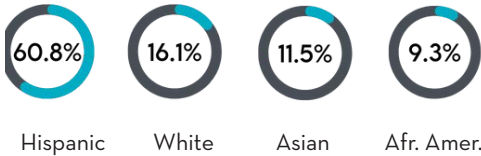
The Visitor Audience shows a demographic profile interred directly from unique visitors and focused on characteristics such as Visitor Origins (where visitors visit from), Ethnicity, Household Income, and Consumer Segmentation. It is used to create a demographic profile of a typical visitor and answer 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	4.49M
Work	<30MI	3.01M

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	20.7%
Significant Singles	11.6%
Singles & Starters	10.4%
Young City Solos	7.9%

RESIDENTS	
Young City Solos	44.7%
Singles & Starters	26.6%
Thrifty Habits	15.9%
Power Elites	6.5%
Golden Year Guardians	4%

EMPLOYEES	
Cultural Connections	26%
Family Union	13.7%
Significant Singles	13.5%
Singles & Starters	11.1%
Young City Solos	9.6%



LA FASHION DISTRICT TREND REPORT

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Los Angeles, CA 90014

Return Service Requested

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IN THIS ISSUE

FASHION DISTRICT #SMALLBIZLOVE PASS
We launched a mobile-friendly passport that included savings at more than 10 local favorites in the neighborhood

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

YOUR OPS TEAM AT WORK
A special thank you to our crews for their hard work and dedication to the neighborhood.

