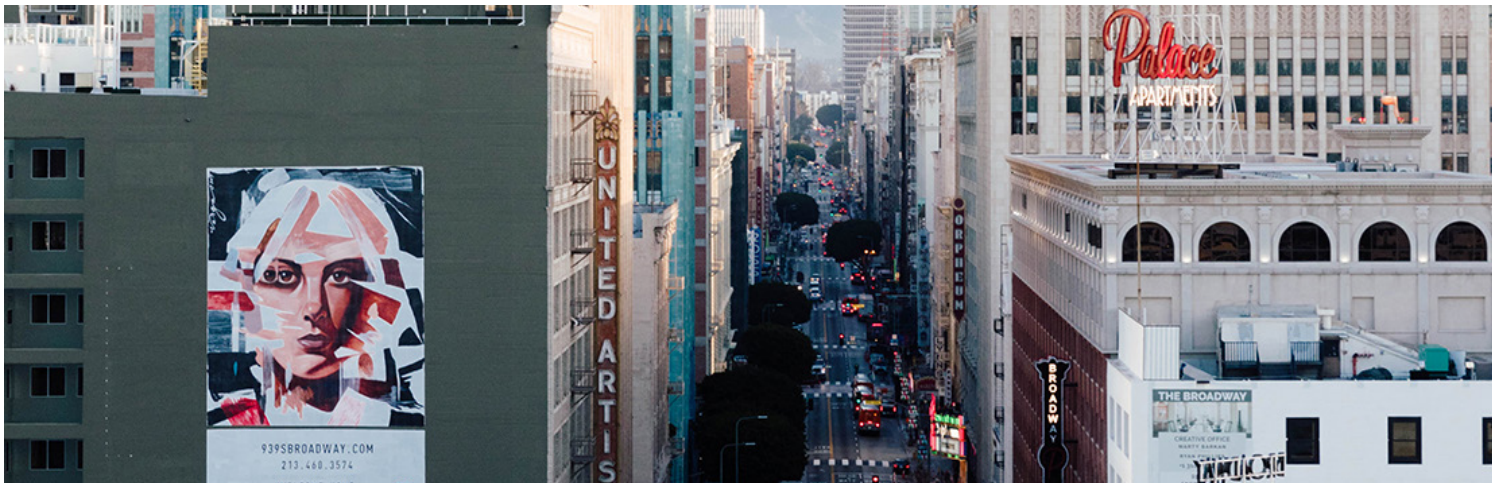
FASHION DISTRICT

TREND REPORT

BUSINESS IMPROVEMENT DISTRICT (BID) NEWSLETTER



FASHION DISTRICT BID LAUNCHES NEW GRANT PROGRAMS FOR SMALL BUSINESSES & PROPERTY OWNERS

The LA Fashion District BID created a variety of new Economic Development programs to offer in 2021. The 4 programs will help small businesses and property owners who have been impacted by the COVID-19 pandemic. These new response and recovery efforts have officially launched and are now accepting applications.

Here's a snapshot of the new Economic Development programs and a brief description of each:

• **SPACECONNECT** is a Leasing Incentive Grant Program that offers $10,000 grants to incentivize companies to lease ground floor commercial space within the LA Fashion District BID boundaries. Small to medium size independent retailers, arts & culture collectives, fast casual dining concepts, and personal care businesses are eligible to apply. Successful applicants will receive a $10,000 grant in addition to help with site selection and partner brokers.

• **#SmallBizLove Grant Program** is a Business Development/Improvement program specifically for existing merchants located within the LA Fashion District BID boundaries. The businesses selected will be awarded grants (valued at $500-$2500) in the form of creative services such as web design, photography, signage, branding, etc., to be used for their business immediately.

• **YOU ARE HERE** is a Pop-Up Retail Program that activates vacant spaces at (3) locations within the LA Fashion District BID boundaries. The spaces available will be rent-free opportunities for tenants to temporarily have their businesses reside in the LA Fashion District neighborhood for at least (3) months or longer. The goal of YOU ARE HERE is to enhance the pedestrian experience in the LA Fashion District, support local makers/entrepreneurs/ retailers and bring attention to properties for lease in the LA Fashion District.

• **SPRUCE IT UP** is a Façade Improvement Matching Grant Program that seeks to enhance the environment of the LA Fashion District neighborhood with building and public realm improvements. Existing property owners and businesses located within the LA Fashion District BID boundaries are eligible for up to $6,000 in matching grant funds for improvements to their building's exterior. All grants will be awarded to eligible applicants while funds are available.

For more information about these programs, including complete program details, eligibility criteria, and how to apply, please visit: **fashiondistrict.org/econ-dev**

PUBLIC SPACE IMPROVEMENTS: TREE TRIMMING

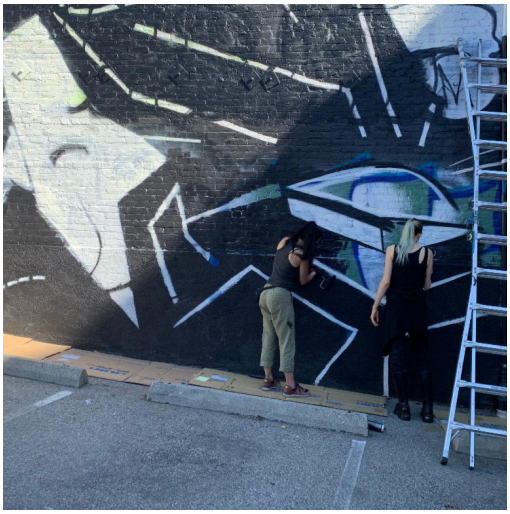
The LA Fashion District BID recently began the daunting task of trimming all 801 trees located within the LA Fashion District BID boundaries.

The BID is contracted with Trimming Land Service, who will complete the trimming over the course of the next several weeks.

The images above show Los Angeles Street between 6th and 7th Streets before (left) the trimming and after (right) the trimming.

MURAL RESTORATION

The Fashion District is fortunate to have a number of renown murals. Unfortunately, most of them were severely tagged over the past year. The BID is working with building owners and artists to restore the artwork where possible. After many months, the BID -- along with Tommi Lim (the mural artist), AYAN, and local DTLA residents -- restored the mural on Los Angeles Street between 7th and 8th.



UPDATE: LA ALLIANCE FOR HUMAN RIGHTS LAWSUIT

The ongoing LA Alliance for Human Rights lawsuit alleges that both the City of Los Angeles and Los Angeles County are failing to fulfill their responsibilities to address the homelessness crisis. Federal Court Judge Carter recently issued an order directing the City and County to take actions, including offering shelter to all those experiencing homelessness in Skid Row by October of this year. The Skid Row boundaries expand into the Fashion District BID boundaries, from Spring to Alameda on 2nd to 8th Street. The preliminary injunction ordered the City to put $1 billion in an escrow account, with the money to be used for homelessness. The court order also gives the City 60 days to detail how the $1 billion in funding for homelessness will be spent. The City and County are appealing the order.

Q1 MARKETING HIGHLIGHTS

Our marketing efforts encourage residents and visitors to safely shop, dine, and do business in the district. We highlight businesses that are open and show lots of love to our small businesses through our blogs posts, e-newsletters, and social media.

+ + POSITIVE PR + +

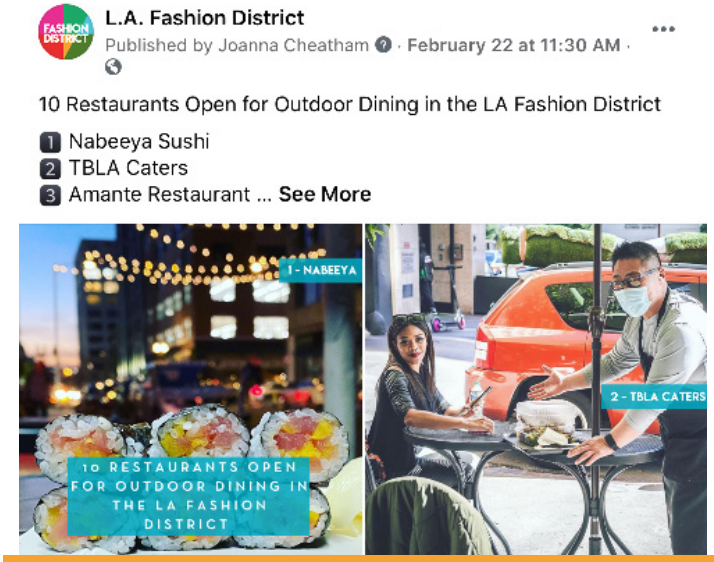
LA's Fashion District Prepares for its Next Act - *Bisnow*

California Market Center Revamp Continues in DTLA - *Urbanize LA*

DTLA Has $3B in Ongoing Construction Projects - *Globe Street*

1 MILLION

Between our webpage views and social media impressions alone, our digital content was seen by an average of 1 million people each month during Q1!



BLOG POST

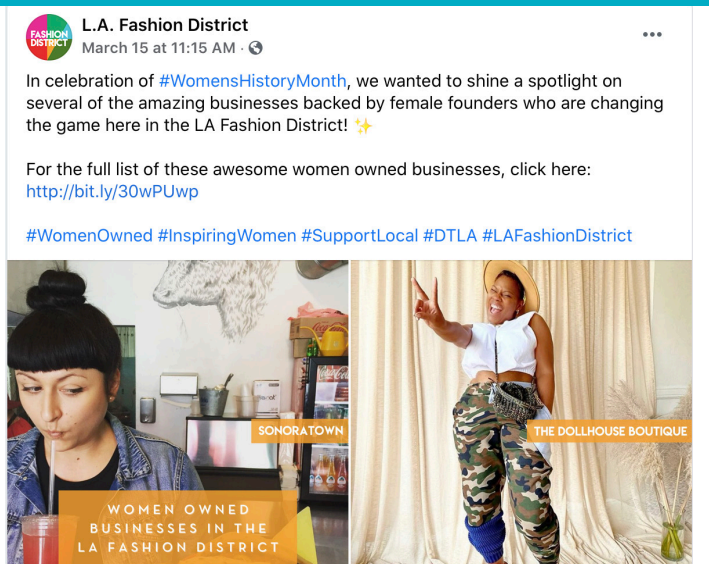
10 Restaurants Open for Outdoor Dining in the LA Fashion District

8,778 VIEWS

BLOG POST

Women Owned Businesses in the LA Fashion District

8,416 VIEWS



LA FASHION DISTRICT TREND REPORT

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Return Service Requested

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An update on Federal Judge Carter's recent order

MARKETING HIGHLIGHTS
Highlights from the BID's Q1 marketing efforts