

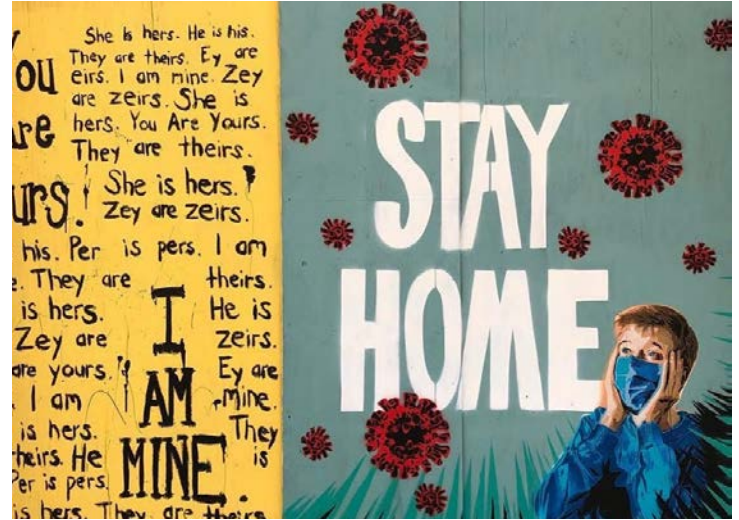


TREND REPORT

BUSINESS IMPROVEMENT DISTRICT (BID) NEWSLETTER



Murals on boarded up windows at West Elm on Broadway



FASHION DISTRICT BID RESPONDS TO COVID-19 PANDEMIC

The LA Fashion District BID has long played an integral role in enhancing the delivery of public services and providing other essential tools and services to local businesses within the Fashion District boundaries. Now more than ever, our organization is engaged in problem-solving and tackling the unprecedented challenges our community and businesses are facing, alongside our local municipalities and private sector collaborators.

As an organization, we're listening to stakeholders and responding with strategies that will help ensure that the Fashion District continues to be a safe, comfortable, and vibrant place...and that it remains top of mind to visitors and customers who are, for the most part, stuck indoors.

On March 11th, the BID quickly transitioned to crisis management in

order to ensure the resiliency of the district. Below is some of the work that's been done.

COMMUNICATION & RESOURCES

The BID transitioned the marketing and communication efforts to COVID-19 resources, collecting and disseminating accurate information via the website, email and social media channels. We developed a robust page dedicated to the many COVID-19 resources that are available and continue to update it daily. fashiondistrict.org/covid-19

SANITATION, STREETScape, AND BEAUTIFICATION

After immediately noticing a reduction in trash tonnage from 18 tons a day to only 3 tons a day, we reallocated our clean services to focus on an increased safety presence. Although our Clean Team experienced a

significant reduction in members, their efforts to ensure robust sanitation of public surfaces and streets remains a top priority. The Fashion District Clean Team continues to empty trash receptacles, sanitize receptacles (per CDC guidelines), and remove graffiti tags daily. Despite the drop in foot traffic, this effort is critical to maintaining cleanliness levels expected by visitors and customers (especially amidst a health pandemic) and is helping set the stage for local businesses to return to operations, and for the eventual 're-opening' of the district.

As prominent retailers took added precautions to secure merchandise and storefronts by boarding up windows, the BID engaged with local artists to "makeover" these temporary boarded up windows with the permission of property owners and merchants.

BID'S COVID-19 RESPONSE CONTINUED...

When national chain store, West Elm, boarded up its windows on Broadway, the BID was able to quickly facilitate and enlist the help of 6 local street artists to paint murals on the boards. This piece of Art Share-LA's "Let's Paint the Town" campaign not only beautified a prominent boarded up storefront, but it gave the artists, most of which have been significantly impacted by the COVID-19 pandemic, an opportunity to earn some income for their works.

PUBLIC SAFETY

The BID's Safe Team, that has for 20 years acted as the "eyes and ears" of the Fashion District,

continues to operate 24/7 to patrol, monitor, and reinforce public safety in this time of crisis. The BID's safety services are critical to business and property owners who need an extra set of eyes on their shuttered storefronts and buildings. They also play a key role in ensuring accurate communication of public service information, especially to our vulnerable populations in the Fashion District. For example, they have distributed face masks and hand sanitizer to nearly 600 people experiencing homelessness in the district.

MARKETING

While restaurants and cafés are

temporarily restricted for in-person dining, many have resorted instead to sales via take-out and delivery orders. Recognizing that the restaurant industry would be among those most heavily impacted, the BID quickly stepped up to support the marketing of this alternative dining option and continue to elevate the visibility of district restaurants (with delivery and curbside pickup options) to customers by aggregating business lists on our website's Dining Directory and through social media.

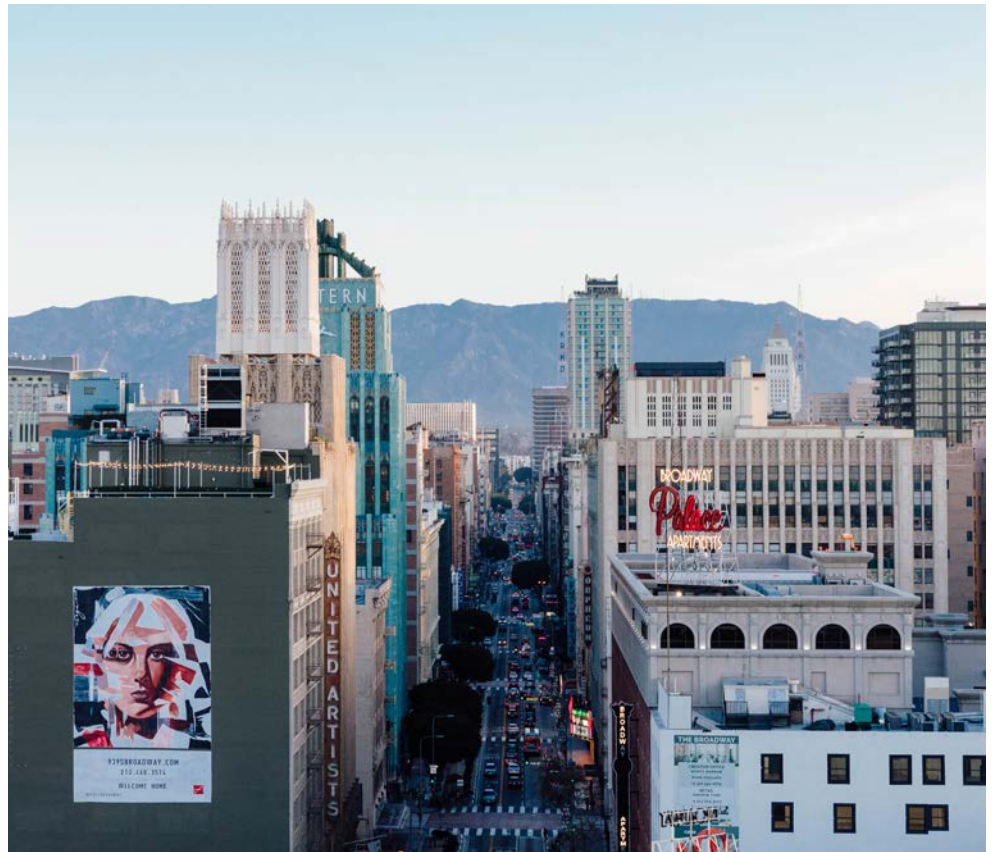
The BID has also been integral in obtaining curbside signage and helping to get new temporary curbside pickup zones designated for many restaurants throughout the district.

COVID-19 PANDEMIC: THE RECOVERY

As the Fashion District continues to adapt, respond to, and recover from the impacts of the pandemic, the BID is ready to support the stakeholders -- property owners and businesses -- in diagnosing the short and long-term impacts (quantitative and qualitative) of the pandemic and begin to develop district-wide plans, strategies, and policies focused on retail and hospitality business resiliency. Our resources will be spent gaining a thorough understanding and addressing the new business conditions that have already been and will continue to be created as a result of COVID-19.

We are here for you – stay tuned in the coming days and weeks for additional resources that we'll be sharing here:

fashiondistrict.org/covid-19



DTLA 2040 STEERING COMMITTEE: THE LATEST

In Q1, the LA Fashion District BID's DTLA 2040 Steering Committee met with MIG to begin the process of collectively creating a strategic response to the DTLA 2040 Draft Plan.

The meeting included a presentation from MIG that outlined their project approach, a DTLA 2040 overview, and a discussion about the future of the LA Fashion District, including its assets and strengths, opportunities and constraints, and our vision and goals.

The Steering Committee met once

more with MIG in April to discuss the potential impacts the COVID-19 pandemic has on the future planning and development opportunities in the Fashion District, specifically highlighting the importance of flexibility and adaptability in future zoning codes and use permits.

In the coming weeks, MIG is expected to deliver the BID's Vision Framework as it relates to DTLA 2040 as well as a Policy Analysis (Existing Conditions) Report.



OUTDOOR AREA LIGHTING PROGRAM: IT'S LIT!

Is your property dimly lit? Could you use additional lighting support?

The LADWP Outdoor Lighting Program really makes a difference!

See how a single medium-size light transforms a property, enhancing its safety, security and appeal (below).

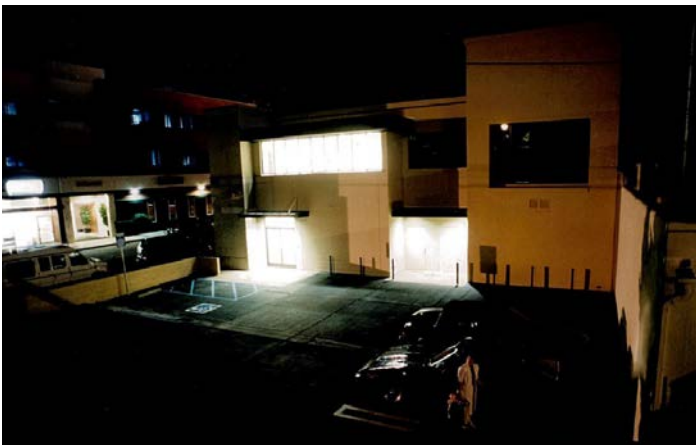
LADWP's high efficient, high output lighting provides up to 165 times more lighting than a standard 60-watt household light bulb. If there's a LADWP utility pole with appropriate voltage within 25 ft of your property line, you're eligible to receive these lighting improvements at no cost. If

your light is ever broken or needs to be replaced, LADWP pays for all repairs and replacements.

For more information about this program, please call:

1-800-DIAL-DWP (1-800-342-5397) or visit <http://arcg.is/OXiXG4>

BEFORE



AFTER





**LA FASHION DISTRICT
TREND REPORT**

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Return Service Requested



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DTLA 2040
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Learn more about LADWP's outdoor lighting program



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