Since March, most of the LA Fashion District BID’s marketing and communication efforts have been geared towards the COVID-19 pandemic’s response and recovery.

Here’s a snapshot of marketing and communication efforts the BID has executed since July:

• The LA Fashion District BID created and distributed a Quick Guide to Re-Opening Safely to district retailers. This resource was intended to help businesses safely serve customers and protect employees while encouraging businesses to follow the rules, open safely and operate with care.

• The BID also conducted a COVID-19 Economic Impact Survey among businesses located within the LA Fashion District neighborhood. This survey was conducted in order to get a better understanding of the impacts COVID-19 had on district businesses. We were able to take the feedback collected in those survey responses and assess how our organization might be able to help with some of the challenges the businesses are facing.

• In Q3, the BID also deployed a new Text Message Service for stakeholders to opt-in to receive important information regarding emergency happenings and impacts specific to the LA Fashion District neighborhood. Subscribers will receive messages that communicate only urgent, need to know now, information.

• The BID conducted a Consumer Sentiment Survey in partnership with the International Downtown Association in order to try and better assist district businesses in determining the next steps on our road to recovery in order to provide a safe and comfortable experience for those who live, work, shop, and visit here.

The BID has and will continue to use the survey results from those in our area to focus resources and actions over the next 6-12 months as we all do our part to stop the spread of COVID-19.

• The BID also sent out an Emergency Preparedness Checklist to Property Owners and Merchants in order to help protect and prepare businesses for emergency situations, such as natural disasters, acts of terrorism, civil unrest, etc.

• The COVID-19 Resource Page on the website continues to be helpful and has received 60K pageviews since created.
DTLA 2040: AN UPDATE FROM THE DTLA 2040 STEERING COMMITTEE

In early 2020, the LA Fashion District (or District) formed a Steering Committee comprised of local property and business stakeholders to assess the future of the District. The committee convened and discussed several factors affecting the District, including the DTLA 2040 Plan process, current economics, and future business markets. The discussion also focused on identification of assets, challenges, opportunities, and an ultimate vision for the area. MIG, Inc., in close collaboration with LA Fashion District staff, facilitated the sessions and documented the range of ideas and opportunities for the future.

These meetings resulted in an Emerging Vision Framework intended to guide the District’s future over the coming years and decades. Shortly after these discussions, COVID-19 brought both the economy and society to a standstill. However, the Steering Committee continued to review and refine the Vision Elements and Goals to better frame how the District should move forward. Ultimately this effort may include development of a focused set of strategies and actions necessary to implement the Vision and ensure the LA Fashion District’s recovery, rebirth and flourishing future.

This Vision Framework outlines an overarching path for stakeholders and the community to chart that future course. It is the first step in a Strategic Planning process, which ultimately should go into greater detail about the lead parties, responsibilities, timeframes, and potential funding sources in support of specific actions.

The Vision Framework contains the following elements:

- Vision Elements
- Goals
- Strategies and Actions
- Organizational Structure and Support

In addition to the Vision Framework, the BID formulated a response to the DTLA 2040 Plan and worked with MIG to create Development Prototypes aimed at helping stakeholders with future development considerations.

For a copy of the DTLA 2040 Vision Framework, Development Prototypes, or the BID’s Response Letter to the DTLA 2040 Plan, please email: miranda@fashiondistrict.org

COUNCIL DISTRICT 14: KEVIN DE LÉON SWORN IN

On October 15th, Kevin de León was officially sworn in as Councilmember for the 14th District. He has been a longtime partner to many downtown organizations and is a committed advocate for Downtown. CD 14 has been without active council representation for years, and during the many crises we face as a region, it is now more important than ever that we have the right leader in place to realize our vision for DTLA.

The LA Fashion District BID welcomes Councilmember de León and we are excited to have him represent the heart of the city.

To find out more about Councilmember de León and his plans for important issues facing CD14, please visit: www.kevindeleon.com
LA FASHION DISTRICT BID: 2020 ANNUAL MEETING

The Annual Meeting program included:

• An overview of the BID’s COVID-19 Response and Recovery efforts by Executive Director, Rena Leddy

• A Keynote Address that focused on the future of Downtown LA with an emphasis on DTLA 2040 by MIG’s Chris Beynon

• A presentation of the inaugural LA Fashion District Community Partner Award to the late, Barry Gold, for his longtime commitment and service to the BID and the betterment of the LA Fashion District neighborhood

RENA LEDDY
EXECUTIVE DIRECTOR

On October 22nd, the LA Fashion District BID hosted its first -- and hopefully only -- virtual Annual Meeting.

Due to the COVID-19 pandemic, the public meeting was held via the Zoom platform, and about 65 stakeholders were in attendance.

To view a recording of the Fashion District BID’s 2020 Annual Meeting, please email:

miranda@fashiondistrict.org

LA FASHION DISTRICT DATA: PED COUNTS

<table>
<thead>
<tr>
<th>7th &amp; Spring</th>
<th>11th &amp; Santee Alley</th>
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</thead>
<tbody>
<tr>
<td>March</td>
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<tr>
<td>39,019</td>
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<td>Least busy day</td>
<td>Least busy day</td>
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<td>Sunday</td>
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<tr>
<td>10:30AM-4:00PM</td>
<td>9:30AM-3:30PM</td>
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COVID-19
The BID’s response to the COVID-19 pandemic

DTLA 2040
Get the latest update from the Steering Committee

ANNUAL MEETING
A recap of the BID’s 2020 Annual Meeting

DISTRICT DATA
Review the latest Pedestrian Counts in key areas of the LA Fashion District neighborhood