The LA Fashion District BID launched 3 new Economic Development programs in Q2. The 3 programs will help small businesses and property owners who have been impacted by the COVID-19 pandemic. These new response and recovery efforts are accepting applications and will be ongoing through the remainder of the year.

Round 1 of the #SmallBizLove Grant Program closed in June with 63 Fashion District businesses applying to receive the marketing service grants available in the first round.

The Fashion District BID awarded 8 small businesses with grants, totalling $11,576 in marketing services, including branding, photography, social media, and video production.

Local freelancers and creative agencies have begun working with grant awardees to deliver the marketing services awarded. The businesses’ new marketing assets will be featured in e-newsletters and on the BID’s social media profiles in the coming months.

Round 2 of the #SmallBizLove Grant Program is currently open until July 30th, and Round 3 is planned to be available beginning August 9th.

The SPRUCE IT UP program has awarded 1 grant since applications recently opened. This program 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 and additional grant programs, including complete program details, eligibility criteria, and how to apply, visit: fashiondistrict.org/econ-dev
PUBLIC SPACE IMPROVEMENTS: SMART CANS FACE LIFT

The LA Fashion District BID currently has 4 ECUBE LABS Smart Cans deployed throughout the district. These solar-powered trash compactors can hold up to 5 times more waste compared to non-compacting bins, reducing collection frequency by up to 80% in some cases. The images above show the recent face lift the 4 compactors received, complete with LA Fashion District branding and messaging that features a clean and safe statistic.

SUMMER PARKLET SERIES

“Take a Break” with the LA Fashion District BID’s Summer Parklet Series. Beginning in June, the Fashion District BID began deploying a temporary parklet installation throughout the district. This place of respite offers a mini urban lounge for pedestrians to take a break and rest as they pass by. All of the furniture was upcycled and fabricated in-house using wood pallets that were illegally dumped throughout the district.

UPDATE: CAMPING ORDINANCE

On July 1st, the Los Angeles City Council voted 13-2 to tentatively approve an ordinance to restrict sleeping and homeless encampments in certain areas of the city, but the ordinance’s adoption was delayed because it required unanimous approval upon first consideration.

The motion to request the ordinance was introduced as a substitute motion to a stricter anti-camping draft ordinance that was stalled in the Homelessness and Poverty Committee since November.

The city’s current anti-camping ordinance, which has not been enforced during the COVID-19 pandemic, prohibits tents during daytime hours, from 6 a.m. to 9 p.m.

The ordinance will be reviewed during City Council’s next working week, which will likely be when it returns from recess on July 27.
**MARKETING Q2 REPORT**

**WEBSITE**

- **SESSIONS**: 242,694

- **FACEBOOK**
  - Q2 2021
  - New Followers: 4,346
  - Total Followers: 66,565

- **TWITTER**
  - New Followers: 0
  - Total Followers: 10,131

- **INSTAGRAM**
  - New Followers: 3,012
  - Total Followers: 71,223

- **PINTEREST**
  - Total Impressions: 24,167

- **PAGEVIEWS**: 32,966

**SOCIAL MEDIA**

- **FACEBOOK**
  - New Followers: 4,346
  - Total Followers: 66,565

- **TWITTER**
  - New Followers: 0
  - Total Followers: 10,131

- **INSTAGRAM**
  - New Followers: 3,012
  - Total Followers: 71,223

- **PINTEREST**
  - Total Impressions: 24,167

**BLOG**

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**OPERATIONS Q2 REPORT**

**SAFE TEAM**

- **LOCATION CHECKS**: 31,427
- **MERCHANT CONTACTS**: 10,957
- **HOMELESS COUNT**: 1,782

**CLEAN TEAM**

- **TAGS REMOVED**: 2,246
- **TRASH TONNAGE**: 206.41
- **PRESSURE WASH SQ. FT.**: 4,268,063

**PED COUNT**

- **7TH & SPRING**: 1,130,133
- **11TH & SANTEE ALLEY**: 528,877
- **755 S WALL ST**: 485,416
- **12TH & CROCKER**: 135,551
- **114TH ST & MAIN ST**: 6,400

*6/1-6/18 | moved to 14th & Main St

*6/19-6/30

**LA FASHION DISTRICT**
IN THIS ISSUE...

ECONOMIC DEVELOPMENT GRANTS AWARDED
The BID awarded 9 district businesses with grants

PUBLIC SPACE IMPROVEMENTS
Compactor cans get face lift + summer parklet series

CAMPING ORDINANCE UPDATE
The latest on the City's camping ordinance

DEPARTMENT HIGHLIGHTS
Highlights from the BID’s Q2 marketing and clean & safe efforts