

QUARTERLY INSIGHTS REPORT

Q2 2026

April 1 - June 30, 2026

PREPARED BY

LA Fashion District BID

fashiondistrict.org · 213.488.1153

ABOUT

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+

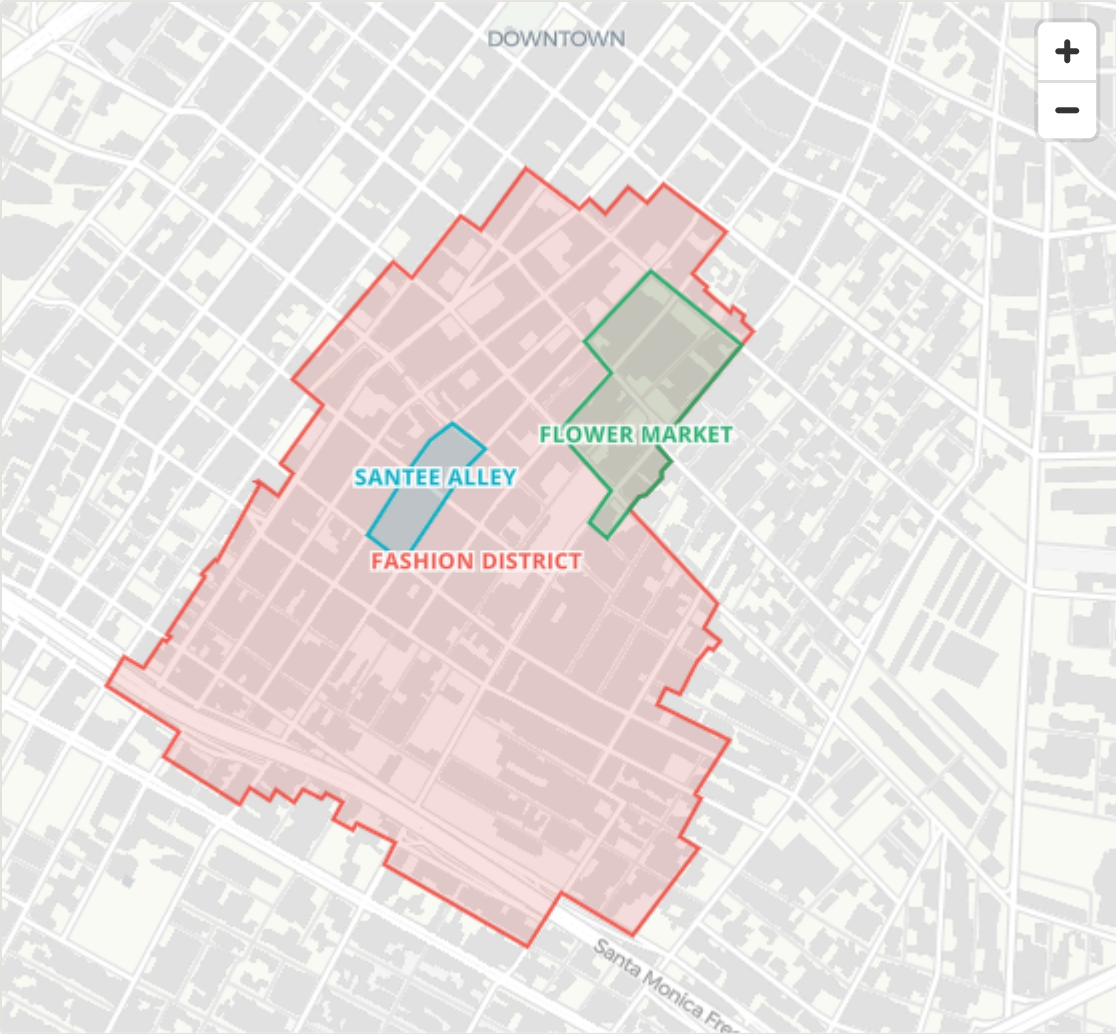
DAILY VISITORS

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 Q2 2025

PEAK DATE

Sat May 9 was the busiest day with 127,991 visits.

PEAK MONTH

May led with 1.88M visits.

ENGAGEMENT

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

LOYALTY

Frequency 1.95 visits per visitor, 2.27M unique visitors.

Q2 2026 SUMMARY

Q2 2026 delivered 4.43M total visits to the Fashion District - a YoY decline of -0.8%. May was the strongest month at 1.88M visits.

Clean Team - Q2 2026

Patrol hours, cleaning output and service coverage across the 107-block district

782T

TONS REMOVED

162K

TRASH BAGS REMOVED

6.1K

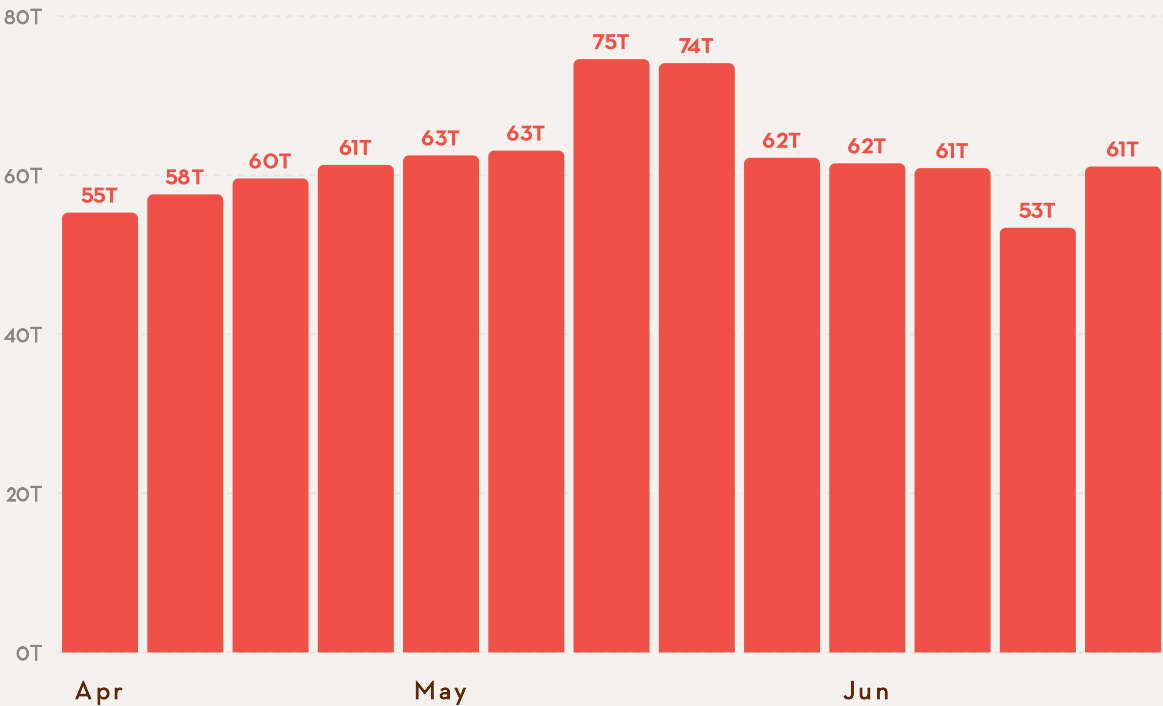
GRAFFITI REMOVED

2.0K

BULKY ITEMS

Q2 TONS REMOVED - WEEKLY

Real LA Sanitation tonnage from Q2 2026, Fashion District events only



POWER WASH

16.62M

SQ FT SIDEWALK CLEANED

High-traffic corridors rotated nightly through Q2.

FECES

876

BIOHAZARD CLEANUPS

876 human / animal biohazard incidents responded to in Q2.

SYRINGES

155

SHARPS REMOVED

155 needles cleared from public right-of-way in Q2.

FIELD NARRATIVE

Pulsiam CST - Q2 2026

Clean Team (FDCT) handled **30K** service calls in Q2 2026 - roughly **329** a day across 107 blocks. Pressure-washing reached **16.62M sq ft**, **162K** trash bags were hauled and **6.1K** graffiti requests closed.

"782 tons of trash picked up, 180K sq ft of graffiti erased, 2.0K bulky items hauled - in one quarter."

TEAM COMPOSITION

7

TRASH CREW

2

DRIVERS

6

GRAFFITI

2

STREET WASH

2

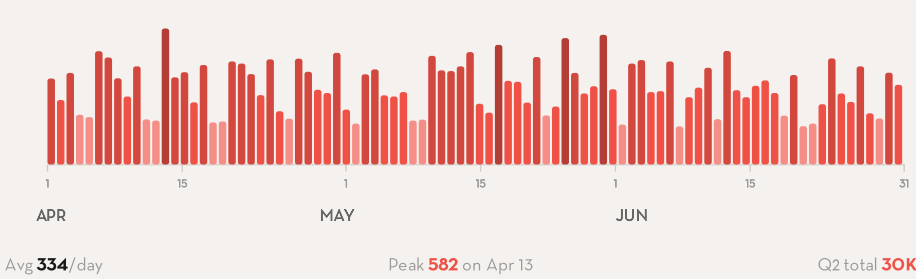
BIO CLEANUP

1

GROUNDS

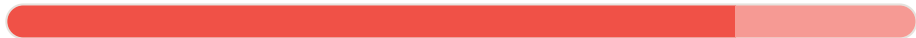
DAILY ACTIVITY (Q2 - ALL CALLS)

APR - MAY - JUN 2026



CLEAN / SAFE TICKET BALANCE

EXCLUDES LC + MC



CLEAN TEAM

30K

SAFE TEAM NET

7K

Safe Team net removes **65K** location checks and merchant contacts from the comparison.

37K

COMPARED

65K

EXCLUDED

80 / 20

MIX PCT

YOY CHANGE VS Q2 2025

▲ +119%

Graffiti Requests

▲ +135%

Trash Bags Hauled

▲ +83%

Sidewalk Washed

Safe Team - Q2 2026

Incident response, patrol coverage and public safety outcomes

52K

LOCATION CHECKS

13K

MERCHANT CONTACTS

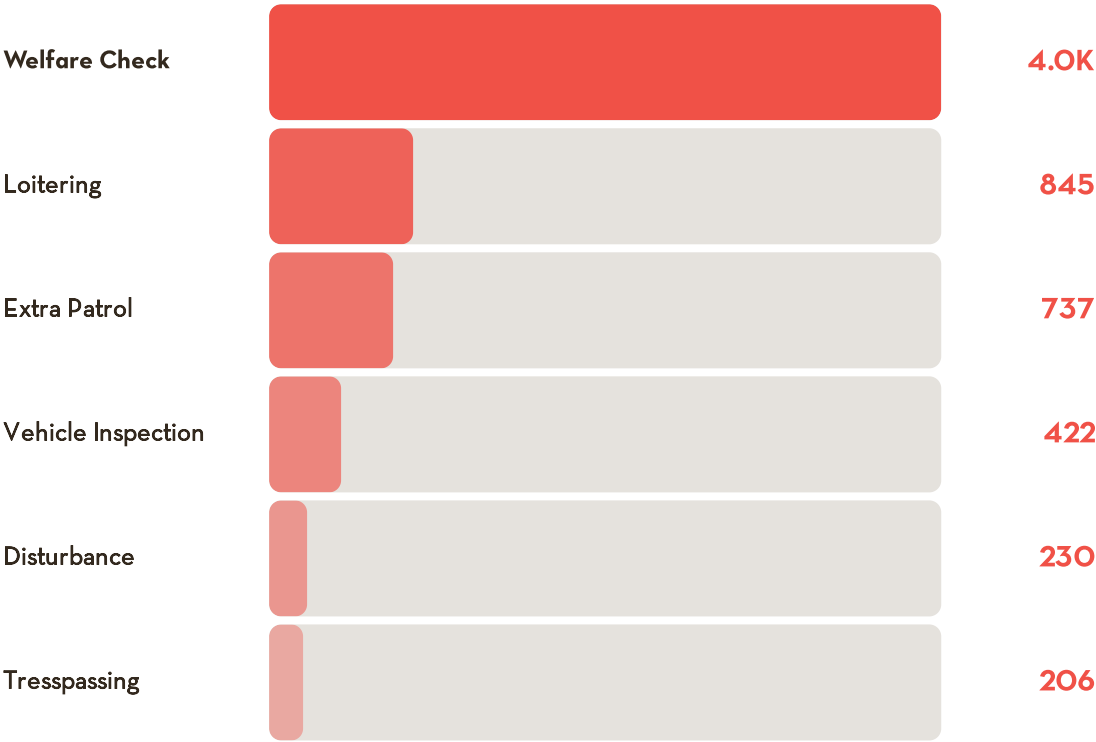
7.3K

INCIDENT CALLS

4.0K

WELLNESS CHECKS

INCIDENT TYPES - Q2 2026



Welfare Check is the leading call type (4.0K of 7.3K incident calls in Q2 2026).

• QUARTER NARRATIVE

Pulsiam FDST - Q2 2026

Safe Team (FDST) logged **72K** total service calls in Q2 2026. Of those, **7.3K** were incident responses and **52K** were scheduled location checks.

INCIDENT HOTSPOT MAP

107 BLOCKS - DTLA



● High density ● Medium ● Low

PEAK DAY SNAPSHOT - FRI MAY 22

1.2K calls

Busiest FDST day in Q2 2026 - top call types that day, real Pulsiam call history.

Location Check	821	Merchant Contact	260
Welfare Check	67	Extra Patrol	10
Trespassing	7	Disorderly Conduct	7

24/7

COVERAGE

18

FDST OFFICERS

3

SHIFTS / DAY

107

BLOCKS

Holidays & Key Events

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

48K

CINCO DE MAYO

MAY 5

-16% vs trailing 7d

50K

MEMORIAL DAY

MAY 25

-8% vs trailing 7d

51K

FIFA WC OPENS

JUN 11

-14% vs trailing 7d

61K

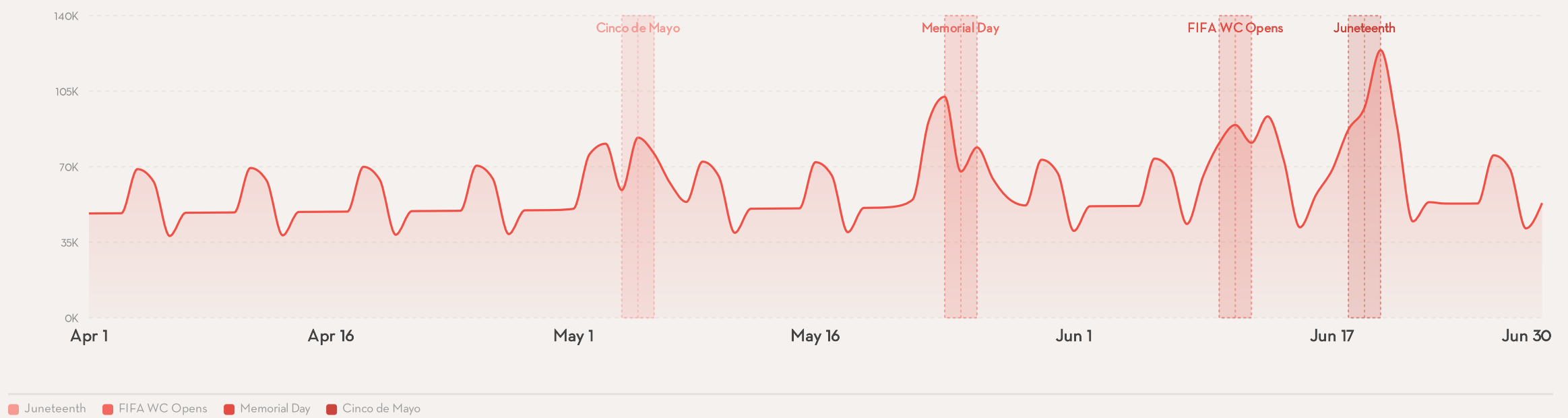
JUNETEENTH

JUN 19

+16% vs trailing 7d

HOLIDAY VISIT TREND

Daily Placer visits with each holiday highlighted as a colored zone



QUARTER NARRATIVE

4 culturally significant moments anchored Q2 2026 in the Fashion District: Juneteenth, FIFA WC Opens and Memorial Day. **Juneteenth** alone drew **61,280** 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 4 dates contributed **4.1%** of the quarter's traffic in just 4 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

Juneteenth Jun 19		61K
FIFA WC Opens Jun 11		51K
Memorial Day May 25		50K
Cinco de Mayo May 5		48K

UP NEXT

Jul 4

Independence Day

Sep 7

Labor Day

Sep 16

Mexican Indep.

Oct 13

Indigenous Day

Social Media & Outreach - Q2 2026

Follower growth, content performance and audience reach

165K

TOTAL FOLLOWERS

248K

REACH (Q2)

223K

ENGAGEMENTS (Q2)

89.8%

ENGAGEMENT RATE

PLATFORM BREAKDOWN

Platform	Followers	Reach (Q2)	Engagements	Top Metric
Instagram	97K	244K	221K	25 Q2 posts
Facebook	67K	4.6K	2.5K	3.9K video views
Totals	165K	248K	223K	-

TOP PERFORMING POSTS

- IG

Turns out the Michelin Guide has been paying attention to the @lafashiondistrict

From i...

704 likes · 14 comments · May 21

▲
- IG

It's NOT too late to get flowers for mom

The LA Flower District is blooming and ready...

355 likes · 4 comments · May 8

▲
- IG

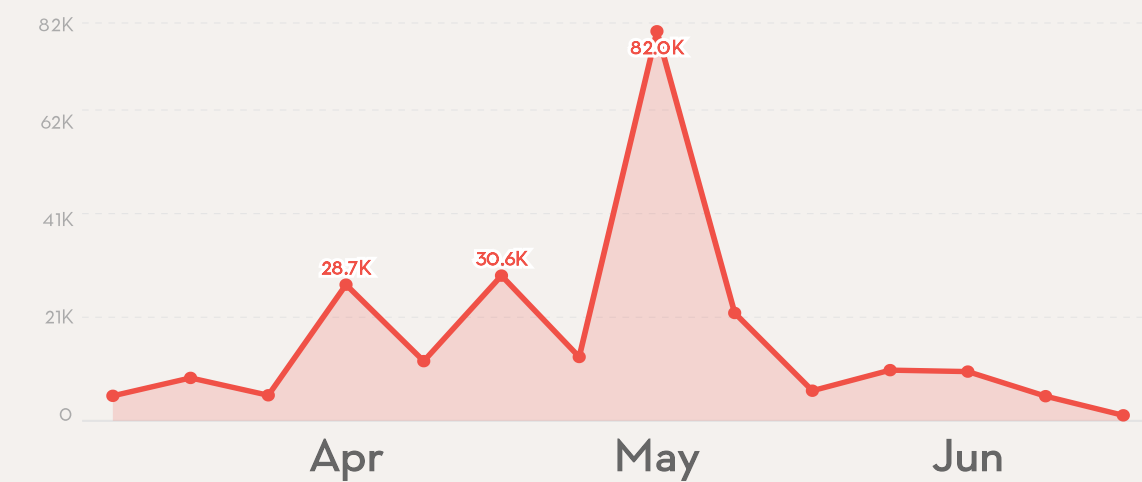
We've seen the headlines. But here's another headline: 17.7 million visits came to the @la...

299 likes · 41 comments · Jun 18

▲

INSTAGRAM REACH - WEEKLY TREND

Unique accounts reached per week across Q2 2026 (real Meta API daily insights, summed weekly)



244K

TOTAL Q2 REACH

82K

PEAK WEEK

17K

WEEKLY AVG

LATEST POSTS

- IG

Need Saturday plans? We've got you.

Spend the day exploring one of DTLA's most vibrant ne...

Jun 25 · 78 likes · 1 comments
- IG

Father's Day plans? We got you.

This Sunday, skip the crowded brunch spots and spend th...

Jun 18 · 8 likes · 0 comments
- IG

We've seen the headlines. But here's another headline: 17.7 million visits came to the @la...

Jun 18 · 299 likes · 41 comments

AVG ENGAGEMENT / POST

8.8K

INSTAGRAM, Q2 2026

115K total likes and 5.0K comments across 25 Q2 posts.

FB NET FOLLOWS

67

Q2 2026 NET FOLLOWER CHANGE

3.9K Q2 video views and 2.5K post engagements on Facebook.

Visitation Metrics

April 1- June 30, 2026 - Benchmarked against Q2 2025 (YoY)

4.43M

TOTAL VISITS

2.27M

UNIQUE VISITORS

1.95

VISIT FREQUENCY

91 min

AVG. DWELL TIME

VISITS Q2 2026 4.43M Q2 2025 4.47M	UNIQUE VISITORS Q2 2026 2.27M Q2 2025 2.28M	VISIT FREQUENCY Q2 2026 1.95 Q2 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

Q2 2026 delivered **4.43M** total visits to the Fashion District, a **-0.8%** move vs Q2 2025.

May was the strongest month with **1.88M** visits, and the district averaged **49K** visits per day.

1

PEAK DAY

Sat May 9 was the busiest day of Q2 2026 with **127,991** visits (+97% over the trailing 7-day average).

2

CINCO DE MAYO

Tue May 5: **47,867** visits, **-16%** vs trailing 7-day average.

3

JUNETEENTH

Fri Jun 19: **61,280** visits, **+16%** vs trailing 7-day average.

"Q2 2026 closed at 4.43M visits and 2.27M unique people - the deepest catchment of any quarter on record."

VISITS VS Q2 2025

-37K

UNIQUE VISITORS

-6.7K

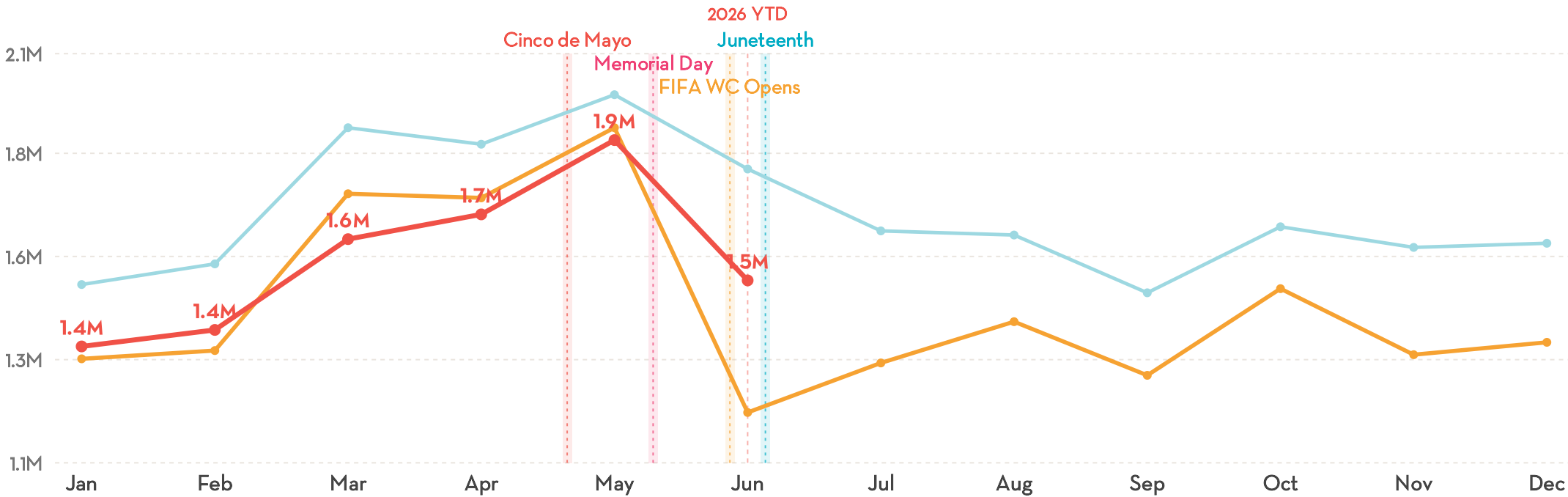
1.48M	17.71M	MAY	1.91M	-13.3%
AVG MONTHLY VISITS 2025	2025 TOTAL VISITS	2025 PEAK MONTH	PEAK MONTH VISITS	2025 VS 2024 YOY

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

Fashion District Monthly Visits Overlay

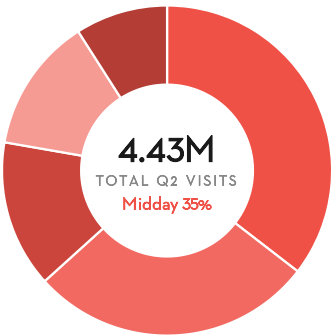
2024 - 2025 - 2026 YTD · thousands of visits

2024 2025 2026 YTD



VISITS BY TIME OF DAY

Q2 2026 · PLACER.AI



Midday	12pm - 3pm - 4.23M	35.5%
Morning	6am - 11am - 3.32M	27.8%
Late Day	4pm - 6pm - 1.72M	14.4%
Evening	7pm - 11pm - 1.58M	13.2%
Late Night	12am - 5am - 1.08M	9.0%

Q2 MONTHLY DETAIL

2024 · 2025 · 2026

Month	2024	2025	2026	YoY
April	1.87M	1.74M	1.70M	-2.1%
May	1.99M	1.91M	1.88M	-1.9%
June	1.81M	1.22M	1.54M	+25.8%
Q2 Total	5.67M	4.87M	5.11M	+5.0%

Day of Week, Hour of Day & Visitors Home Location

Saturday

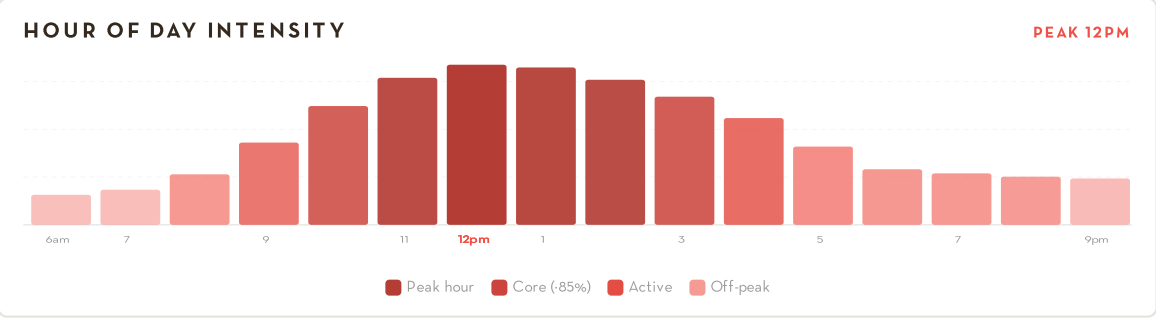
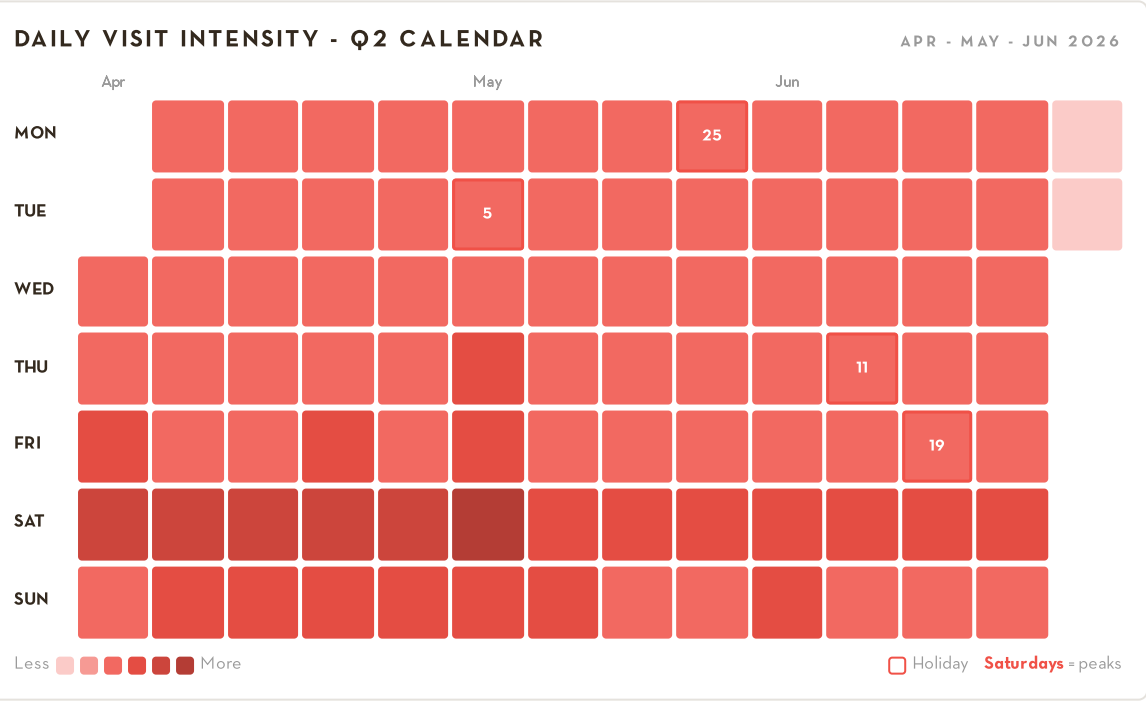
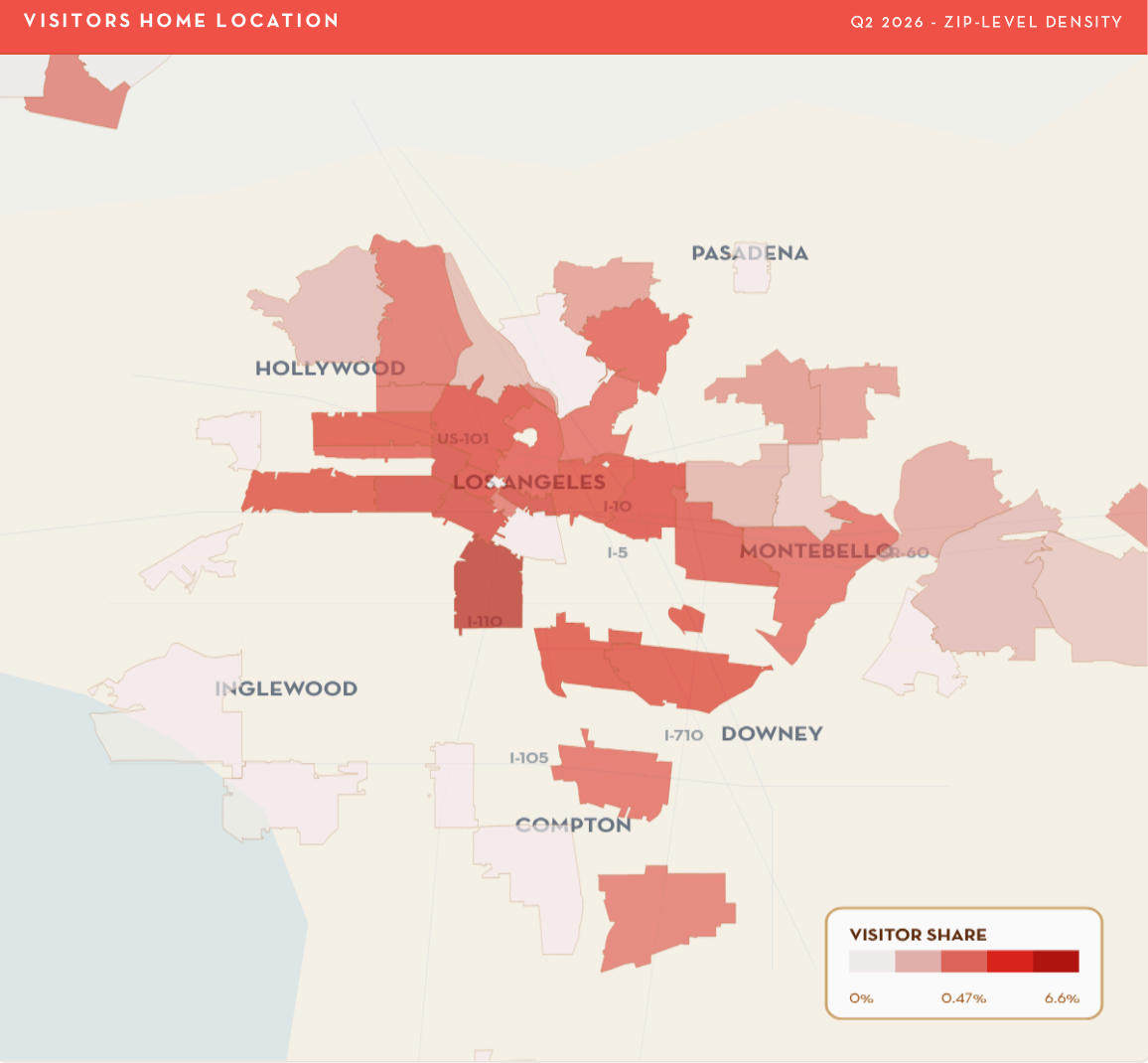
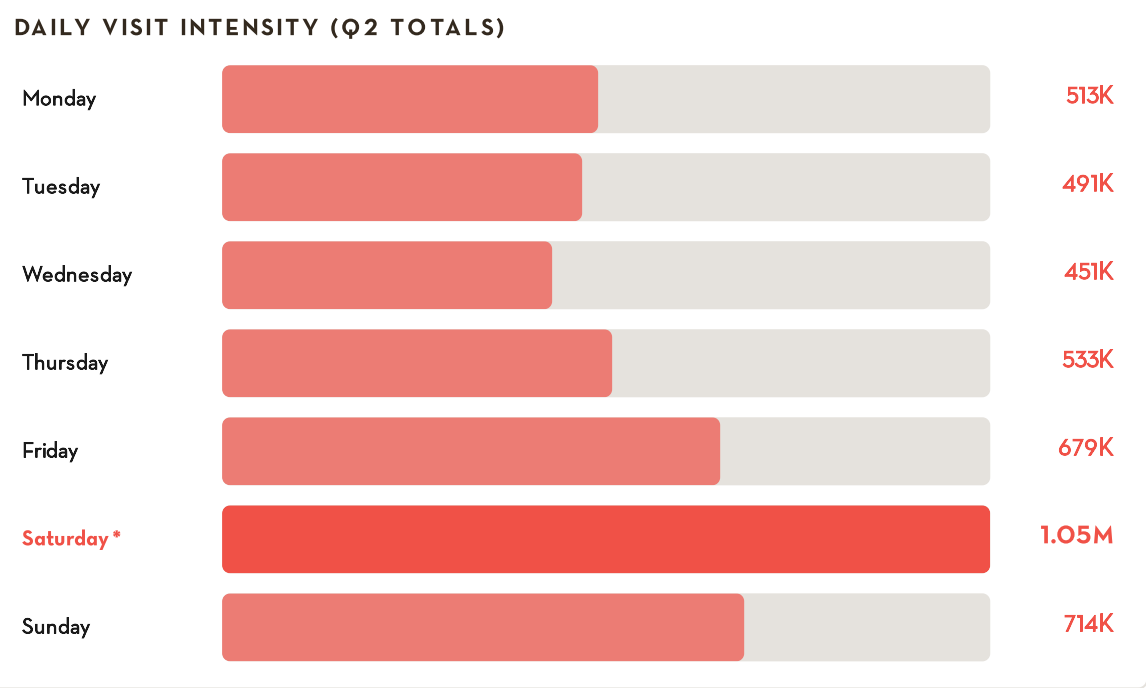
BUSIEST DAY OF WEEK

12PM

PEAK HOUR

91 min

AVG. DWELL TIME



Demographic Profile - Q2 2026

35.1

MEDIAN AGE

49.8%

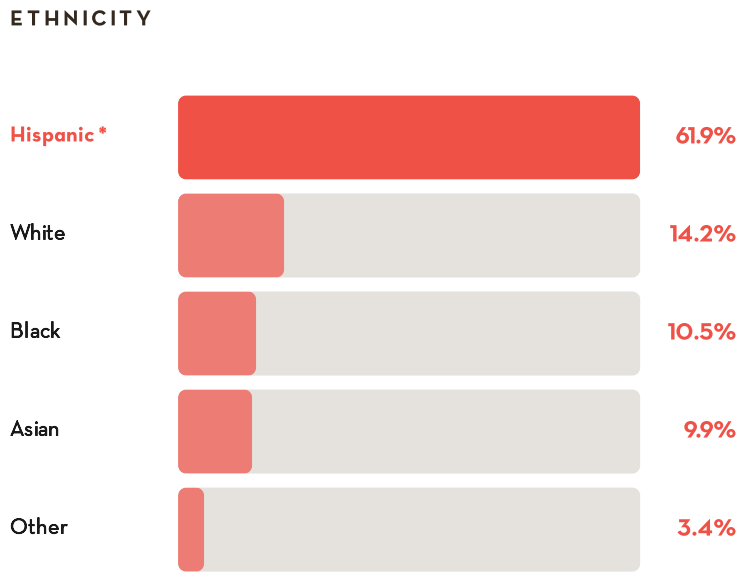
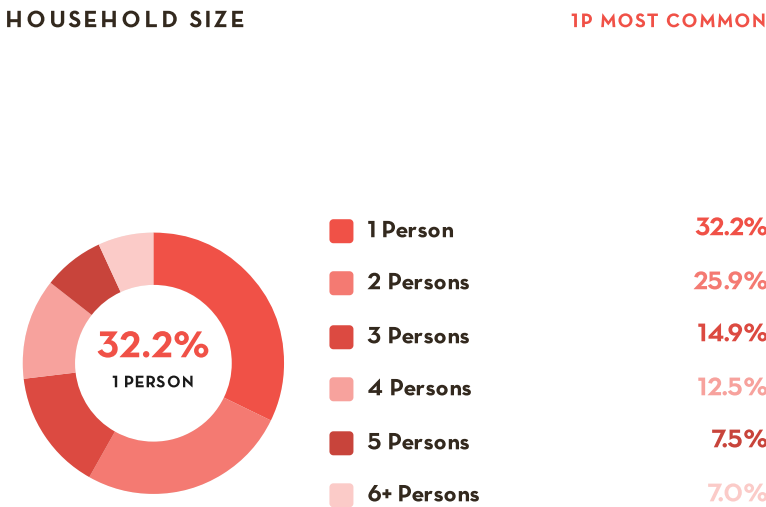
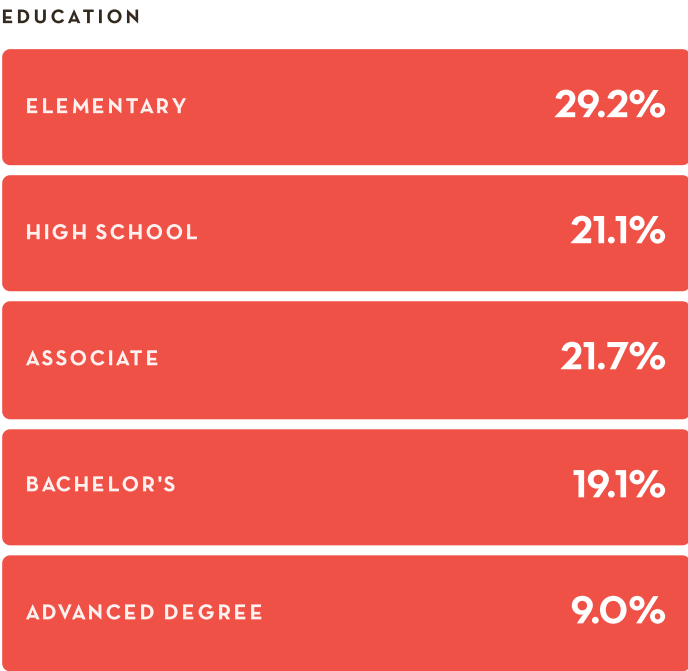
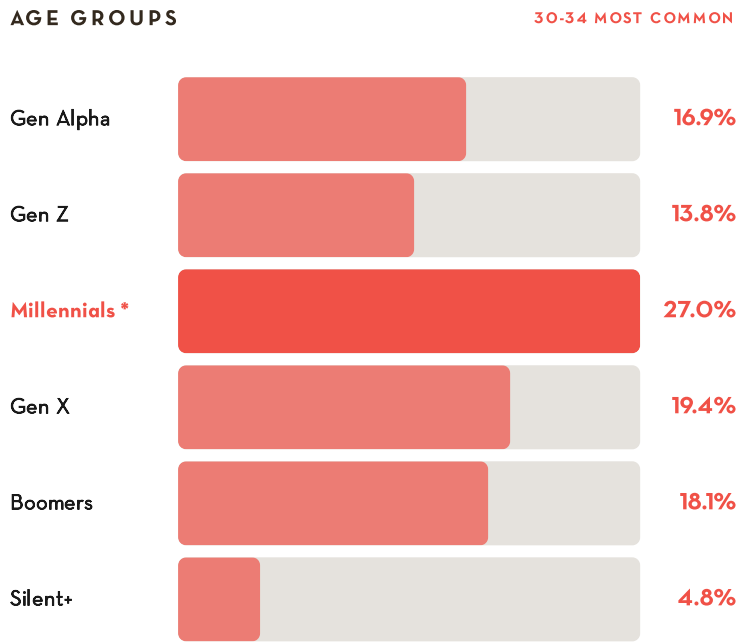
MALE

50.2%

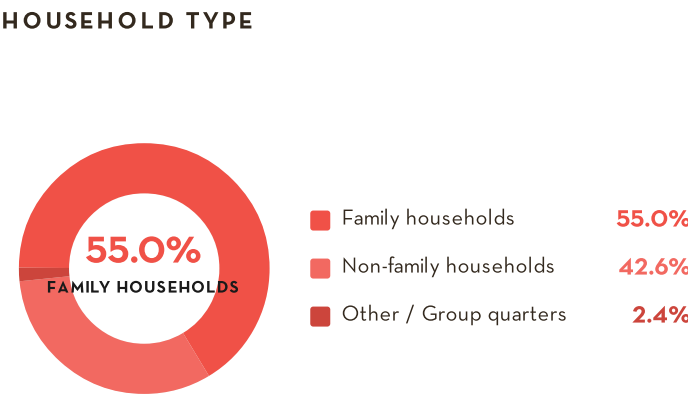
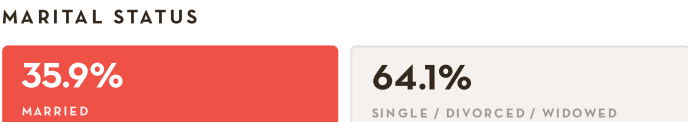
FEMALE

91.3%

EMPLOYED



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



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

Fashion District Properties

Q2 2026 · 1,013 properties, 603 spaces, CoStar market signals

OCCUPANCY

81.5%

+0.1pts QoQ · 16.36M square feet

Share of tracked inventory that is physically occupied.

INVENTORY

858

buildings · 20.08M square feet

All commercial buildings CoStar tracks in the district.

LEASING ACTIVITY

64

deals · 146.6K square feet **+24.9%**

Leases signed during the quarter and the square feet they cover.

NET ABSORPTION

+6.2K

square feet · yr ago -12.6K

Change in occupied square feet; positive means demand grew.

OFFICE RENT

\$28.38

per square foot · +\$0.57 QoQ

Average office gross asking rent per square foot per year.

UNDER CONSTRUCTION

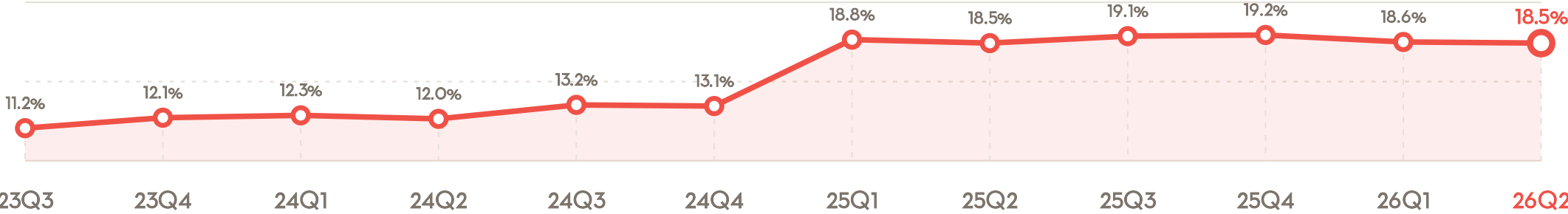
1

building · 70.7K square feet

New space being built; future supply pipeline.

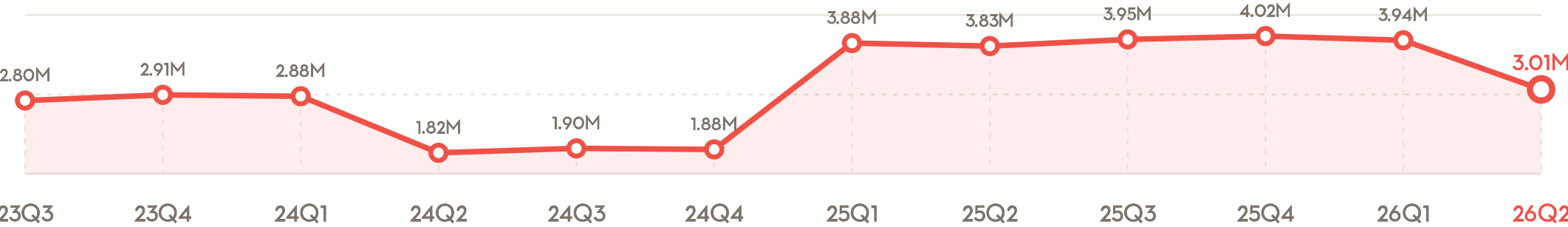
VACANCY RATE

18.5% -0.1 pts QoQ



AVAILABLE SQUARE FEET FOR LEASE

3.01M -23.5% QoQ



SPACE STATUS · SQUARE FEET

Occupied · 15.98M (79.6%) Vacant & listed · 2.63M (13.1%) Vacant · held off-market · 1.09M (5.4%) Occupied · marketed · 380.4K (1.9%)

ANALYST READ

SOURCE: COSTAR MANUAL ANALYTICS EXPORT



Availability 19.6% to 15.0%
Available square feet -23.5% QoQ to 3.01M



Vacancy 18.5% (-0.1 pts QoQ)
3.72M square feet vacant of 20.08M



Office rent \$28.38 per square foot
+\$8.18 YoY · 64 deals · 146.6K square feet signed

BUILDINGS MAPPED

741
of 937 CoStar buildings geocoded

AVAILABLE SQUARE FEET

2.68M
across 130 mapped buildings

BUILDING CLASS

CoStar quality tier based on age, condition, amenities and market position. It does not indicate vacancy.

A	Class A Top-tier quality and amenities	18
B	Class B Well-maintained, mid-market	158
C	Class C Older, functional, value-oriented	559
-	Other No standard class assigned	6

MOST AVAILABLE SPACE

Buildings ranked by available square feet

- 1

California Market Center
1.08M square feet available · 57.8% of inventory
- 2

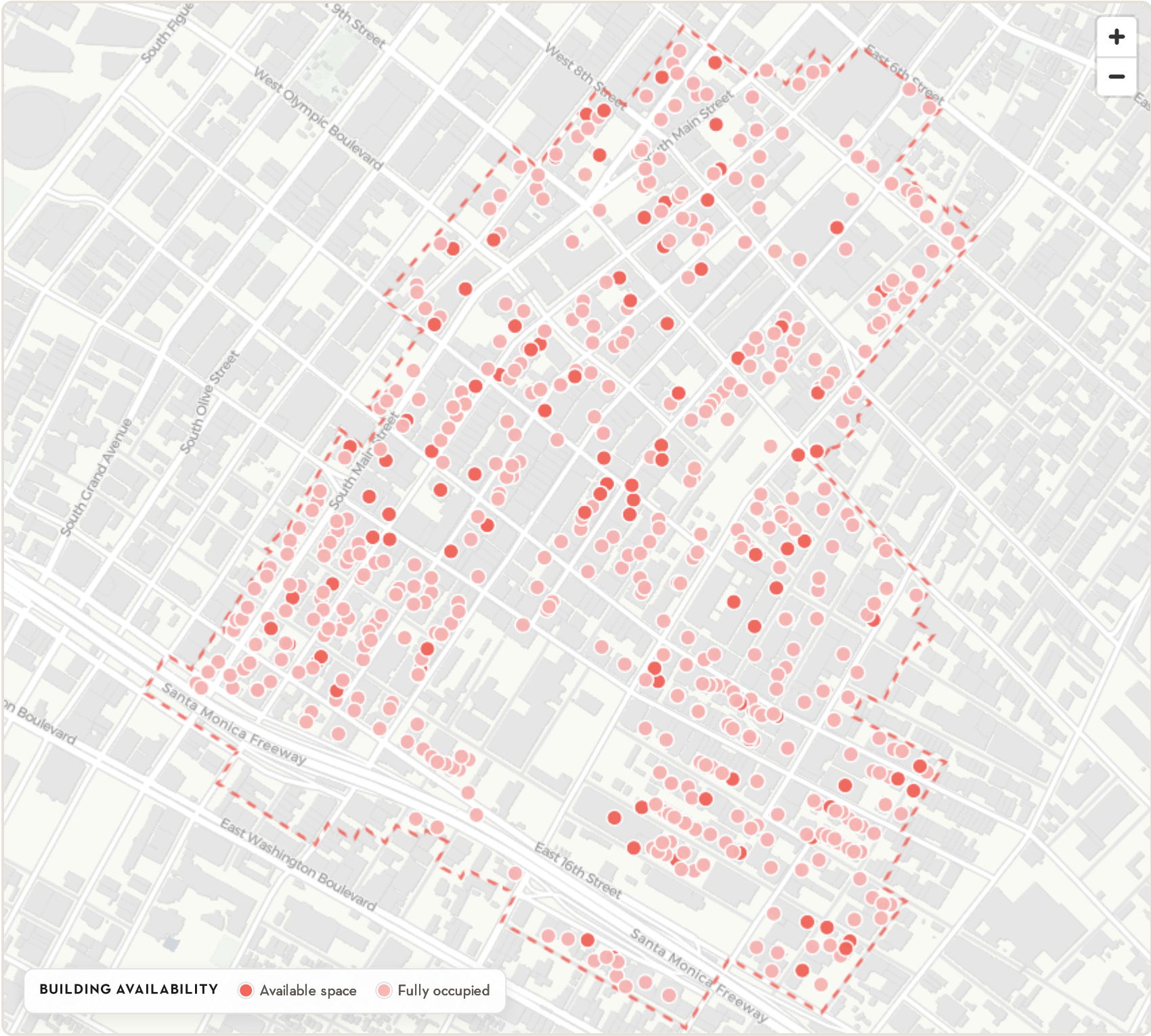
The Western Pacific
186.1K square feet available · 74.4% of inventory
- 3

7Main
116.6K square feet available · 84.5% of inventory
- 4

Fabric
100.8K square feet available · 90.8% of inventory
- 5

Gerry Building
71.2K square feet available · 65.9% of inventory

SOURCE: COSTAR MANUAL ANALYTICS EXPORT · GEOCODED VIA
FD PROPERTY DATABASE



Business Growth

Q2 2026 · Quarter-to-quarter view of active business registrations across our three districts

FASHION DISTRICT

5,123 active businesses

+129 opened last 12 months · top: Apparel, piece goods, & notions

SANTEE ALLEY

227 active businesses

+6 opened last 12 months · top: Apparel mfg.

FLOWER MARKET

356 active businesses

+9 opened last 12 months · top: Flower, nursery stock, & florists' supplies

OPENED · LAST 12 MONTHS



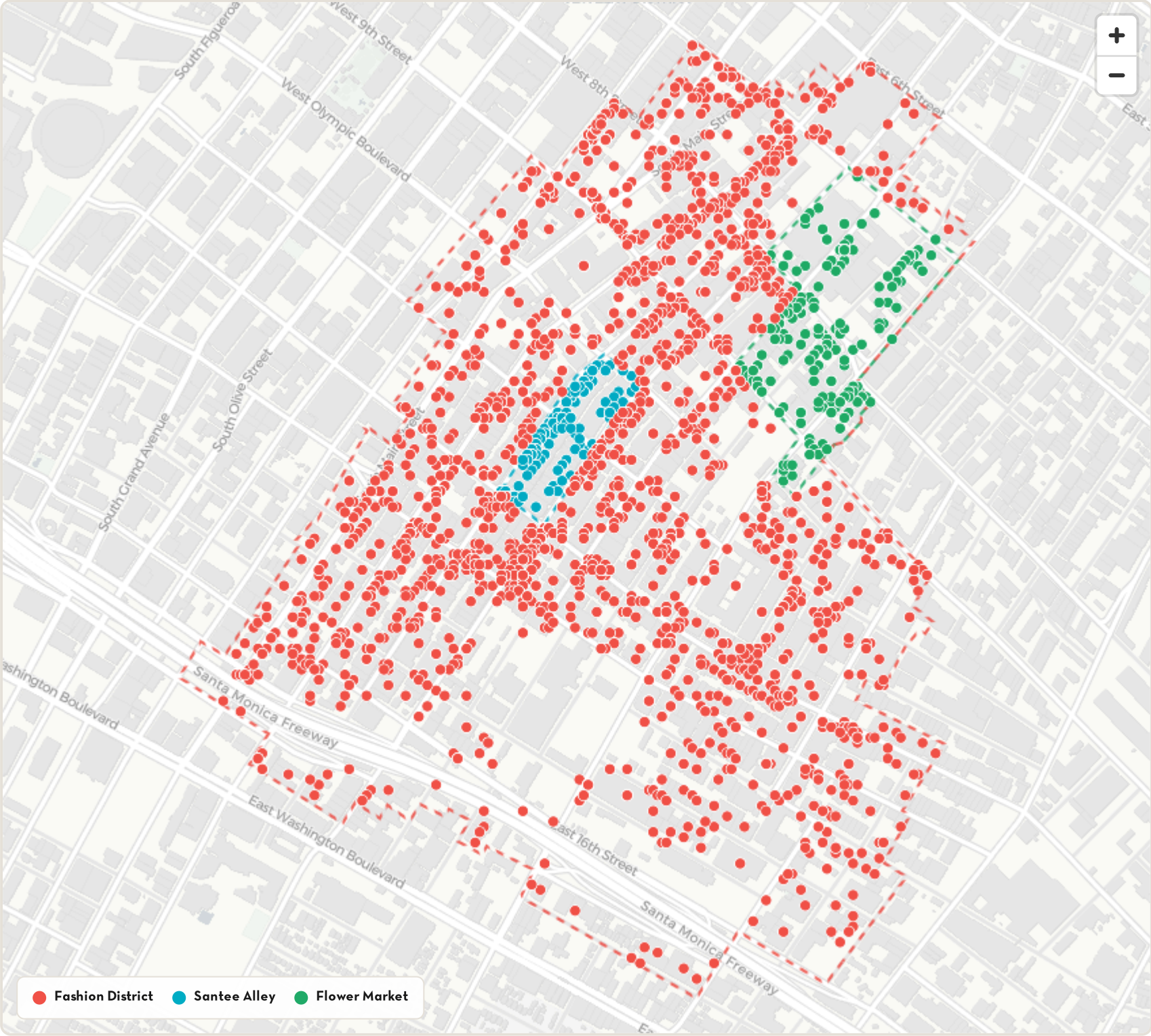
TOP CATEGORIES

1	Apparel, piece goods, & notions	852
2	Apparel mfg.	787
3	Flower, nursery stock, & florists' supplies	202
4	Wholesale trade agents & brokers	188
5	Other miscellaneous nondurable goods	185

GROWTH READ

Tracks how the active business base changes quarter to quarter across the Fashion District and its two subdistricts. The current snapshot includes 5,706 active registrations; 144 opened in the last 12 months, led by apparel, piece goods, & notions.

SOURCE: CITY OF LA OFFICE OF FINANCE ACTIVE BUSINESS LISTING



THANK YOU

Q2 2026 - April 1 - June 30, 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 Q2 2026 (April 1 - June 30, 2026), benchmarked against Q2 2025.

Data powered by Placer.ai - fashiondistrict.org