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CF 13-0641

July 19, 2013

The Honorable Herb J. Wesson, Jr., Tenth District
 President, City Council of the City of Los Angeles
 200 N. Spring Street, Room 475
 Los Angeles, CA 90012

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SUBJECT: Request for Council Support to Renew the LA Fashion District Business Improvement District

Dear Councilman Wesson,

The Board of Directors of the LA Fashion District Business Improvement District (BID) request the support of the Honorable Members of the City Council to renew the BID for a fifth term from 2014 to 2018. The Board is proud that the LA Fashion District BID was the first property based BID to be created in the City of Los Angeles.

A successful Petition Drive has allowed us to proceed to the Ballot Campaign. Ballots were mailed by the City Clerk and the next step is the public hearing on July 23, 2013. We urge you to approve the Ordinance of Establishment that will allow the LA Fashion District BID to continue providing Clean and Safe services to this important neighborhood in downtown Los Angeles.

Property owners have shown their support for renewal with a 54% approval during the Petition Drive. The BID proposes to spend over \$18 million in the next 5 years to keep the Fashion District clean and safe and attract more economic activity and jobs to the district.

The LA Fashion District BID has continued its mission to be the most valuable resource to property owners and the City of Los Angeles since its beginning 16 years ago. Today over 1,000 property owners, 4,000 businesses and tens of thousands of jobs now benefit from the Clean and Safe services we provide.

We have developed a very strong partnership with LAPD to reduce crime in this city. One illustration of this partnership was the BID's Safe Team's job in the successful apprehension of a suspected thief on July 17, 2013. In response our Senior Lead Officer Jones-Linton stated: "Awesome work, what an intricate part you all play in making the area more desirable and safe."

2014 – 2018 Management Plan Highlights:

- o The budget will be \$22,000 less in 2014 than 2013.
- o Assessments have increased only 0.06% since 1999.
- o 75 jobs will be provided by the BID to deliver Clean and Safe services to the community.
- o 750 trees in the district will be trimmed every two years.
- o Cost effective social media campaigns connect the Fashion District with an international audience.



2012 Accomplishments:

- Collect over 5 tons of trash daily
- Removed 7,300 graffiti tags
- Cleaned 14 million square feet of sidewalk
- Conducted 51,300 Location Checks for Safety during the night
- 15.3 million website hits
- 570,000 unique website visitors
- Gained 13,800 new Facebook Fans
- Generated \$2.4 million in free advertising for the district

Please approve the Ordinance to Establish the LA Fashion District for another 5 years so property owners can continue to invest in the future of the neighborhood.

Please call me at 213-488-1153 x 712 or email kent@fashiondistrict.org with questions or comments about the BID Renewal. Thank you for your consideration.

Sincerely,



Kent Smith, Executive Director
LA Fashion District BID

Cc:

Honorable Members of the City Council of Los Angeles c/o June Lagmay, City Clerk
LA Fashion District BID Board of Directors