



TREND REPORT

BUSINESS IMPROVEMENT DISTRICT (BID) NEWSLETTER

LA FASHION DISTRICT CUSTOMER SURVEY

The survey will assist the LA Fashion District BID and our businesses in determining the next steps on our road to recovery in order to help provide a safe experience for those who live, work, shop, and visit here. Please take a few minutes to complete the survey.

LA FASHION DISTRICT BID

TEXT MESSAGE SERVICE

Sign up 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.

SIGN UP AT: [FASHIONDISTRICT.ORG/ABOUT/SUBSCRIBE](https://fashiondistrict.org/about/subscribe)

FASHION DISTRICT BID RESPONSE + RECOVERY: COVID-19

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 LEÓN 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



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.

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



- Recognition of the LA Fashion District BID's Operations Manager, Jackie Sanchez, who has been with the BID for 25 years



To view a recording of the Fashion District BID's 2020 Annual Meeting, please email: miranda@fashiondistrict.org

LA FASHION DISTRICT DATA: PED COUNTS



7th & Spring		11th & Santee Alley	
March	39,019	March	7,094
April	264,758	April	58,144
May	350,436	May	130,939
June	353,063	June	160,702
July	378,151	July	172,009
August	378,979	August	181,011
September	369,595	September	180,561
October	396,372	October	190,457
Total	2,627,713	Total	1,120,652
Daily Avg	11,134	Daily Avg	4,749
Peak Day (Fri, 10/30/2020)	14,712	Peak Day (Sat, 9/05/2020)	8,651
Least busy day	Sunday	Least busy day	Tuesday/ Wednesday
Busiest Day	Friday & Saturday	Busiest Day	Saturday
Peak Weekday Timeframe	10:30AM-3:30PM	Peak Weekday Timeframe	9:30AM-2:00PM
Peak Weekend Timeframe	10:30AM-4:00PM	Peak Weekend Timeframe	9:30AM-3:30PM



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Return Service Requested



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WWW.FASHIONDISTRICT.ORG