A NOTE FROM THE NEW EXECUTIVE DIRECTOR...

2021 has been a year like no other – with the cornerstones being adaptation and recovery. The LA Fashion District stakeholders have demonstrated that we are resilient and more dedicated than ever to rebounding and building a healthier neighborhood in the wake of COVID-19.

The Fashion District BID created and debuted several Economic Development Programs in 2021 to aid small businesses and property owners impacted by the pandemic. A total of $44,478 was issued through programs ranging from matching grants for facade improvements to funding creative services for businesses.

As we look back at a year that focused on pivoting toward economic recovery, it is clear that the Fashion District has rekindled the synergy of yesteryear. Data shows that visitors to the district leveled out to pre-pandemic numbers in May at 2.04M. Since July, we’ve seen a month-over-month increase of at least 7% or 120,000 more visitors compared to 2019.

In 2022, the LA Fashion District Board of Directors and BID Staff will remain focused on navigating the turbulence from the ongoing COVID-19 pandemic and continue to maintain and offer innovative programming that will strengthen the community.

Sincerely,

Anthony Rodriguez
Interim Executive Director
The LA Fashion District is a culturally, socially, and economically diverse community with a rich heritage in the fashion industry, a district that is evolving into a future that will include residential and creative opportunities while maintaining its roots in fashion.

The LA Fashion District Business Improvement District is dedicated to helping the community be a clean, safe, and friendly place to work, shop, live, and do business.
A clean and safe LA Fashion District is our top priority. As goodwill ambassadors for the district, the highly visible, well-trained staff of yellow shirted Safety Officers provide an enhanced safety presence on the street, patrolling on foot, bicycle and by vehicle seven days a week, 24 hours a day.

The LA Fashion District’s very own custodial team is ultimately responsible for keeping the public right-of-way looking clean. Day and night, the Clean Team crew works diligently while assisting residents, employees, and visitors every step of the way.

### Change in Trash Tonnage

<table>
<thead>
<tr>
<th>Year</th>
<th>Tons</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>7.05</td>
</tr>
<tr>
<td>2018</td>
<td>9.62</td>
</tr>
<tr>
<td>2019</td>
<td>12.5</td>
</tr>
<tr>
<td>2020</td>
<td>6.3</td>
</tr>
<tr>
<td>2021</td>
<td>5.8</td>
</tr>
</tbody>
</table>
CLEAN TEAM STATS

NEEDLES PICKED UP
- 2019: 5,114
- 2021: 487

GRAFFITI TAGS REMOVED
- 2019: 9,864
- 2021: 7,524

SQ. FT PRESSURE WASHED
- 2019: 15M
- 2021: 18.2M

BULKY ITEMS REMOVED
- 2019: 1,411
- 2021: 1,054
## Safe Team Stats

### Welfare Checks
- **2019**: 6,438
- **2021**: 2,073

### Location Checks
- **2019**: 87,958
- **2021**: 94,744

### Response to Calls
- **2019**: 30,200
- **2021**: 20,530

### Response to Fires
- **2019**: 164
- **2021**: 251
The LA Fashion District BID created a variety of new Economic Development programs to offer in 2021. The purpose of the programs was to help small businesses and property owners who have been impacted by the COVID-19 pandemic.

<table>
<thead>
<tr>
<th>SPACECONNECT</th>
<th>SPRUCE IT UP!</th>
<th>#SMALLBIZLOVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leasing Incentive Grant Program</td>
<td>Facade Improvement Matching Grant Program</td>
<td>Business Development/ Improvement Grant Program</td>
</tr>
</tbody>
</table>

- **SPACECONNECT**: Leasing Incentive Grant Program
  - $10,000 grants to incentivize companies to lease ground floor commercial space

- **SPRUCE IT UP!**: Facade Improvement Matching Grant Program
  - 50% or up to $6,000 in matching grant funds for improvements to building’s exterior

- **#SMALLBIZLOVE**: Business Development/ Improvement Grant Program
  - Grants (valued at $500-$2500) in the form of creative services such as web design, photography, signage, branding, etc. to be used immediately

"#SMALLBIZLOVE"
SPECIAL PROJECTS

01
WHERE DO WE GO FROM HERE?
An art exhibit that prompts people to envision a future forward after a tumultuous time, including an ongoing pandemic, racial and cultural reckonings, and economic upheaval.

02
SUMMER PARKLET SERIES
An upcycled temporary parklet was deployed every month during summer throughout the district. The project was used to explore public space in the community.

03
WINTER WONDERLAND IS BACK!
The LA Fashion District’s purpose in creating this event was to provide dwell space for the kids and families in our community who are out doing their holiday shopping. With the help of Councilmember Kevin de León, the event was scaled up to a larger block on Broadway between 8th & 9th.

Winter Wonderland is achieving many milestones this year by making a triumphant return for its 5th year, bringing organizations together in collaboration, and solidifying itself as a DTLA tradition. Still, most importantly, it’s bringing space back to the community in a big way during the holidays.
**Fashion District Website**

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Views</td>
<td>2,929,798</td>
<td>3,424,514</td>
</tr>
<tr>
<td>New Users</td>
<td>517,102</td>
<td>620,894</td>
</tr>
<tr>
<td>Email Subscribers</td>
<td>9,986</td>
<td>17,700</td>
</tr>
<tr>
<td>Email Open Rate</td>
<td>14%</td>
<td>25%</td>
</tr>
</tbody>
</table>

**Fashion District Social Media**

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Impressions</td>
<td>50,686</td>
<td>75,509</td>
</tr>
<tr>
<td>Facebook</td>
<td>57,096</td>
<td>63,304</td>
</tr>
<tr>
<td>Twitter</td>
<td>10,223</td>
<td>10,161</td>
</tr>
<tr>
<td>Instagram</td>
<td>279,202</td>
<td>117,400</td>
</tr>
</tbody>
</table>

Daily Impressions
COVID-19 RECOVERY

Our 2021 goals focused on revitalizing the LA Fashion District and pivoting toward economic recovery from COVID-19. Quality data is necessary for businesses and stakeholders to measure recovery. Understanding visitors is equally essential to ensuring the district’s future success.

Access to visitor insights provided by Placer.ai is the newest resource we will offer stakeholders. These insights, if used effectively, can optimize marketing, improve customer satisfaction/retention, attract economic development, and increase bottom lines.

<table>
<thead>
<tr>
<th>METRIC NAME</th>
<th>2019</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits</td>
<td>20.42M</td>
<td>19.4M</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>6.06M</td>
<td>5.47M</td>
</tr>
<tr>
<td>Visit Frequency</td>
<td>3.37</td>
<td>3.57</td>
</tr>
<tr>
<td>Avg. Dwell Time</td>
<td>139 Mins</td>
<td>131 Mins</td>
</tr>
<tr>
<td>Avg. Household Income</td>
<td>$79.3K</td>
<td>$75.6K</td>
</tr>
</tbody>
</table>
Statistics might appear to be on the decline, but the closures at the beginning of 2021 still weigh heavy on the data. On closer inspection of the month-to-month figures, you will see that the Fashion District leveled out to pre-pandemic numbers in May. Since July, pedestrian levels have been at least 7% greater than those in 2019. With a minimum of 120,000 more visitors monthly. A sign that the Fashion District is indeed on the path to recovery.

*Data by Placer.ai
STAFF

ANTHONY RODRIGUEZ
OPERATIONS DIRECTOR/INTERIM EXECUTIVE DIRECTOR
ANTHONY@FASHIONDISTRICT.ORG

JOSE GONZALEZ
FINANCE & HR MANAGER
JOSE@FASHIONDISTRICT.ORG

JACKIE SANCHEZ
OPERATIONS MANAGER
JACKIE@FASHIONDISTRICT.ORG

JASMINE RAMOS
PUBLIC SPACE MANAGER
JASMINE@FASHIONDISTRICT.ORG

ELIZABETH ZURITA
MARKETING COORDINATOR
ELIZABETH@FASHIONDISTRICT.ORG

LAURIAL NABOR
EXECUTIVE ASSISTANT
LAURIAL@FASHIONDISTRICT.ORG
BOARD OF DIRECTORS

MARK CHATOFF
CALIFORNIA
FLOWER
MALL

DAVID FOLEY
BROOKFIELD
PROPERTIES/
CMC

MATTHEW
H. HAVERIM
HAVERIM
CAPITAL

ELISA KELLER
MERMAL &
MERMAL, LLC

STEVEN
KIM
DAILY
INVESTMENT

LISA
KORBATOV
FISCH
PROPERTIES

YUL
KWON
KAMA

MARK LEVY
THE CITY
MARKET OF
LOS ANGELES

JESSICA
LEWENSTAIN
ANJAC

TYLER
NEMAN
SKATE
GROUP INC.

DEAN
NUCICH
URBAN
OFFERINGS

DIANE
PAPPAS
J & E
SOLUTIONS
LLC

LAURIE SALE
SCS BUILDING
FUND LLC

BRIAN
TABAN
JADE
ENTERPRISES

SUZETTE
WACHTTEL
KMW
ENTERPRISE
LLC

FASHIONDISTRICT.ORG
LA FASHION DISTRICT BID
818 S. Broadway, #801
Los Angeles, CA 90014

Return Service Requested