In July, the LA Fashion District BID conducted a survey in an attempt to gauge the economic impact the COVID-19 pandemic has had on businesses located in the LA Fashion District’s BID boundaries.

The feedback collected was assessed to see how our organization might be able to help with some of the challenges businesses are currently facing and/or anticipate facing in the coming months.

**NOTABLE SURVEY RESULTS**

There were a total of 226 survey respondents during the course of the 2-week survey response period, which ran from July 15th to July 29th, 2020.

Please note that survey participation was limited to only those businesses located within the LA Fashion District.

- **58%** of survey respondents had one of the following type of business: wholesale, textiles, flowers, retail, dry goods.
- **76%** of survey respondents were small businesses, employing only 1-5 employees prior to the COVID-19 pandemic.
- **42%** of survey respondents indicated they had applied for and received one of the following types of funding:
  - Small Business Association’s Paycheck Protection Program
  - Small Business Association’s Economic Injury Disaster Loan
  - City of Los Angeles Small Business Micro Grant

When asked how long respondents could continue to support their businesses at current revenue levels, the following time frames were among the top 3 responses:

- **27%** responded with 1 to 3 months
- **22%** responded with 4 to 6 months
- **32%** responded with 6 to 12+ months

The BID continues to be a resource in the community, leading businesses through this challenging time with public health and safety remaining a top priority.

In partnership with both the City and County of Los Angeles, as well as the other BIDs in DTLA, we will get through this together.
DTLA 2040: AN UPDATE FROM CITY PLANNING

City Planning anticipates making further refinements to the Draft Downtown Plan and Preliminary Draft of the New Zoning Code. Updated draft documents will be shared with the public in advance of the public hearing in the coming months.

In October of 2019, drafts of the zoning districts were made public for review. These drafts addressed the built environment and allowed land uses throughout Downtown.

The Preliminary Draft of the new Zoning Codes are now available. This new material provides the technical rules and functions needed to establish a new Zoning Code.

At this time, the new Zoning Code is intended to be effective only within the Downtown Community Plan Area, but will be applied to other areas as each neighborhood’s Community Plan is updated.

To learn more about DTLA 2040 and other Community Plan updates, please visit: dtla2040.org

LA FASHION DISTRICT ELECTIONS: BECOME A BOARD MEMBER!

On January 1, 2021 three (3) seats on the LA Fashion District Business Improvement District (BID) Board of Directors will be available for the upcoming election.

All qualified property owners within the boundaries of the LA Fashion District Business Improvement District (BID) are eligible for Board membership. In November, all property owners, or their representative, will be asked to vote for their candidates.

BID Board Members are required to attend a minimum of eight (8) Board meetings per year, as well as serve on at least one (1) committee that meets periodically throughout the year. All terms will commence on January 1st, 2021 for a three (3) year term.

For additional information on how to become a Board Member, please visit: fashiondistrict.org/2020election

Please note that the deadline to apply to become a Board Member is: September 11th, 2020 at 5:00pm

BALLOT MEASURE: PROP 15 (SPLIT ROLL)

California Proposition 15, the Tax on Commercial and Industrial Properties for Education and Local Government Funding Initiative, is on the ballot in California as an initiated constitutional amendment on November 3, 2020.

Proposition 15 would amend the California State Constitution to require commercial and industrial properties, except those zoned as commercial agriculture, to be taxed based on their market value. In California, the proposal to assess taxes on commercial and industrial properties at market value, while continuing to assess taxes on residential properties based on the purchase price, is known as Split Roll.

For additional information about Prop 15 and a preview of what else is on the November ballot, please visit: calmatters.org
Example 1

OFFICE BUILDING
Current Property Tax: $473,352 annually
2020 Property Tax: $1,169,325 annually
Tax Increase: Over 147%

Reference Data for Example
CoStar and assessor records for a 165,000 SF office building acquired in 1997. The acquisition price was $28,150,000.

2019 Assessed Value: $40,294,638 ($242.89/SF)
2019 Market Value: $99,540,000 ($600/SF*)
Differential: $59,245,362
2019 Tax Rate: 1.174729%
Tax Increase: $695,972

*Conservative estimate

Example 2

APARTMENT BUILDING
Current Property Tax: $85,117 annually
2020 Property Tax: $718,934 annually
Tax Increase: Over 744%

Reference Data for Example
11400 Rochester Avenue: 204 Units (CoStar attached.) Last "sale" was pre-1978 (Not confirmed).

2019 Assessed Value: $7,245,695 ($35,518/Unit)
2019 Market Value: $61,200,000 ($300,000/Unit*)
Differential: $53,954,305 Per Unit
2019 Tax Rate: 1.174729%
Tax Increase: $633,574
Current taxes are $417 per unit per year, increasing to over $3,500 per year.

*Conservative estimate

Example 3

INDUSTRIAL BUILDING
Current Property Tax: $13,194 annually
2020 Property Tax: $111,951 annually
Tax Increase: Over 748%

Reference Data for Example
10755 Venice Boulevard: 31,765 SF on +/- 1.17 acres of land.

2019 Assessed Value: $1,123,174 ($35.36/SF)
2019 Market Value: $9,530,000 ($300/SF*)
Differential: $8,406,826
2019 Tax Rate: 1.174729%
Tax Increase: $98,757

*Conservative estimate ($20 per square foot of land area)
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COVID-19 ECONOMIC IMPACT SURVEY
The BID’s response to the COVID-19 pandemic

DTLA 2040
Get the latest update from Los Angeles City Planning

UPCOMING BOARD ELECTIONS
BID Elections for new Board Members are coming up

IMPORTANT LEGISLATION
Learn more about Prop 15, on the ballot this November