

LA FASHION DISTRICT TREND REPORT



Image Credit: Shawn Smith



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

The Hirsh Collective

TOM KEEFER

The New Mart

ERIC KIM

California Market Center

STEVEN KIM

Daily Investment

LISA KORBATOV

Fisch Properties

JESSICA LEWENSZTAIN

ANJAC Fashion Buildings, LLC
The Orpheum Theatre

DEAN NUCICH

Urban Offerings

DIANE H. PAPPAS

J&E Solutions, LLC

LAURIE ROSEN

Academy Award Clothes

LAURIE SALE

SCS Building Fund, LLC

KAYHAN SHAKIB

Raha Lakes Enterprises, LLC

BRIAN TABAN

JADE Enterprises

SUZETTE WACHTEL

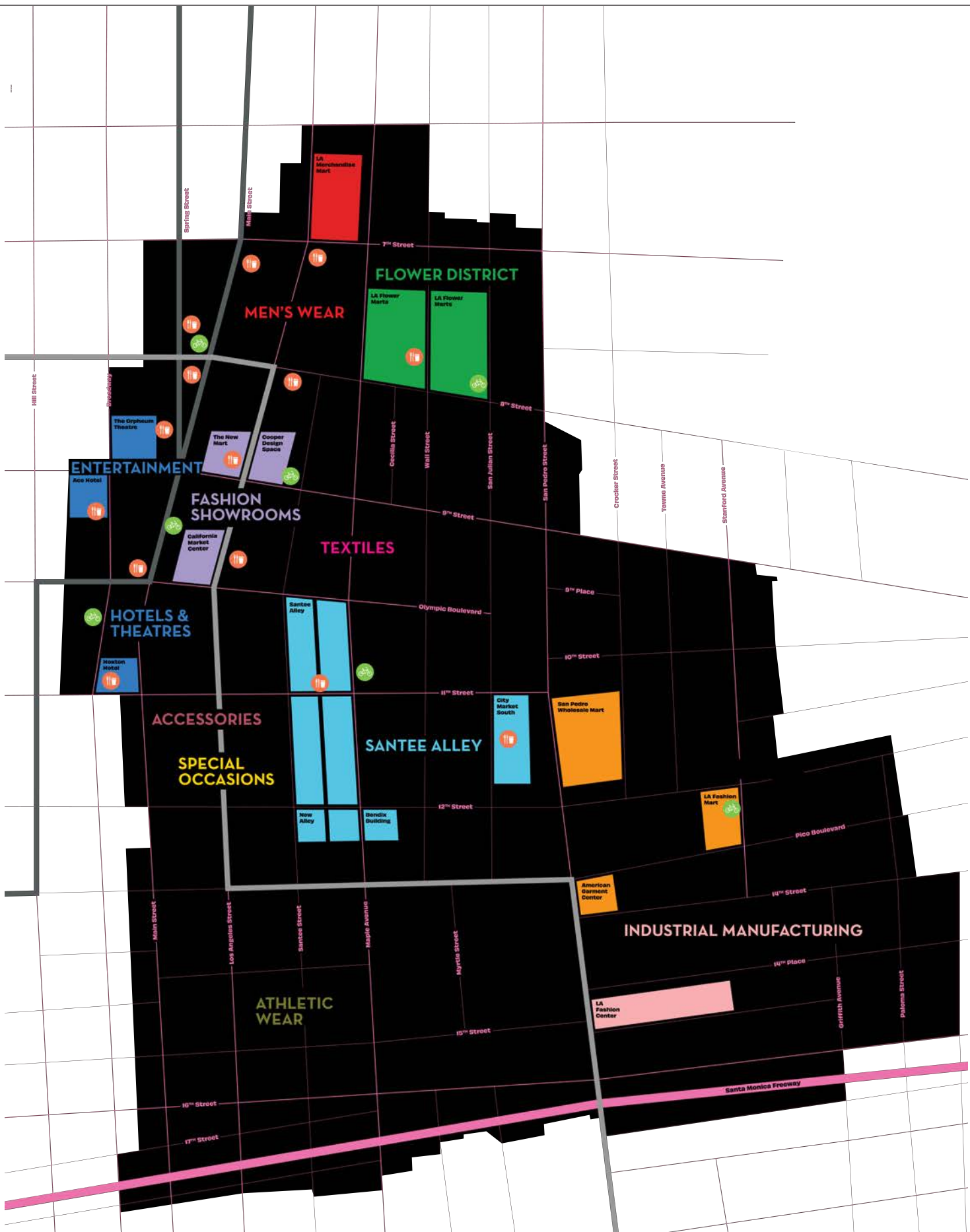
KMW Enterprise, LLC

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

MEETING W/ ASSEMBLYMEMBER MIGUEL SANTIAGO

BID Staff and consultants arranged a meeting and walk of the district with Assemblymember Miguel Santiago and his staff. The topics under discussion included DTLA2040, Homelessness, and Public Space Management.

BOARD OF DIRECTORS ELECTIONS

It's that time of year again! The LA Fashion District Board of Directors election season is upon us. Nominations just closed for the six available seats, whose terms will begin on January 1, 2024. There will be ten candidates listed on this year's ballot. Voting begins November 1st and closes December 4th. All property owners in good standing will be welcome to vote. Visit fashiondistrict.org/2023election for more information.

A CONVERSATION W/ KDL

BID Staff worked to coordinate a town hall with Council District 14. Unfortunately, due to unforeseen circumstances, the event "A Conversation w/ KDL" was canceled. Subsequently, BID Staff, consultants, and a small group of stakeholders met with the councilmember and staff to discuss the impact of the DTLA2040 decisions, the organization and management of sidewalk vendors for safer sidewalk conditions, and the need to foster a better working relationship to ensure well-rounded policy-making that positively impacts the Fashion District community.

BID MEETING W/ CITY ATTORNEY HYDEE FELDSTEIN SOTO

BID leaders across the city met with City Attorney Hydee Feldstein Soto to discuss the neighborhood prosecutor program. Soto informed the group that the office is restructuring, and we learned about her key initiatives. A



Meeting with Assemblymember Miguel Santiago

follow-up meeting is being arranged to discuss how the City Attorney's Office can continue to be a resource to the BID community, given the changes in the office.

MEETING W/ CONGRESSWOMAN SYDNEY KAMLAGER-DOVE'S STAFF

The BID team and a few key stakeholders met with staff from the office of Congresswoman Sydney Kamlager-Dove, who is currently serving her first term in Congress as the Representative of the 37th district of California. Among the topics discussed, we shared with her staff how the negative perception of crime and safety, particularly in the media, has impacted tourism and business in the area. We then took those staffers on a brief walking tour of the district to further provide education on the vastness of our community and the industries the district supports. We look forward to continuing to build this relationship.

GARMENT INDUSTRY TASK FORCE MEETING

As a result of the requests made by Councilmember Hernandez during the DTLA2040 hearing, the LA Fashion District BID, along with the Garment Worker Center and key departments from LA City, including the Mayor's Office and County Board of Supervisors, were invited to participate in a six-month task force. The goal of

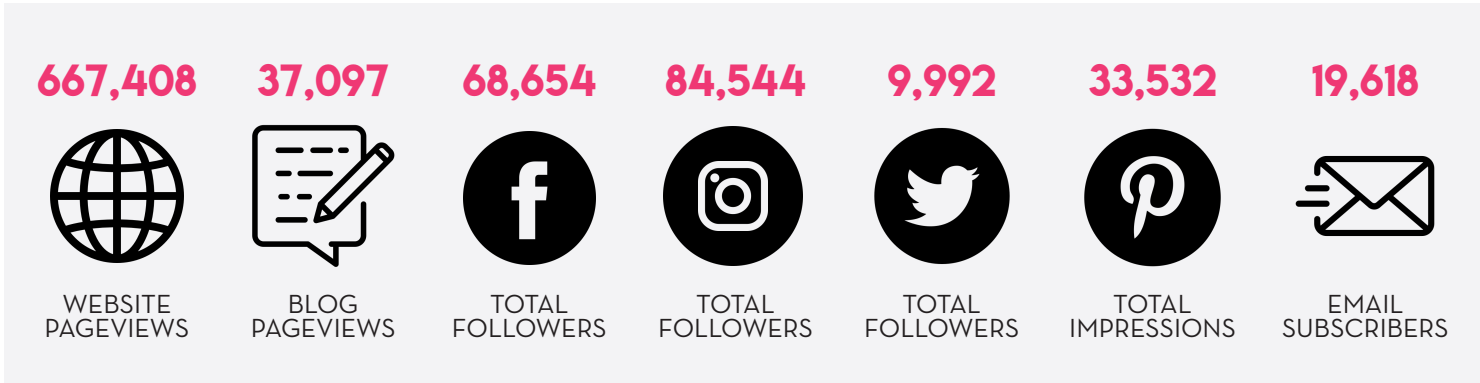
the task force is to use the expertise of participants while reviewing topics such as small business retention, support, attraction, labor policies, worker support, garment industry real estate, and government coordination to develop policies that can be suggested and potentially adopted by the council to support the LA Fashion District garment industry and beyond.

BIZFED ADVOCACY ACADEMY

BizFed is a diverse grassroots alliance that unites and amplifies the voices of businesses in LA County, and they just recently completed their first leadership development course, known as the Advocacy Academy. BID Staff were among the first cohort and participated in a series of seminars that covered topics such as Business-Government Partnerships, Mass Mobilization, and Advocacy Messaging. The sessions culminated in a two-day workshop where we got to work with other business and thought leaders to collaborate on policy issues we are facing within the city and state. Due to completing the course, BID Staff were invited to the BizFed Freshmen Policymaker Reception where we were able to network with newly elected officials and policymakers.

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

ELEVATING THE FASHION DISTRICT EXPERIENCE



Group of influencers at Rage Ground LA



Fashion District Stakeholders at Stakeholder Mixer

In the 3rd quarter of 2023, our marketing efforts continued to emphasize the unique character and experiences that the LA Fashion District offers.

SHOWROOM BUILDINGS VIDEO

We proudly completed the Showroom Buildings video showcase, providing a captivating virtual tour of our iconic fashion showrooms. This showcase not only promoted our district's dynamic fashion scene but also highlighted the rich history and culture that makes the LA Fashion District a true gem of Los Angeles.

INFLUENCER TOUR TO HIGHLIGHT HIDDEN GEMS IN THE DISTRICT

To further extend our reach, we hosted an exclusive influencer tour, where social media influencers were invited to explore the district's hidden gems and share their discoveries with a global audience. These tastemakers not only experienced our district's diverse businesses and creativity but also generated valuable digital content that showcased the district's unique and authentic character.

STAKEHOLDER MIXER AT CMC ROOFTOP

Lastly, the quarter culminated in the memorable Stakeholder Mixer at the CMC Rooftop, offering an opportunity for key stakeholders, Board members, property owners, and community

members to come together. This event not only fostered meaningful connections but also allowed us to highlight our commitment to building a more vibrant and connected LA Fashion District community.

As we move forward, we are excited to continue these marketing endeavors, bringing the unique experiences and hidden treasures of the Fashion District to an even broader audience while nurturing our local community's sense of belonging and unity.

Thank you for your ongoing support and partnership in making our district an extraordinary place to live, work, and visit.

FOR THE NEIGHBORHOOD

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

ART INSTALLATION AT 9TH/MAIN

The latest installation to celebrate the Dodgers in collaboration with S.c. MeRo, added a lively touch to the district, celebrating local sports culture while enhancing the visual appeal of the area.

#SMALLBIZLOVE PASS

To continue showing our #SmallBizLove to the business community, we brought back the #SmallBizLove pass -- a mobile-friendly passport that included savings at 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: Chikas, Civil Coffee, Dollhouse Los Angeles, Honey Pink Apparel, La Salsa Seafood, Medusa, Pamela V., pskaufman footwear, Sold Out Society, and Virgo.

The pass was live October 9th through October 15th, and provided unique experiences while boosting foot traffic and patronage to small businesses, strengthening our community's economic vitality.

COMMUNITY CLEAN UP

The Community Clean Up event held on July 29th at 8th & Santee was a pivotal moment in our placemaking and community-building efforts. This gathering underscored the importance of active participation from our community members in preserving the cleanliness and charm of our beloved district. The event, where volunteers and stakeholders came together to beautify our public spaces, exemplified



BID Executive Director & BID Board Member



Volunteers covering graffiti



Dodgers art installation at 9th/Main



Dodgers art installation at 9th/Main

the power of collective action, reflecting a community that cares deeply about its environment.

By organizing the Community Clean Up, we demonstrated that a clean and inviting space enhances not only the aesthetic appeal of our district but also the overall well-being and safety of our community members and visitors. We thank all those who

participated, as their dedication and hard work were instrumental in creating a more vibrant, welcoming, and cohesive Fashion District for all. We are excited to build on these achievements in the upcoming quarter and continue nurturing a thriving LA Fashion District community.

Be sure to follow us on social media to see what we're up to next!

YOUR OPERATIONS TEAM AT WORK

649



TONS OF TRASH
COLLECTED

17,134



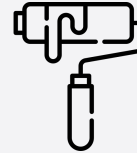
MERCHANT
CONTACTS

47,945



LOCATION
CHECKS

5,019



GRAFFITI
REMOVAL

6,492,843



SQ. FT.
PRESSURE WASHED

SHOWING OUR APPRECIATION TO FIELD STAFF

In August, Operations Management showed field staff their appreciation with an End-of-Summer lunch, where they enjoyed delicious tacos served to order. The team also invited our city partners from LAPD, Fire Department, Sanitation, and Parking Enforcement, and it was a successful event!

DETAIL CLEANING IN THE NEIGHBORHOOD

The Clean Team continued their overhaul of detailed cleaning throughout the district. With two dedicated cleaners, they progressed block-by-block removing stickers, graffiti, and other things that would significantly slow our everyday cleaning crew.

NEW SAFE TEAM CAPTAIN

In September, the Safe Team welcomed their new Safe Team Captain, Angel Bretado. Angel has previous law enforcement experience and has been in security management for over five years.

UTILITY BOX PROJECT COMPLETED

We are happy to report that the Utility Box Project was completed in late August. As you walk through the

district, you will notice some utility boxes along major gateways into and out of the district are wrapped with beautiful wayfinding vinyl outlining specific areas of interest in that zone.

A NEW EDUCATION CAMPAIGN

In September, Operations started an education campaign by passing out

letters to businesses in areas where business trash is seen being disposed of improperly. The goal is to ensure businesses know the role of the BID and proper disposal of business trash through RecycLA.

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



Business trash disposed of improperly

DISTRICT OVERVIEW - VISITATION METRICS

Insights and visitor demographics provided in this report were aggregated using datasets from **the start of July 2023 to the end of September this year** and are benchmarked against quarter - 3 of 2022 to provide a look at Year-over-Year changes that have taken place.

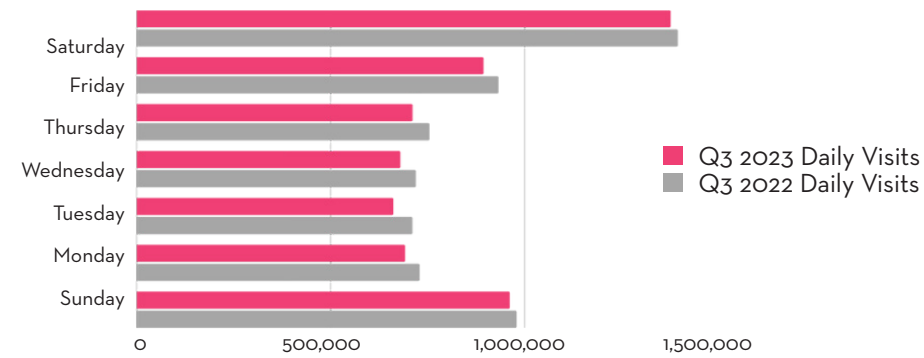
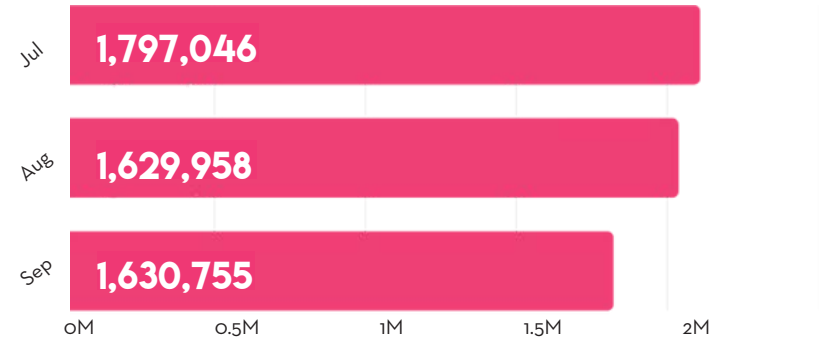
Q3 2022



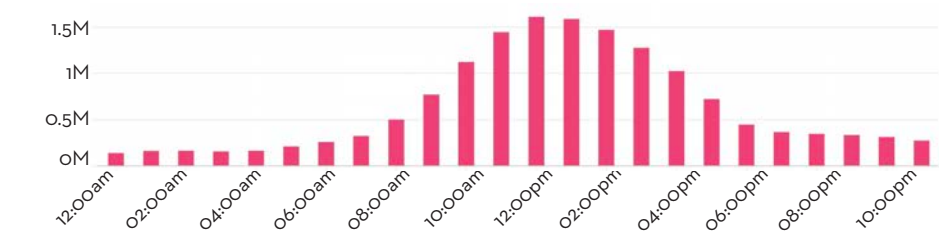
Q3 2023



Quarterly Visits by Month



Q3 Hourly Visits (On Average)



Q3 2023 KEY INSIGHTS

SATURDAY
Most Visited Day

12PM
Most Visited Hour of Day

\$81K
Average Income

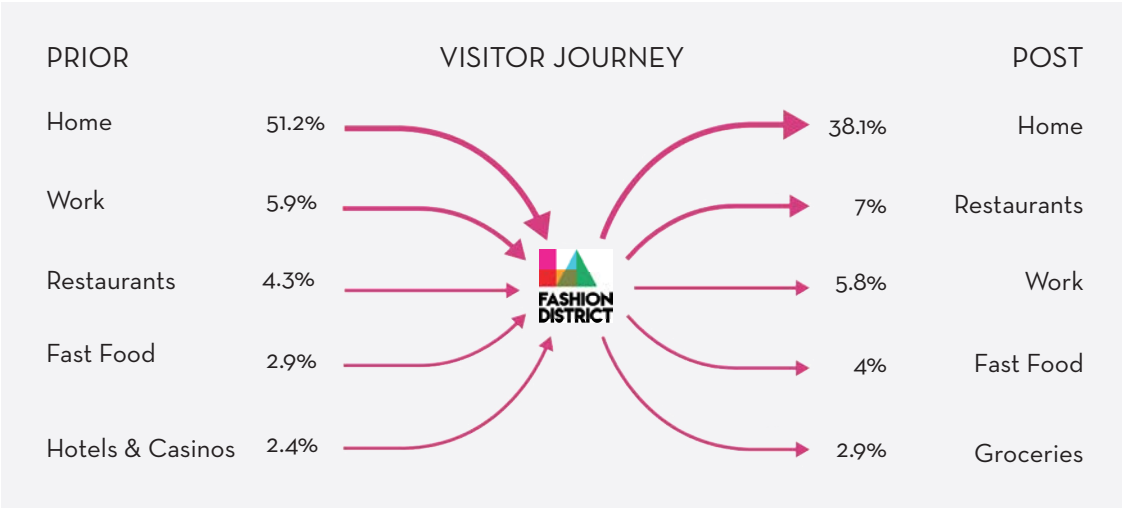
HISPANIC
\$50-99K
Typical Visitor Profile

Q3 - TREND

Month	Visits	Baseline Trend
JUL	1.8M	-1.60%
AUG	1.6M	-10.74%
SEP	1.6M	-10.70%

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.



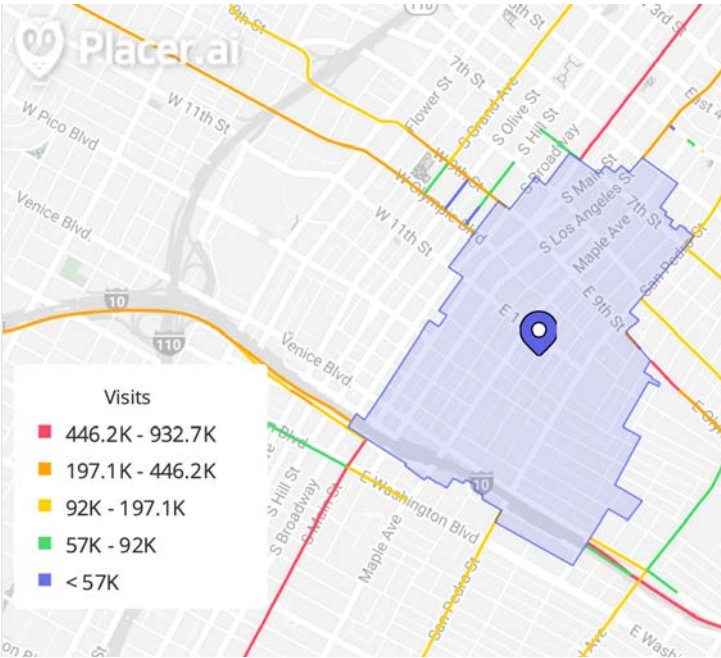
Top 5 Prior Venue Visits

Mi Casa (214 Winston Street)	12,821
International Packing Express	6,358
Los Callejones (Santee Alley)	6,285
ROW DTLA	5,886
Pershing Square	5,837

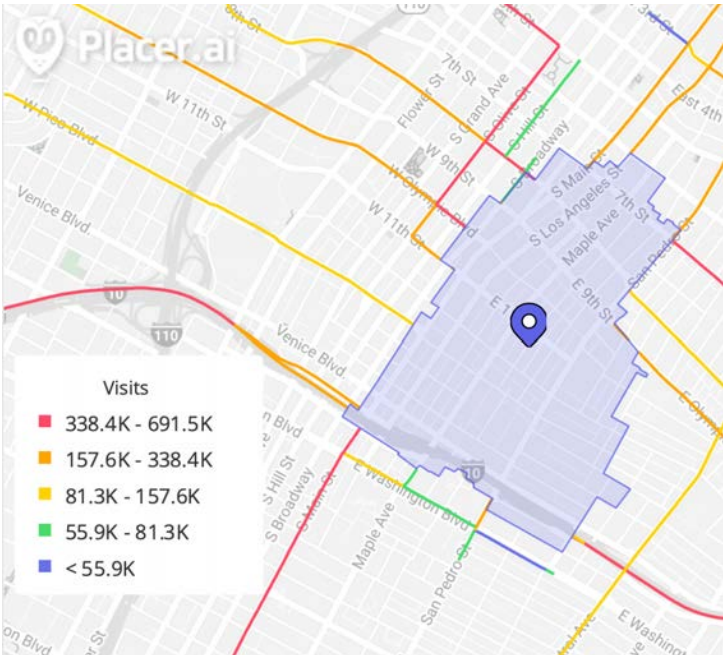
Top 5 Post Venue Visits

King Taco	14,645
Texco Inc	13,778
International Packing Express	8,542
El Faro Plaza	8,072
El Mercado De Los Angeles	7,815

Visitors' Routes: To District



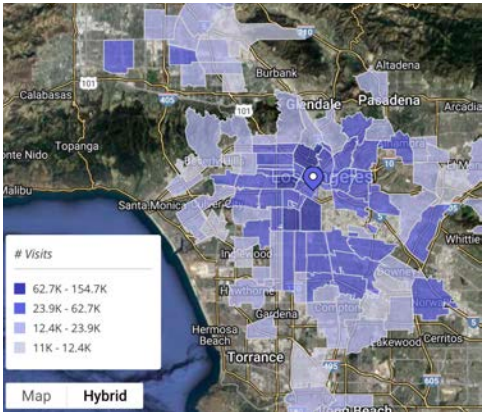
Visitors' Routes: From District



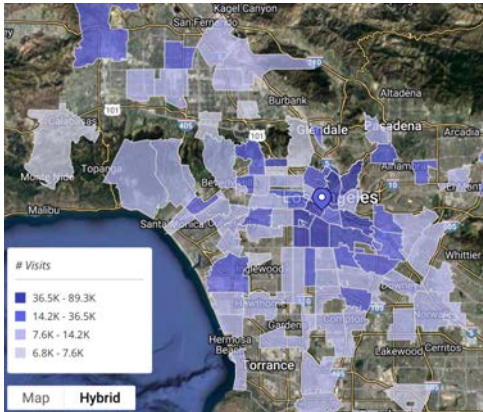
VISITOR AUDIENCE: DEMOGRAPHIC PROFILE

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.

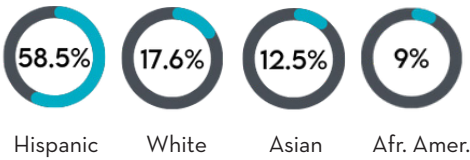
VISITOR ORIGIN: HOME



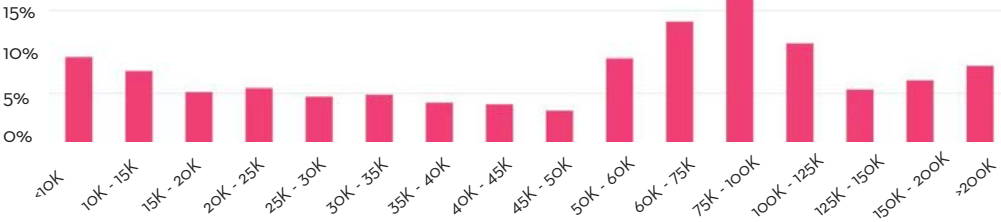
VISITOR ORIGIN: WORK



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.



Household Income by Origin



KEY INSIGHTS: TRADE AREA COVERAGE		
Location	Distance	Visitors
Home	<30MI	1.68M
Work	<30MI	1.12M

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	39.40%
Family Union	20.80%
Significant Singles	12.17%
Singles & Starters	10.31%
Young City Solos	5.67%

RESIDENTS	
Thrifty Habits	44.66%
Blue Sky Boomers	26.55%
Pastoral Pride	15.93%
Cultural Connections	6.52%
Autumn Years	4.01%

EMPLOYEES	
Cultural Connections	27.66%
Young City Solos	13.88%
Family Union	13.16%
Significant Singles	11.23%
Singles and Starters	10.10%



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Los Angeles, CA 90014

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IN THIS ISSUE

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FOR THE NEIGHBORHOOD

The latest installation to celebrate the Dodgers in collaboration with S.c. MeRo

YOUR OPS TEAM AT WORK

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

