April 1, 2008

Honorable Members of the City Council  
City Hall, Room 395  
200 North Spring Street  
Los Angeles, California 90012

REGARDING: THE FASHION DISTRICT (PROPERTY-BASED) BUSINESS IMPROVEMENT DISTRICT'S 2008 FISCAL YEAR ANNUAL PLANNING REPORT

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the Fashion District Business Improvement District’s ("District") 2008 fiscal year (CF 07-0472). The owners' association of the District has caused to be prepared the Annual Planning Report for City Council's consideration. In accordance with Section 36600 et seq. of the California Streets and Highways Code ("State Law"), an Annual Planning Report for the District must be submitted for approval by the City Council. The Fashion District Business Improvement District's Annual Planning Report for the 2008 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

BACKGROUND

The Fashion District Business Improvement District was established on July 30, 2003 by and through the City Council’s adoption of Ordinance No. 175,391, which confirmed the assessments to be levied upon properties within the District, as described in the District’s Management District Plan. The City Council established the District pursuant to State Law.

ANNUAL REPORT REQUIREMENTS

The State Law requires that the District’s owners' association shall cause to be prepared, for City Council’s consideration, an Annual Planning Report for each fiscal year for which assessments are to be levied and collected to pay for the costs of the planned District improvements and activities. The Annual Planning Report shall be filed with the City Clerk and shall refer to the district by name, specify the fiscal year to which...
the report applies, and, with respect to that fiscal year, shall contain all of the following: any proposed changes in the boundaries of the district or in any benefit zones within the district; the improvements and activities to be provided for that fiscal year; an estimate of the cost of providing the improvements and the activities for that fiscal year; the method and basis of levying the assessment in sufficient detail to allow each real property owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year; the amount of any surplus or deficit revenues to be carried over from a previous fiscal year; and the amount of any contributions to be made from sources other than assessments levied.

The attached Annual Planning Report complies with the requirements of the State Law and reports that programs will continue, as outlined in the Management District Plan adopted by the District property owners. The City Council may approve the Annual Report as filed by the District's owners' association or may modify any particulars contained in the Annual Planning Report, in accordance with State Law, and approve it as modified.

FISCAL IMPACT

There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Fashion District Business Improvement District's 2008 fiscal year complies with the requirements of the State Law.

2. ADOPT the attached Annual Planning Report for the Fashion District Business Improvement District's 2008 fiscal year, pursuant to the State Law.

Sincerely,

Frank T. Martinez
City Clerk

FTM:KEK:HLW:MCP:RMH:rks

Attachment: Fashion District Business Improvement District's 2008 Fiscal Year Annual Planning Report

AN EQUAL EMPLOYMENT OPPORTUNITY – AFFIRMATIVE ACTION EMPLOYER
February 15, 2008

Frank Martinez
Office of the City Clerk
200 N. Spring Street, # 224
Los Angeles, CA 90012

RE: LA Fashion District Planning Report

The following information is prepared in accordance with Section 2.2 of the City Contract and Section 36650 of the Streets and Highways Act.

1. The LA Fashion District boundaries are outlined on the map as Attachment 1. There are no changes to the boundaries which are generally described in Attachment 2.
2. The LA Fashion District benefit zones are outlined on the map included as Attachment 1. There are no changes to the Benefit zones.
3. The method of levying the assessment is set out in Section 7 of the LA Fashion District Management Plan dated June 12, 2003 and included as Attachment 3. There are no changes to the method of levying the assessment. A table showing the 2008 assessment rates is included as Attachment 4.
4. The improvements and activity program is set out in Section 5 of the LA Fashion District Management Plan dated June 12, 2003. These activities are set out in Attachment 5.
5. The 1999-2003 surplus to be carried forward from 2007 to 2008 is $267,882. The 2004-2007 surplus to be carried over from 2007 to 2008 is $923,360. Of the $923,360 surplus, $150,613 is currently undesignated for future programs and activities.
6. The 2008 Budget includes a projection of $54,000 in interest income, aside from assessment revenue.

If you have any questions about this report, please call me at (213) 488-1153 x 12.

Sincerely,

Kent Smith
Executive Director

Cc: Holly L. Wolcott
Encl: Attachments 1 – 5

RECEIVED
FEB 19 2008
FRANK T. MARTINEZ

CLA2008.City Clerk planning report 2-15-08
November 20, 2007

Frank T. Martinez, City Clerk of Los Angeles
Office of the City Clerk, Room 224, City Hall
200 North Spring Street
Los Angeles, CA 90012

Re: LA Fashion District BID 2008 Budget and Work Plan

Dear Mr. Martinez:

Enclosed please find a copy of the LA Fashion District 2008 Budget that was approved by the Board of Directors on November 15, 2007 and a copy of the 2008 Work Plan.

If you have any questions about these documents, please call me at (213) 488-1153 extension 12.

Thank you.

Sincerely,

Kent Smith, Executive Director

Co: Karen E. Kalfayan, Executive Officer
    Holly L. Wolcott, Chief, Administrative Services Division
    Miranda Paster, Senior Management Analyst
    Rick Scott, BID Analyst

Enclosure:
2008 Budget & Work Plan
### 2008 Board-Approved Budget

#### Comparison of 2008 Budget vs. 6/15/03 City-Approved Management Plan

<table>
<thead>
<tr>
<th>Budget Category</th>
<th>% of 2008 Budget</th>
<th>2008 Projected Budget</th>
<th>6/15/03 Management Plan</th>
<th>% Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Public Space Management</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintenance</td>
<td>38%</td>
<td>$1,576,600</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Security</td>
<td>30%</td>
<td>$1,225,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sub-Total</td>
<td>68%</td>
<td>$2,802,100</td>
<td>$2,516,922</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Adm., Communication, Special Projects</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Image &amp; Communication</td>
<td>9%</td>
<td>$384,700</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administration</td>
<td>6%</td>
<td>$241,600</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special Projects</td>
<td>5%</td>
<td>$191,400</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sub-Total</td>
<td>20%</td>
<td>$817,700</td>
<td>$755,114</td>
<td>8%</td>
</tr>
<tr>
<td><strong>2008 BID Renewal</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>$78,400</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td><strong>South Santee Alley Overlay</strong></td>
<td></td>
<td></td>
<td></td>
<td>-2%</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>$225,700</td>
<td>$231,163</td>
<td></td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>City Fees</td>
<td>1%</td>
<td>$25,600</td>
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<td></td>
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<tr>
<td>Depreciation</td>
<td>2%</td>
<td>$91,400</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bad Debt</td>
<td>2%</td>
<td>$90,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sub-Total</td>
<td>5%</td>
<td>$207,000</td>
<td>$213,847</td>
<td>-3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
<td>$4,130,900</td>
<td>$3,717,046</td>
<td>10%</td>
</tr>
</tbody>
</table>
Developed by the Fashion District Board of Directors, the Fashion District Business Improvement District 2008 Work Plan proposes to continue improving and convey special benefits to properties located within the Fashion District. The Business Improvement District will provide new and continued improvements and activities, including maintenance, security, image/communication and special programs above and beyond those currently provided by the City. This approach has been successfully working in the Fashion District since 1996. It has enabled the District to create a positive image, attract new customers, increase sales, occupancies and property values.

**2008 OPERATING BUDGET SUMMARY**
The total improvement and activity plan budget for 2008 is projected at $4,130,900 made up of the following components:

<table>
<thead>
<tr>
<th>Activity Description</th>
<th>Budget Amount</th>
<th>Percentage of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PUBLIC SPACE MANAGEMENT ACTIVITY</strong></td>
<td>$2,802,100</td>
<td>68%</td>
</tr>
<tr>
<td>Public Space Safety Programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Space Maintenance Programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ADMINISTRATION, COMMUNICATION, SPECIAL PROJECTS ACTIVITY</strong></td>
<td>$817,700</td>
<td>20%</td>
</tr>
<tr>
<td>Image and Communication programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special Project programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2008 BID RENEWAL</strong></td>
<td>$78,400</td>
<td>2%</td>
</tr>
<tr>
<td><strong>SANTEE ALLEY SOUTH OVERLAY</strong></td>
<td>$225,700</td>
<td>5%</td>
</tr>
<tr>
<td><strong>OTHER ACTIVITY</strong></td>
<td>$207,000</td>
<td>5%</td>
</tr>
</tbody>
</table>

**PUBLIC SPACE MANAGEMENT ACTIVITY**
Public Space Safety Programs comprised of the Fashion District Patrol will continue to deal with crime prevention and inappropriate conduct in the district, 24 hours a day, seven days a week.

Public Space Maintenance Programs will continue to increase effectiveness of graffiti removal, sidewalk and alley cleaning, trash removal, tree trimming, weeding, wayfinding signage maintenance, and poster removal.

**ADMINISTRATION, COMMUNICATION, SPECIAL PROJECTS ACTIVITY**
Image and Communication programs will continue to create a positive image for the district based upon the positive changes that are taking place. Programs designed to attract new investors and customers to the district as well as attract City investment to the district.

Special Project programs will focus on specific issues important to the district such as: day laborers, public restrooms, surveillance cameras, parking improvement, uniform signage streetscape improvements and in the fourth and fifth years of the District bid renewal expense.

**Administration/Advocacy**
The Fashion District improvements and activities are managed by a professional staff that requires centralized administrative support. Fashion District services are delivered 24 hours a day, seven days a week and require management staff 24 hours a day, seven days a week. Advocacy is an important part of the administration function, providing additional City investment and services.

**2008 BID RENEWAL**

$78,400 2% of the budget

**SANTEE ALLEY SOUTH OVERLAY**

$225,700 5% of the budget

**OTHER ACTIVITY**

BID Expense

In order to fund the expenses charged by the City and County for collection and distribution of BID revenue a BID expense budget has been established.

**Reserve for Delinquent and/or Slow Payment**

A change in the State Constitution now mandates City, County, State and Federal property must pay into assessment districts. Their assessments have been included in the total budget income for the District. However, because of the difficulty in obtaining timely payment from government entities a reserve has been established to offset delinquent and/or slow payment.

**Depreciation**

A reserve has been established to fund capital equipment depreciation.
Section 4

Fashion District Business Improvement District Boundary

4.1 Overall Boundary and Benefit Zones

District Boundary

An approximately 90 block area has been identified for the Fashion District BID. Within this 90 block area 7 benefit zone areas have been established that will receive different levels of service, benefit and assessment. District boundaries and benefit zone boundaries are identified by the map on page 12.

Beginning at the northeast corner of 7th Street and San Pedro Boulevard, go west to Maple Ave along the north property line of property facing on the north side of 7th Street. Go north on Maple to 5th Street along the east property line of property facing on the west side of Maple Ave. Go west on 5th st along the north property line of property facing on the south side of 5th. Return south along the west property line of property facing on the west side of Los Angeles Street. At Los Angeles Street and 7th Street continue west to the first alley west of Spring Street along the north property line of property facing on the north side of 7th Street. Go south along the alley west of Spring Street to Olympic Boulevard. Then go west to the alley west of Main Street, including Broadway Place. Go south along the alley west of Main Street to the south side of 18th Street. Go east along the south property line of property facing on the south side of 18th Street to Maple. Cross Maple, continue along the south property line of property facing the south side of the freeway right of way, to San Pedro. At San Pedro go east along the south property line of property facing on the south side of 17th Street. At Griffith turn north along the east property line of property facing on the west side of Griffith to 14th Place. At 14th Place turn west following the north property line of property facing on the north side of 14th Place. At San Pedro turn north following the east property line of property facing on the east side of San Pedro to the south property line of property facing on the south side of 12th Street. Go east along the south property line of property facing on the south side of 12th St. to the east property line of parcel 5132-12-029. Turn north along the east property line of parcel 5132-12-029 and along the east property line of parcel 5132-10-045 continue north along the east property line of parcels facing on the east side of Crocker to 9th Street. At 9th Street turn west following the north property line of property facing on the south side of 9th Street to the east property line of property facing on the east side of San Pedro. Go north on the east property line of property facing on the east side of San Pedro to 8th Street. At 8th Street cross to the west side of San Pedro and follow the east property line of property facing on the west side of San Pedro to the beginning point at 7th Street.
Section 7

Engineers Report

7.1 Assessment Methodology
Fashion District property owners and business owners have emphasized that the assessment formula for the Management District must be fair, balanced and have a direct relationship to benefits received. In California, assessed value cannot be used as the ultimate determination of assessment due to uneven valuations arising from Proposition 13.

The recommended methodology for the Fashion District is to use a combination of lot square footage, front footage of lot (as defined herein), and building square footage. Lot square footage is relevant to the highest and best use of a property and will reflect the long term value implications of the improvement district. Building square footage is relevant to the interim use of a property and is utilized to measure short and mid-term value impacts. Street front footage is relevant to the need for services along streets, sidewalks and building fronts.

The least emphasis is placed on gross building square footage due to the short term benefits for interim uses and the dilution of direct benefit to uses above the ground floor. Benefit to building square foot is assumed to be equal throughout the District, therefore all zones share equally in benefits attributed to building. More emphasis is placed on a property's front footage because the benefit of ground floor security, maintenance and marketing is realized by those properties with frontage on the street. The most emphasis is placed on gross lot square footage due to the more substantial long term value impacts on highest and best use and due to the nature of proposed district services providing more direct benefit to ground floor property and land.

Street Frontage Defined. Street Frontage is defined as the length in feet of the side of the lot facing the street. Properties with more than one street frontage are assessed street frontage for only one street. The frontage assessed shall be determined to be the front that generates the most need for services and receives the most benefit from District services. Elements taken into account to make a determination will be, major entry ways to building, number of storefronts, situs address and location in the District.

Building Area Defined. Building Area is defined as gross building square footage as determined by the outside measurements of a building.

Properties with frontage on Santee Alley North and Santee Alley South will be assessed an additional assessment on a per front foot basis for all footage fronting on Santee Alley. This assessment is over and above all other assessments for front foot, land and building as defined above.

Lot Area Defined. Lot Area is defined as the total square footage within the boundaries of the parcel. The boundaries of a parcel are defined on the County Assessor Parcel Maps.
LA Fashion District BID
Assessment Rates Table

<table>
<thead>
<tr>
<th>Zone #</th>
<th>2007 Assessment Rates</th>
<th>2008* Assessment Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Front</td>
<td>$25.5289</td>
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<tr>
<td>Lot</td>
<td>$0.2297</td>
<td>$0.2366</td>
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<tr>
<td>Building</td>
<td>$0.0176</td>
<td>$0.0181</td>
</tr>
<tr>
<td>#2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Front</td>
<td>$16.8083</td>
<td>$17.3125</td>
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<tr>
<td>Lot</td>
<td>$0.1329</td>
<td>$0.1369</td>
</tr>
<tr>
<td>Building</td>
<td>$0.0176</td>
<td>$0.0181</td>
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</tr>
<tr>
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<tr>
<td>Building</td>
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<td>$0.0181</td>
</tr>
<tr>
<td>#4</td>
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<td></td>
</tr>
<tr>
<td>Front</td>
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</tr>
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<tr>
<td>Building</td>
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<td>$0.0181</td>
</tr>
<tr>
<td>#5</td>
<td></td>
<td></td>
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<tr>
<td>Front</td>
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<td>$12.1111</td>
</tr>
<tr>
<td>Lot</td>
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<td>$0.0751</td>
</tr>
<tr>
<td>Building</td>
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<td>$0.0181</td>
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<tr>
<td>Front</td>
<td>$5.1398</td>
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<td>Building</td>
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<td>$0.0181</td>
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<td>#7</td>
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<td>Front</td>
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<td>Lot</td>
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<tr>
<td>Building</td>
<td>$0.0179</td>
<td>$0.0184</td>
</tr>
<tr>
<td>Santee Alley (Overlays)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>North</td>
<td>$154.5706</td>
<td>$159.2078</td>
</tr>
<tr>
<td>South</td>
<td>$184.2161</td>
<td>$189.7426</td>
</tr>
</tbody>
</table>

Note *: On 5/31/07, DPOA's Board of Directors approved a 3% increase for all 2008 assessments.
Section 5  
Fashion District  
District Improvement and Activity Plan  

Process to Establish the Improvement and Activity Plan  
Through a series of Steering Committee meetings beginning in July of 2002 through January of 2003, Fashion District stakeholders collectively determined the priority for Improvements and Activities to be delivered by the Business Improvement District. The primary needs as determined by the stakeholders were: safety/security, maintenance, image/communications and special projects.

PUBLIC SPACE MANAGEMENT ACTIVITY

Fashion District Public Safety Program.
The Fashion District safety program mission is to support the police department, property owners and tenants in overall crime prevention efforts and reduction in neighborhood street disorder, while offering a customer service orientation to pedestrians. They provide highly visible neighborhood safety and are intended to supplement—not supplant—individual building security and police.

Integration with Los Angeles Police Department
The Fashion District safety program works closely with the LAPD and integrates the Fashion District program with that of the LAPD. Los Angeles Police Department officers are active in the development and training of the Fashion District personnel.

Bicycle Patrol
The Bike Patrol deters theft, shoplifting and burglary from motor vehicles, however the service does not completely prevent these crimes. Their presence is a deterrent to aggressive panhandling and other unsuitable street behavior. They also deter and report illegal street vending, illegal dumping and street code violations. They handle a myriad of quality of life problems including: drinking in public, urinating in public, indecent exposure, trespassing, prostitution observations, scavenging and shopping cart confiscation. They perform goodwill gestures such as escorting employees, helping lost children and retrieving keys from locked cars. Bike Patrols also assist with traffic control in the event of accidents, fires or unusual occurrences.

They patrol assigned routes evenly, covering all property equally on any route in the district. They are professional, assertive, friendly, courteous, people oriented individuals in excellent physical condition. The Bike Patrol officers complete 40 hours of customized classroom district training and 16 hours of field training based on the Fashion District Safe Team Handbook.
Night Time Vehicle Patrol
The Night Patrol protects area and property within the district boundaries, and works to prevent inappropriate behavior from taking place on the streets, sidewalks, storefronts, parking lots and alleys. They prevent graffiti and apprehend taggers when required. The Patrol prevents illegal dumping, burglary, vandalism and other crimes against property. They respond to alarms and maintain communication with LAPD area patrol. They provide escort services for employees working late, respond to calls for assistance from tenants and property owners and handle special projects.

Fashion District Public Space Clean Team
In order to consistently deal with maintenance issues a Fashion District Maintenance Program was established in 1996. This important program continues with the renewal of the District. In order to effectively deal with the many maintenance issues in the Fashion District a multi-dimensional approach has been developed consisting of the following elements:

Sidewalk Maintenance: Uniformed, radio equipped personnel sweep litter, debris and refuse from sidewalks and gutters of the district. Collector truck personnel collect trash from over 300 trash receptacles.

Alley Maintenance: The clean team and safety patrols each have responsibility in this area. Safety personnel address owner and tenant compliance with City code issues on cleanliness of sidewalks, alleys and illegal dumping. The clean team clears the alley of debris when a responsible party can not be found for illegal dumping or other violations.

Graffiti Removal: Painters remove graffiti by painting, using solvent and pressure washing. The district maintains a zero tolerance graffiti policy. All tags are removed within 24 hours weekdays. 11,000 graffiti tags were removed in the last two years.

Sidewalk Mechanical Cleaning: Cleaning machines scrubbed over 20 million square feet of sidewalk in 2001 and 2002.

Storm Drain Cleaning: Remove illegally dumped debris. Performed to supplement City services and prevent street drainage problems.

Freeway Underpasses: Maintenance clears debris and trash from the freeway underpasses and sidewalks which are the gateways to the district.

Weed Abatement: Weeds are removed as they become unsightly or by special request.

Tree Trimming: An bi-annual service provided by the district to trim all broadleaf trees in the District.
Paper Sign and Handbill Removal: Paper signs and handbills scotch taped or glued on public property, utility boxes, poles and telephones are removed.

Special Collections: District trucks are often called to assist LAPD to dispose of illegal food vendors inventory. They are also dispatched to collect stolen shopping carts and large bulky items illegally dumped in the district.

Maintenance Problems Requiring Third Party Intervention: Problems are monitored that create blighted or unsafe conditions in the district, but are outside of the jurisdiction of the District to repair. Request are made to the responsible party for repair. Types of problems include blocked or damaged sewers or drains, damaged sidewalks/streets/alleys, non-operating street lights, damaged or missing street signs, etc.

ADMINISTRATION, COMMUNICATION, SPECIAL PROJECTS ACTIVITY

Tell the story...again and again and again. The program that has been developed to tell the story of change and improvement in the Fashion District is one of the most important parts of the improvement plan. The positive publicity generated (84 million impressions in 2002) have played a large role in securing additional resources and services from the public sector. Several types of communication elements have been used in the past, it is proposed that a combination of some of these will continue and be expanded upon in the renewed District. Some of these elements are:

- Street Banner Program
- Newsletter
- Fashion District Web Site
- Business Directory
- Fashion District Map
- Public and Media Relations
- Development of Fashion District Image Pieces
- Seasonal Radio and Print Advertising
- Market Research Updates
- Economic Development
- Collateral Support
- Support for LA Fashion Week
Special Projects
Since the beginning of the District it has been important to undertake one time, task oriented projects that benefit the District property owners. Because of their nature it is difficult to include these projects in maintenance, safety or communication although they tend to cross all of those lines. This category is also reserved for opportunities that present themselves during the life of the District, but are not known at the time of renewal. The purpose of District funds used for Special Projects is to leverage District money with grant money from other public and private sources. Some of the special projects that are currently proposed are:

- Fashion District portion of a Downtown wide signage program
- Self cleaning public toilet program
- Information kiosks and new bus shelters
- Day laborer hiring site
- Additional Fund Procurement...Grants, sponsorships, new investment
- Streetscape improvement program...demonstration visioning project
- Street lighting improvement
- Small business assistance
- Renewal of the Business Improvement District

BID funds will not be the primary source of funds to implement the above special projects.

Management Personnel
The Fashion District improvements and activities are managed by a professional staff that requires centralized administrative support. Fashion District services are delivered 24 hours a day, seven days a week and require management staff 24 hours a day, seven days a week. Management staff expenses are allocated to both administrative costs and to programs costs depending on the position and the type of work actually performed. In the current District budget their are seven budgeted positions. According to the International Downtown Association Survey the average number of positions for district management organizations is 11. The Fashion District is significantly below the national average for management positions and costs of similar sized organizations.

OTHER ACTIVITY
BID Expense

Reserve for Delinquent and/or Slow Payment

Depreciation