

QUARTERLY INSIGHTS REPORT

Q1 2026

January 1 - March 31, 2026

PREPARED BY

LA Fashion District BID

fashiondistrict.org · 213.488.1153

LA Fashion District BID

The **LA Fashion District Business Improvement District (BID)** is a private, non-profit corporation created and maintained by property owners. We serve the LA Fashion District community - businesses, employees, residents, visitors, and more.

"One of the largest wholesale fashion markets in the United States, serving over 40,000 daily visitors across 107 blocks of Downtown Los Angeles."

- LA Fashion District BID Annual Report

107

BLOCKS SERVED

2,425

PARCELS

40K+

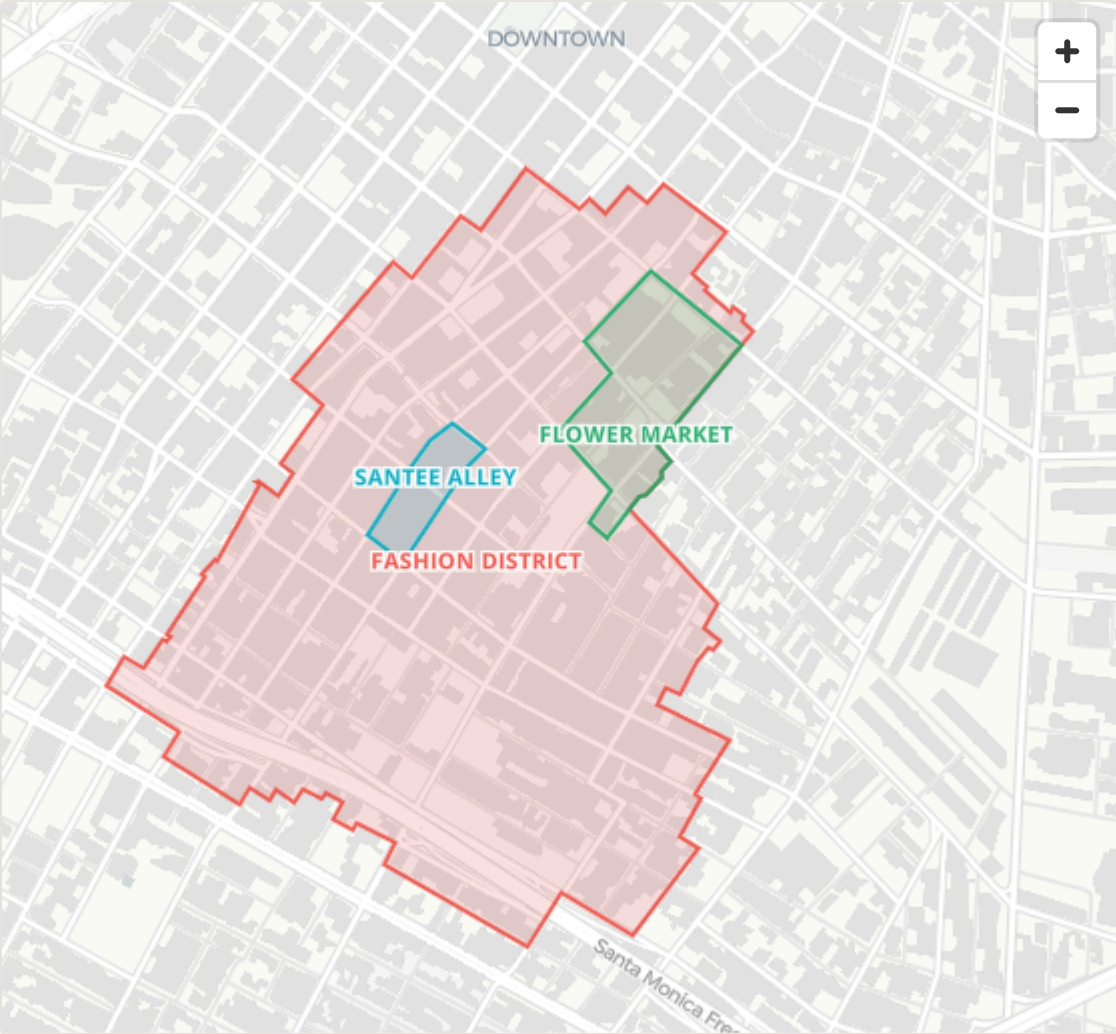
DAILY VISITORS

1996

ESTABLISHED

DISTRICT FOOTPRINT

107 BLOCKS - DTLA - 7TH ST - I-10 FWY - BROADWAY - PALOMA



The LA Fashion District BID is 1 of 9 BIDs in Downtown LA and 1 of over 40 BIDs in the City of Los Angeles. A binding assessment levied on property owners funds BID activities, and a **15-member Board of Directors** elected by district property owners oversees the organization.

Clean

Daily street cleaning, sidewalk pressure-washing and graffiti removal across 107 blocks.

Safe

Visible 24/7 patrol presence, welfare checks and incident response.

Marketing

Social media, newsletters and quarterly insight reports for the district.

2026 BOARD OF DIRECTORS

Kara Bartelt - Hoxton Hotel

Mark Chatoff - California Flower Mall

Margot Garcia - The Hirsh Collective

Tom Keefer - The New Mart

Elisa Keller - Mermel and Mermel LLC

Eric Kim - California Market Center

Steven Kim - Daily Investment

Lisa Korbatov - Fisch Properties

Matthew Needleman - ANJAC Fashion Buil...

Diane H. Pappas - J & E Solutions, LLC

Albert Rhee - Active Basic USA

Laurie Rosen - Academy Award Clothes

Laurie Sale - SCS Building Fund LLC

Brian Taban - JADE Enterprises

Suzette Wachtel - KMW Enterprise, LLC

LA Fashion District BID - FY 2026 elected members

QUARTER AT A GLANCE

VS Q1 2025

PEAK DATE

Sat Feb 14 was the busiest day with 102,525 visits.

PEAK MONTH

March led with 1.64M visits.

ENGAGEMENT

Avg. dwell 91 min per visit, median 46min.

LOYALTY

Frequency 1.95 visits per visitor, 2.27M unique visitors.

Q1 2026 SUMMARY

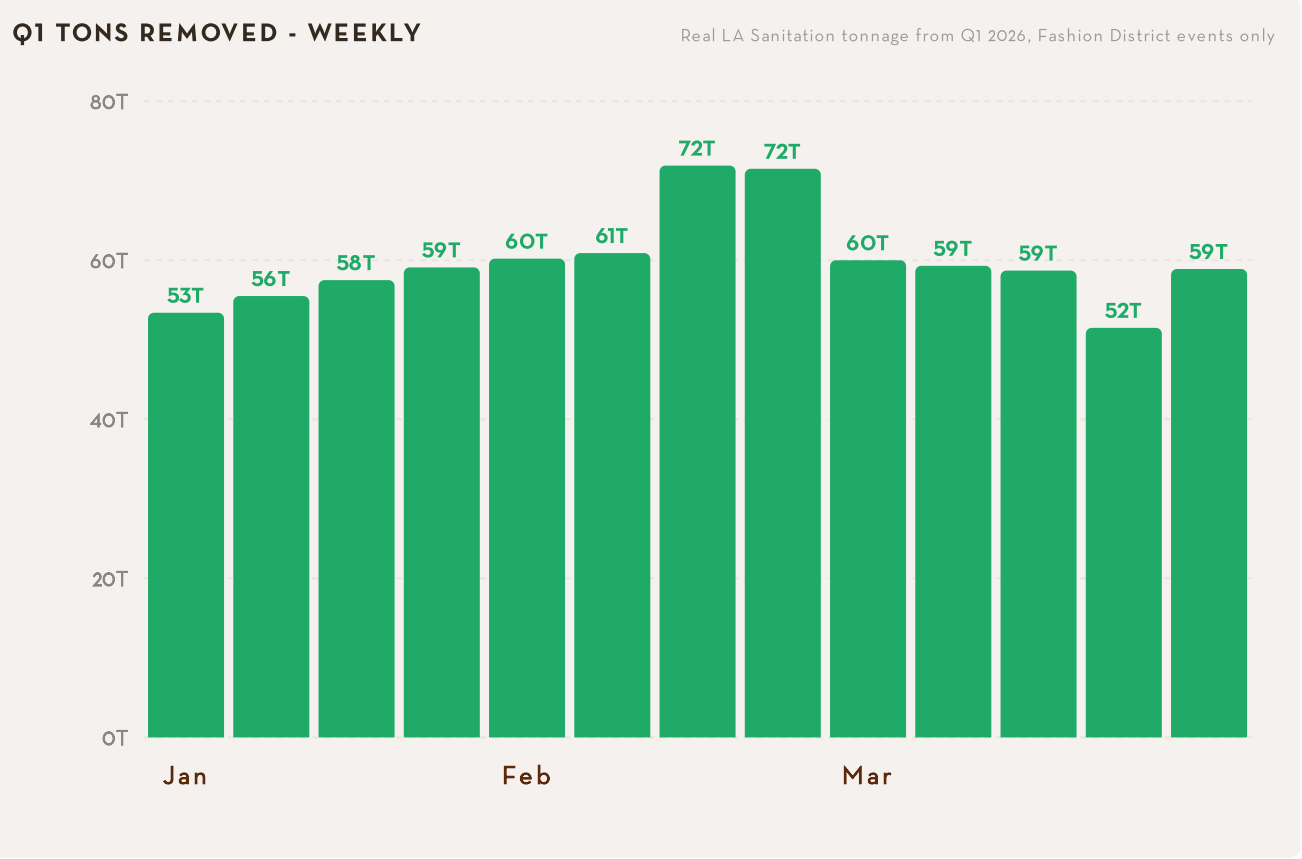
Q1 2026 delivered 4.42M total visits to the Fashion District - a YoY decline of -1.0%. March was the strongest month at 1.64M visits.

754T
TONS REMOVED

184K
TRASH BAGS REMOVED

3.4K
GRAFFITI REMOVED

1.8K
BULKY ITEMS



TEAM COMPOSITION

8
TRASH CREW

2
DRIVERS

4
GRAFFITI

1
STREET WASH

2
BIO CLEANUP

1
GROUNDS

DAILY ACTIVITY (Q1 - ALL CALLS)

JAN - FEB - MAR 2026

CLEAN / SAFE TICKET BALANCE

EXCLUDES LC + MC

CLEAN TEAM
23K 83%

SAFE TEAM NET
5K 17%

Safe Team net removes 51K location checks and merchant contacts from the comparison.

27K
COMPARED

51K
EXCLUDED

83 / 17
MIX PCT

POWER WASH
10.22M
SQ FT SIDEWALK CLEANED
High-traffic corridors rotated nightly through Q1.

FECEs
508
BIOHAZARD CLEANUPS
508 human / animal biohazard incidents responded to in Q1.

SYRINGES
96
SHARPS REMOVED
96 needles cleared from public right-of-way in Q1.

FIELD NARRATIVE

Pulsiam CST - Q1 2026

Clean Team (FDCT) handled **23K** service calls in Q1 2026 - roughly **251** a day across 107 blocks. Pressure-washing reached **10.22M sq ft**, **184K** trash bags were hauled and **3.4K** graffiti requests closed.

"754 tons of trash picked up, 113K sq ft of graffiti erased, 1.8K bulky items hauled - in one quarter."

YOY CHANGE VS Q1 2025

▲ +22%
Graffiti Requests

▲ +296%
Trash Bags Hauled

▲ +56%
Sidewalk Washed

Safe Team - Q1 2026

Incident response, patrol coverage and public safety outcomes

41K

LOCATION CHECKS

9.7K

MERCHANT CONTACTS

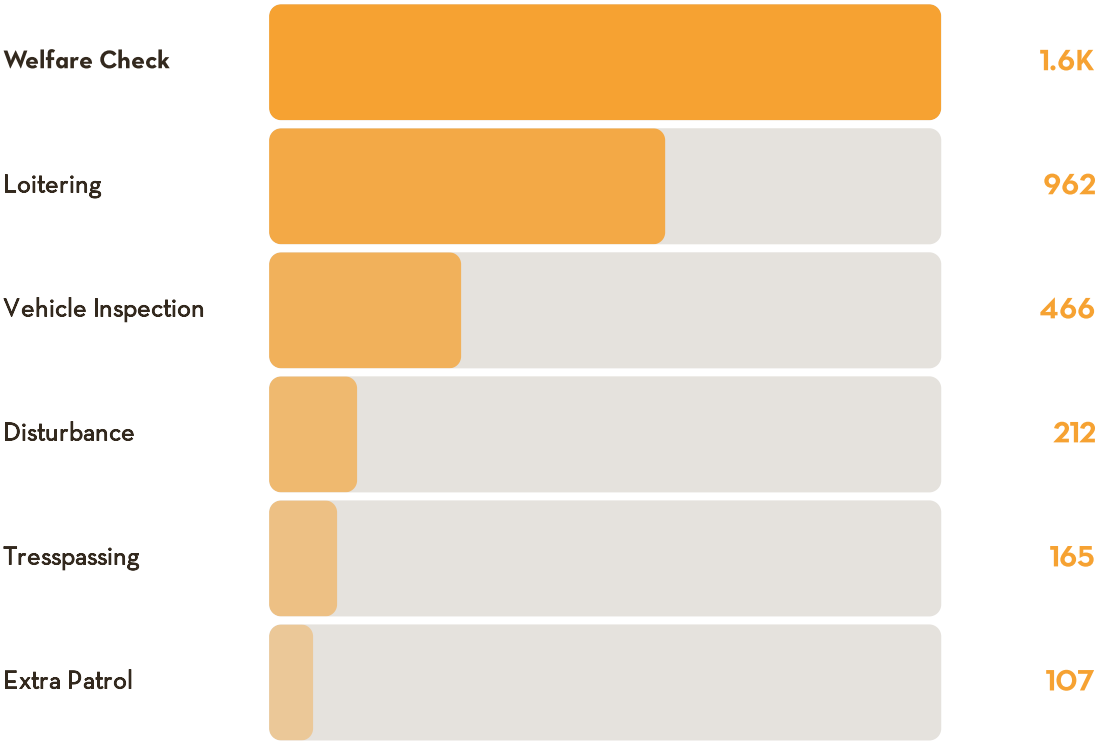
4.4K

INCIDENT CALLS

1.6K

WELLNESS CHECKS

INCIDENT TYPES - Q1 2026



Welfare Check is the leading call type (1.6K of 4.4K incident calls in Q1 2026).

QUARTER NARRATIVE

Pulsiam FDST - Q1 2026

Safe Team (FDST) logged **56K** total service calls in Q1 2026. Of those, **4.4K** were incident responses and **41K** were scheduled location checks.

INCIDENT HOTSPOT MAP

107 BLOCKS - DTLA



● High density ● Medium ● Low

PEAK DAY SNAPSHOT - TUE MAR 3

1.0K calls

Busiest FDST day in Q1 2026 - top call types that day, real Pulsiam call history.

Location Check	762	Merchant Contact	200
Welfare Check	30	Disorderly Conduct	11
Vehicle Inspection	5	Building Inspection	3

Holidays & Key Events

Visit spikes around major cultural dates - quarter-driven from the report config

46K

MLK JR DAY

JAN 19

+0% vs trailing 7d

103K

VALENTINE'S DAY

FEB 14

+83% vs trailing 7d

34K

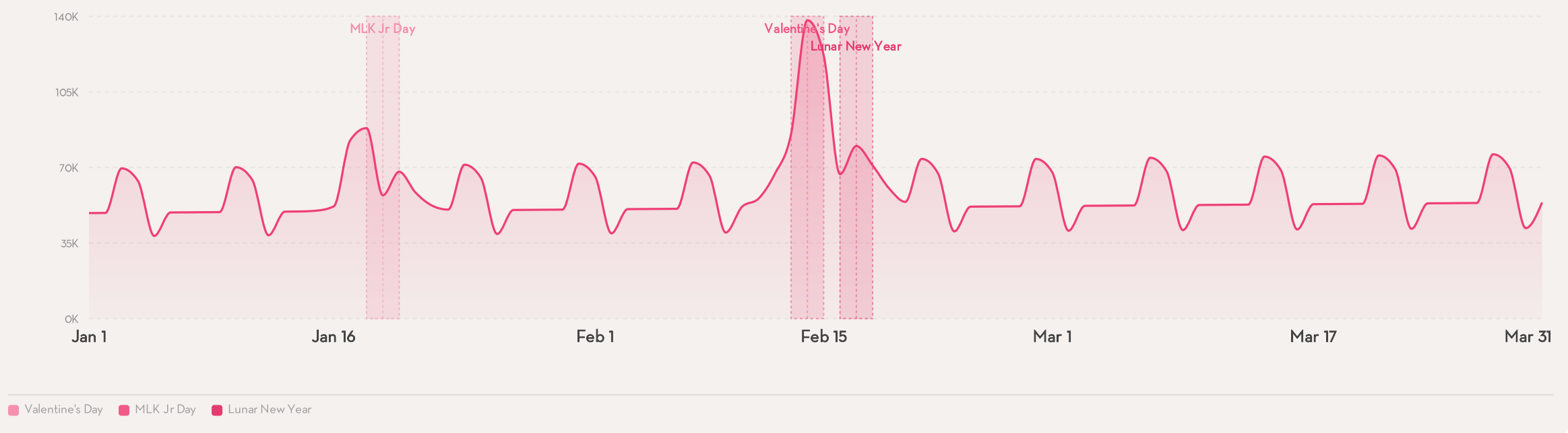
LUNAR NEW YEAR

FEB 17

-44% vs trailing 7d

HOLIDAY VISIT TREND

Daily Placer visits with each holiday highlighted as a colored zone

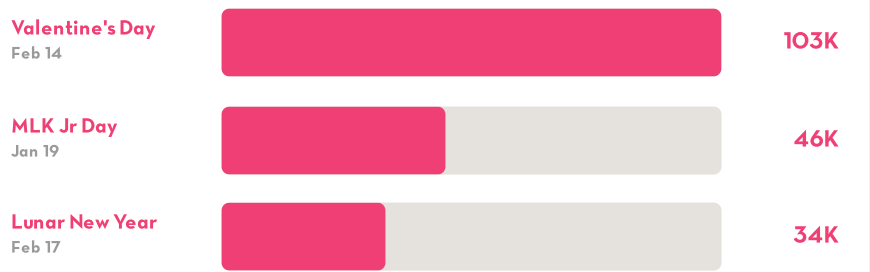


QUARTER NARRATIVE

3 culturally significant moments anchored Q1 2026 in the Fashion District: Valentine's Day, MLK Jr Day and Lunar New Year. **Valentine's Day** alone drew **102,525** visits - the standout day of the quarter, fueled by retail and floral demand across the wholesale and showroom blocks. Cultural events consistently outperform a typical weekday and reveal the audiences our District serves best. Combined, these 3 dates contributed **4.1%** of the quarter's traffic in just 3 days - a disproportionate share that illustrates how cultural calendar moments shape District demand.

"Cultural moments are the strongest single-day drivers of Fashion District traffic - a few key days disproportionately shape the quarter."

HOLIDAY VISITS RANKED



UP NEXT

May 5

Cinco de Mayo

May 25

Memorial Day

Jun 11

FIFA WC Opens

Jun 19

Juneteenth

MARKETING

Social Media & Outreach - Q1 2026

Follower growth, content performance and audience reach

164K

TOTAL FOLLOWERS

225K

REACH (Q1)

37K

ENGAGEMENTS (Q1)

16.4%

ENGAGEMENT RATE

PLATFORM BREAKDOWN

Platform	Followers	Reach (Q1)	Engagements	Top Metric
Instagram	97K	219K	32K	34 Q1 posts
Facebook	67K	5.2K	4.4K	7.7K video views
Totals	164K	225K	37K	-

TOP PERFORMING POSTS

IG

Another day, another clean-up

From bulky item removal to daily maintenance, the LA Fashi...

3.6K likes · 188 comments · Feb 25

▲

IG

If you're able, we encourage you to support local, shop small, dine local, and show kindness...

585 likes · 0 comments · Jan 30

▲

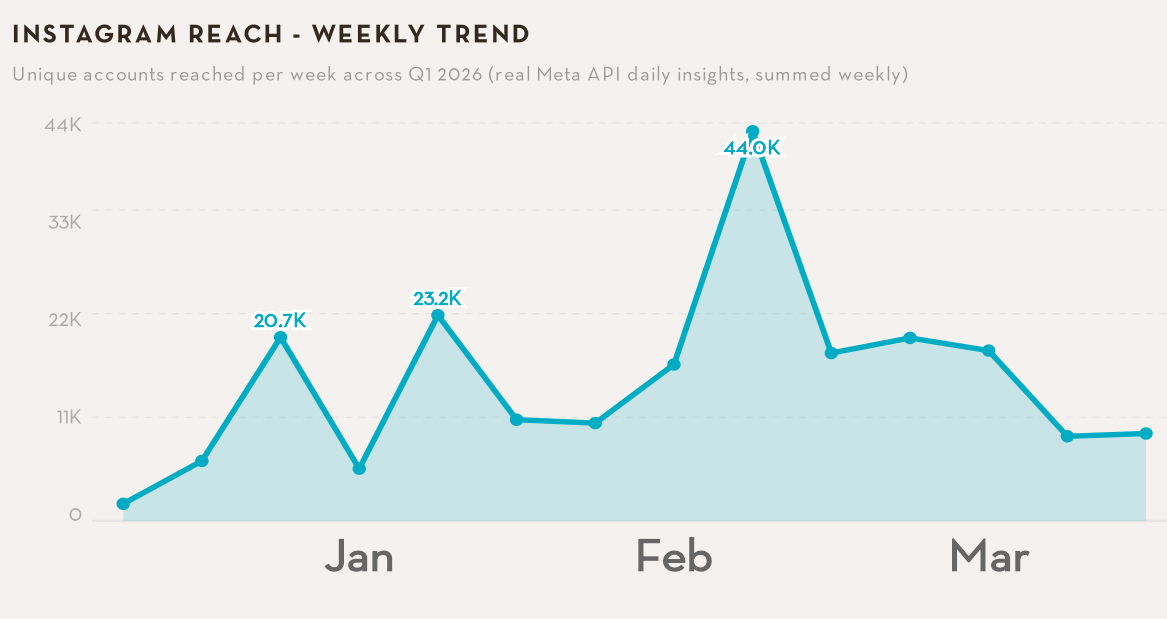
IG

Our community comes first.

#DTLA #LAFashionDistrict

511 likes · 0 comments · Jan 15

▲



LATEST POSTS

IG

Fresh curb, who dis?

Our LA Fashion District BID Clean Team is out here removing graffiti...

Mar 30 · 137 likes · 22 comments

IG

New LA Fashion District banners are officially up across our 107-block neighborhood – adding...

Mar 24 · 132 likes · 21 comments

IG

We're in the final week.

To move forward with the LA Fashion District BID renewal, we mu...

Mar 23 · 50 likes · 1 comments

219K

TOTAL Q1 REACH

44K

PEAK WEEK

16K

WEEKLY AVG

AVG ENGAGEMENT / POST

953

INSTAGRAM, Q1 2026

17K total likes and 938 comments across 34 Q1 posts.

FB NET FOLLOWS

67

Q1 2026 NET FOLLOWER CHANGE

7.7K Q1 video views and 4.4K post engagements on Facebook.

Visitation Metrics

January 1- March 31, 2026 - Benchmarked against Q1 2025 (YoY)

4.42M

TOTAL VISITS

2.27M

UNIQUE VISITORS

1.95

VISIT FREQUENCY

91 min

AVG. DWELL TIME

VISITS

Q1 2026

4.42M



UNIQUE VISITORS

Q1 2026

2.27M



VISIT FREQUENCY

Q1 2026

1.95



Q1 2025

4.47M

Q1 2025

2.28M

Q1 2025

1.96

TYPICAL VISITOR PERSONA

HISPANIC
75K-100K



SATURDAY

MOST VISITED DAY



12PM

MOST VISITED HOUR



91 MIN

AVG. VISIT DURATION



\$67K

MEDIAN INCOME

\$94K

AVERAGE INCOME



QUARTER HIGHLIGHTS

Q1 2026 delivered **4.42M** total visits to the Fashion District, a **-1.0%** move vs Q1 2025.

March was the strongest month with **1.64M** visits, and the district averaged **49K** visits per day.

1

PEAK DAY - VALENTINE'S DAY

Sat Feb 14 was the busiest day of Q1 2026 with **102,525** visits (+83% over the trailing 7-day average).

2

LUNAR NEW YEAR

Tue Feb 17: **33,869** visits, **-44%** vs trailing 7-day average.

3

MLK JR DAY

Mon Jan 19: **45,786** visits, **+0%** vs trailing 7-day average.

"Q1 2026 closed at 4.42M visits and 2.27M unique people - the deepest catchment of any quarter on record."

VISITS VS Q1 2025

-43K



UNIQUE VISITORS

-8.1K



1.48M

AVG MONTHLY VISITS 2025

17.71M

2025 TOTAL VISITS

MAY

2025 PEAK MONTH

1.91M

PEAK MONTH VISITS

-13.3%

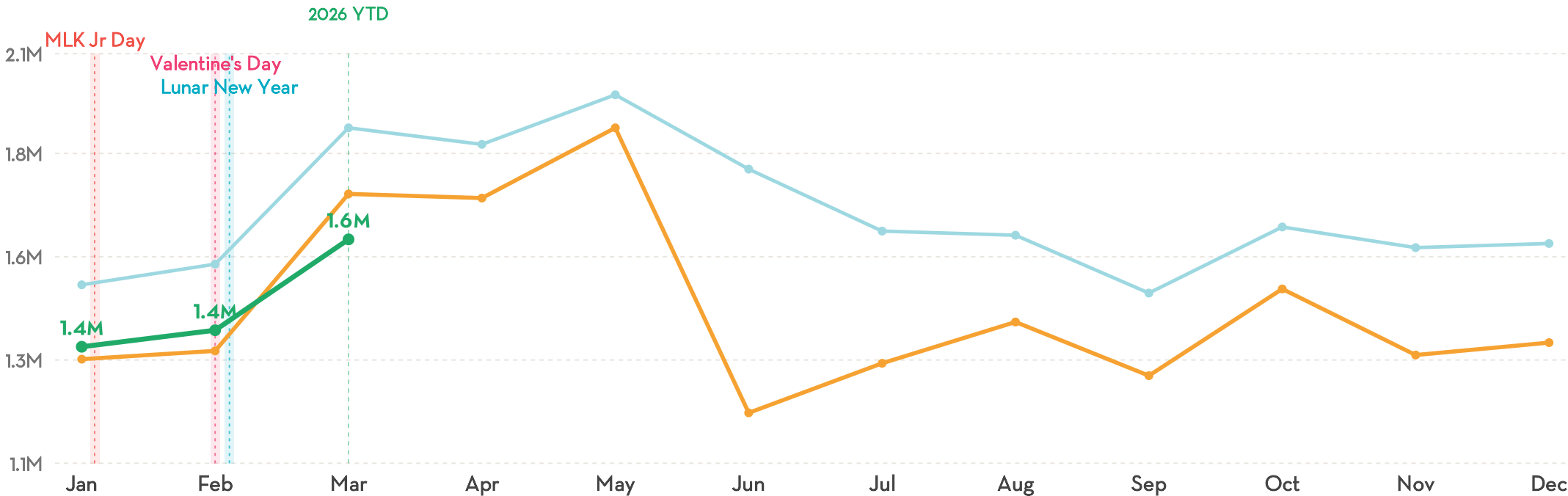
2025 VS 2024 YOY

Multi-Year Monthly Visits - 2024 - 2025 - 2026 YTD

Fashion District Monthly Visits Overlay

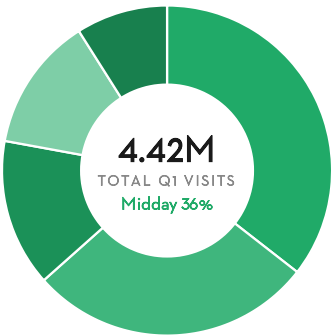
2024 - 2025 - 2026 YTD · thousands of visits

2024 2025 2026 YTD



VISITS BY TIME OF DAY

Q1 2026 · PLACER.AI



Midday	12pm - 3pm - 4.22M	35.5%
Morning	6am - 11am - 3.31M	27.9%
Late Day	4pm - 6pm - 1.72M	14.5%
Evening	7pm - 11pm - 1.56M	13.1%
Late Night	12am - 5am - 1.07M	9.0%

Q1 MONTHLY DETAIL

2024 · 2025 · 2026

Month	2024	2025	2026	YoY
January	1.53M	1.35M	1.38M	+1.6%
February	1.58M	1.37M	1.42M	+3.0%
March	1.91M	1.75M	1.64M	-6.3%
Q1 Total	5.02M	4.48M	4.43M	-1.1%

Day of Week, Hour of Day & Visitors Home Location

Saturday

BUSIEST DAY OF WEEK

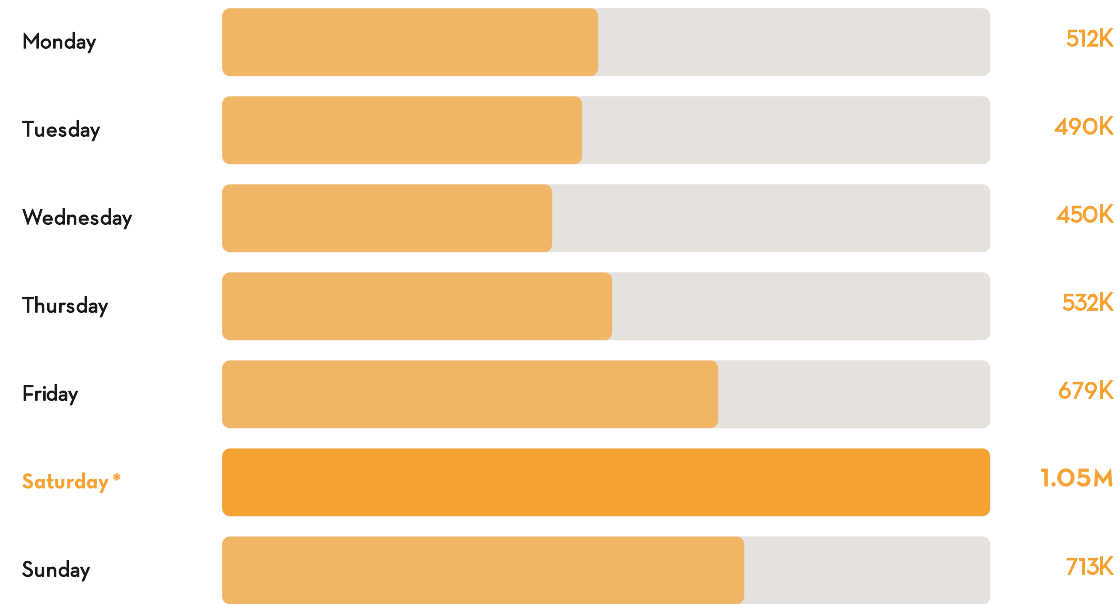
12PM

PEAK HOUR

91 min

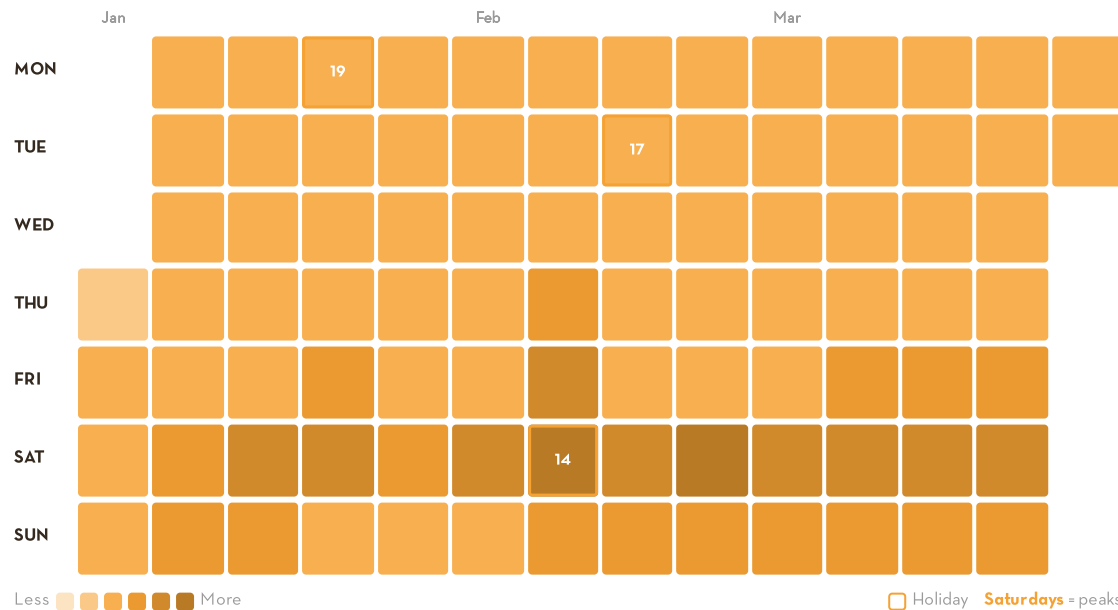
AVG. DWELL TIME

DAILY VISIT INTENSITY (Q1 TOTALS)



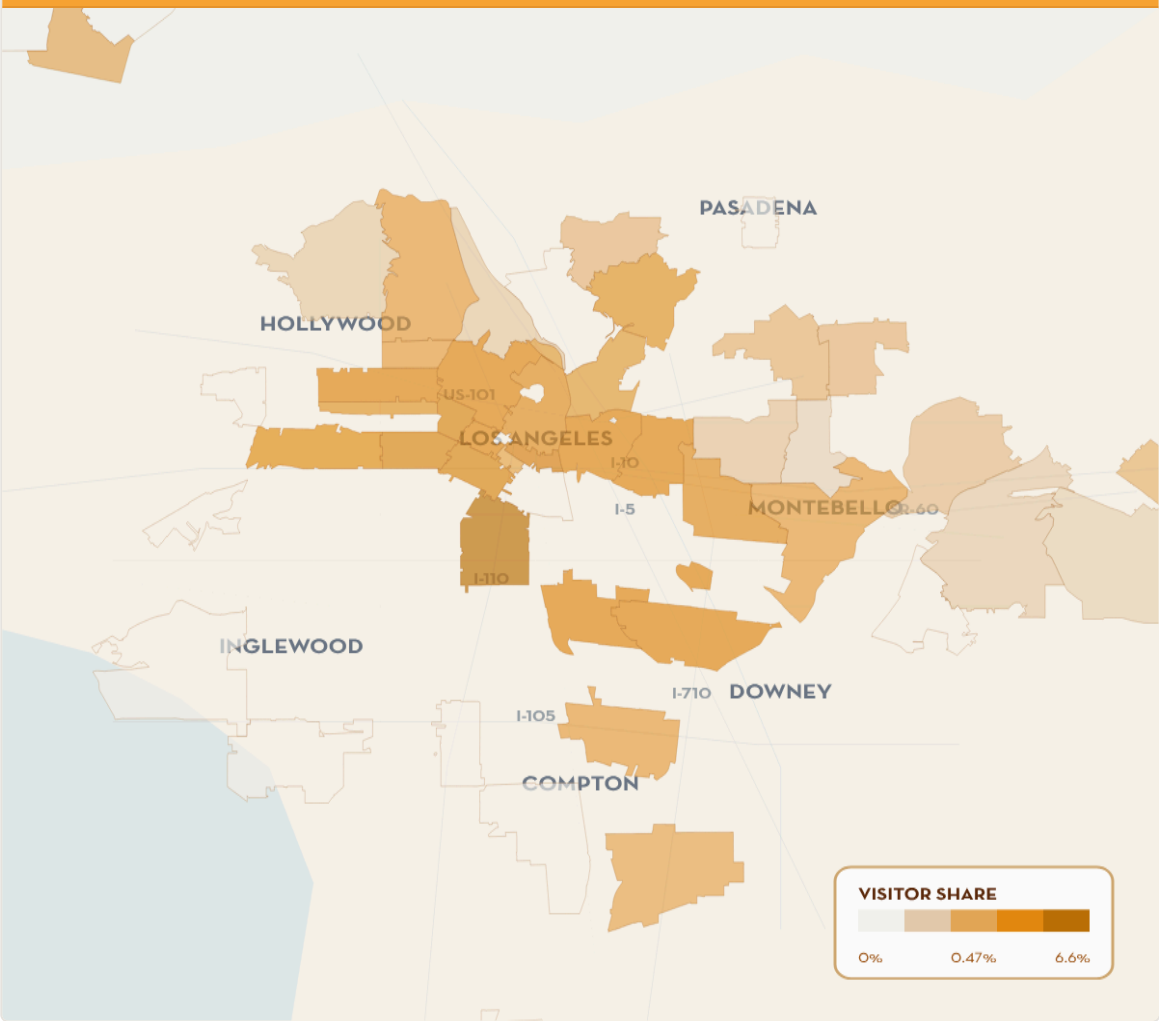
DAILY VISIT INTENSITY - Q1 CALENDAR

JAN - FEB - MAR 2026



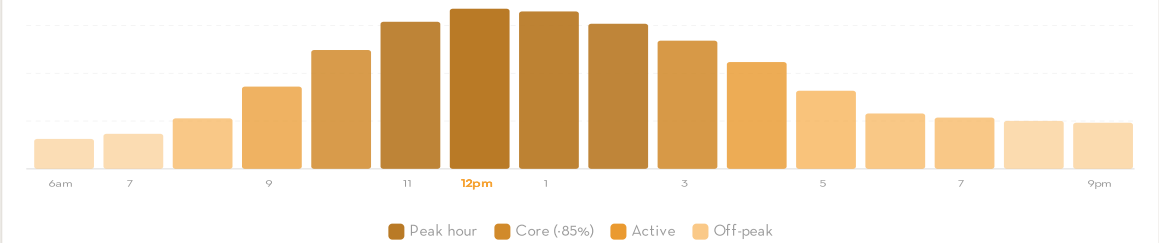
VISITORS HOME LOCATION

Q1 2026 - ZIP-LEVEL DENSITY



HOUR OF DAY INTENSITY

PEAK 12PM



Demographic Profile - Q1 2026

35.1

MEDIAN AGE

49.8%

MALE

50.2%

FEMALE

91.3%

EMPLOYED

AGE GROUPS

30-34 MOST COMMON

Gen Alpha

16.9%

Gen Z

13.8%

Millennials *

27.0%

Gen X

19.4%

Boomers

18.1%

Silent+

4.9%

EDUCATION

ELEMENTARY

29.2%

HIGH SCHOOL

21.1%

ASSOCIATE

21.7%

BACHELOR'S

19.1%

ADVANCED DEGREE

9.0%

HOUSEHOLD SIZE

1P MOST COMMON

32.2%

1 PERSON

1 Person

32.2%

2 Persons

25.9%

3 Persons

14.9%

4 Persons

12.5%

5 Persons

7.5%

6+ Persons

7.0%

ETHNICITY

Hispanic *

61.9%

White

14.2%

Black

10.5%

Asian

9.9%

Other

3.4%

Hispanic visitors form the majority, aligning with the district's wholesale character and proximity to East/South LA.

MARITAL STATUS

35.9%

MARRIED

64.1%

SINGLE / DIVORCED / WIDOWED

HOUSEHOLD TYPE

55.1%

FAMILY HOUSEHOLDS

Family households

55.1%

Non-family households

42.6%

Other / Group quarters

2.3%

INCOME PROFILE

MEDIAN HH INCOME

\$67K

Real Placer summary metric

AVERAGE HH INCOME

\$94K

Higher than median - long-tail skew

TYPICAL VISITOR PROFILE

Hispanic 75k-100k

Most-common ethnicity · income bucket

THANK YOU

Q1 2026 - January 1 - March 31, 2026

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This report was auto-generated using visitor analytics data from Placer.ai. All visitor counts are estimates based on mobile device panel methodology. Data reflects Q1 2026 (January 1 - March 31, 2026), benchmarked against Q1 2025.

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