



BID Releases Landmark Report at Annual Meeting

The LA Fashion District Business Improvement District (BID) celebrated its ten year anniversary at the annual property owner's meeting, held May 31 at the California Market Center, with special presentations and the release of their landmark publication,

Economic Contributions of the Los Angeles Fashion District.

Councilwoman Jan Perry, Council District 9 and Board of Public Works President Cynthia Ruiz kicked off the meeting and spoke of the importance of of the BID to district property values.

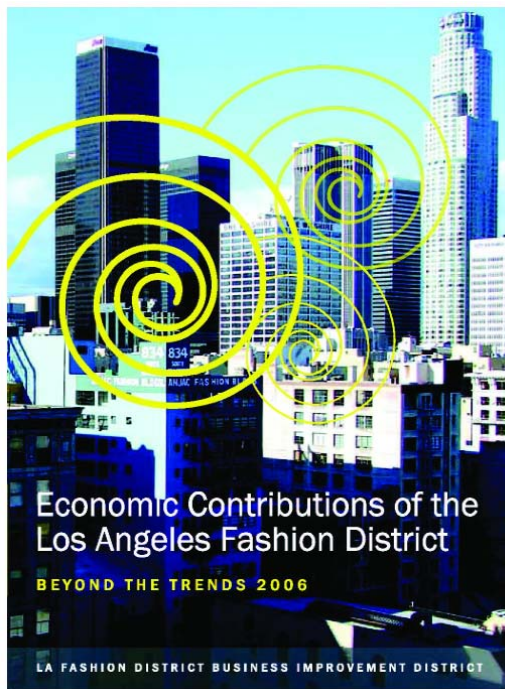
Nancy Sidhu of Los Angeles Economic Development Corporation (LAEDC) and David Wilcox of Economic Research Associates (ERA) reported on the landmark study in which the BID commissioned LAEDC and ERA to document the most important facts about the 94-block Fashion District and Los Angeles fashion industry. The study outlines the district's growth and impact on the economy and identifies the district as the creative and business hub of the apparel industry.

Among the significant report findings:

- The district generates \$5.76 billion in business revenue annually, supporting 66,000 jobs in Los Angeles County.
- Wholesaling jobs in Los Angeles increased 7% while falling 17% in New York between 1997 and 2004.
- Fashion District retail sales exceeded \$495 million in 2005 - topping sales at The Grove.
- 4,375 businesses reside in the district. Virtually all are small family-owned operations and not chain stores. The 2,492 street

level businesses are a mixture of wholesale-only, retail-only and wholesale/retail businesses, selling apparel and accessories for the entire family, textiles and flowers.

- In the last two years, 770 residential units have been completed and by 2009, there will be over 2,600 units in the district.



- Over 53,000 buyers attend Fashion Markets held in the designer wholesale showroom buildings of The Intersection annually. And aside from orders placed at the Markets, buyers contribute \$50 million to the local economy at area hotels, restaurants, taxis, etc.

The meeting also included the District Improvement Awards presentation, honoring property owners who have invested in new developments and improvements that continue to elevate the district (see a full list of winners on page four). Property

owners were also updated on the BID renewal process that is currently underway. The current BID term ends December 31, 2008.

For a copy of *Economic Contributions of the Los Angeles Fashion District* or the 2006 Annual Report, please contact us at **213.488.1153** or info@fashiondistrict.org.

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upcoming construction

Eleventh and Twelfth Streets, between Maple Avenue and Wall Street will undergo construction in order to replace storm drains. Work will take place at nighttime and should not affect business. The City of Los Angeles Department of Public Works will conduct the construction of a storm drain system comprised of 850-foot, 24-inch pipes along the designated area. Work will also include construction of catch basins, lateral pipes, maintenance holes and transition/junction structures.



Construction areas are along 11th and 12th Streets, from Maple Avenue to Wall Street (highlighted in yellow).

PURPOSE

The new storm drain will alleviate local flooding by conveying storm water from the intersections of 11th Street and Maple Avenue, and 12th Street and Maple Avenue to an existing storm drain on Wall Street.

WORK SCHEDULE

- Summer 2007 through spring 2008
- Work will occur on weeknights from 9:00 p.m. through 6:00 a.m.

CONSTRUCTION METHODS

- Excavation and open trenching

COMMUNITY/TRAFFIC IMPACTS

- At least one traffic lane will be open during work hours
- Driveways, parking lanes and traffic lanes will be open during non-working hours
- Excavations and open trenches will be steel plated during non-working hours
- Dust abatement will be strictly enforced

FOR MORE INFORMATION

- Call the City's Public Affairs Office at 213.978.0333

DINING update

Dining options in the Fashion District continue to grow, with an array of choices from specialty pizzas at Pizza Rustica to tasty non-fat frozen yogurt at Frelì. And Fashion District standout, Tiara Cafe, has extended its hours of operation - great news to visitors and residents of the area.



PIZZA RUSTICA

231 E. 9th Street
213.627.7798
pizza-rustica.com

M - SAT 11:00 a.m. - 4:00 p.m.

CAFE SIN

1015 Wall Street, #123
(entrance on Olympic Blvd.)
213.749.2174

M - SAT 7:30 a.m. - 4:30 p.m.

FRELI

208 E. 8th Street
213.627.1410

M - SAT 6:30 a.m. - 5:30 p.m.



welcome

SERGIO DIAZ &
SONGHAI MIGUDA-ARMSTEAD

COMING SOON



Welcome new Los Angeles Police Department (LAPD) Central Bureau Deputy Chief Sergio Diaz (pictured left) and Deputy District Attorney Songhai Miguda-Armstead (pictured right).

Officer Diaz has been with LAPD for 30 years and assumed his role as leader of Central Bureau in May. As Deputy Chief he is responsible for overseeing all police operations in the five downtown areas: Central, Newton, Hollenbeck, Northeast and Rampart.



The LA Fashion District BID is partnering with Urban Shopping Adventures on the creation of "Find Your Fit" specialty shopping tours in the Fashion District. The tours will focus on niche shopping markets within the district, such as flowers, textiles, crafts, men's wear, back to school, bridal, prom, holiday and more.

The tours allow shoppers to zero in on the best stores, resources and bargains in their particular area of interest instead of wandering aimlessly through the often times overwhelming district. Some tours will include special seminars and demonstrations. Stay tuned for more information!

FIND YOUR **fit**

Deputy District Attorney Songhai Miguda-Armstead began her career at the City Attorney's Office, where she excelled in trial work. Before her current role as the new Central Area Neighborhood Prosecutor, she worked on the Mayor's Safer Cities Initiative, filing nearly all of the misdemeanor cases for the project.

The Fashion District raffled off a gift bag worth over \$500 of district merchandise and gift certificates from Urban Shopping Adventures and Tiara Cafe at *Where Magazine's* reception for concierges at the opening night of LA Opera's *Porgy and Bess*.

FROM LEFT: BID Marketing Director Katherine Schmidt with raffle winner Gisela Saarikoski, concierge from the Westin LAX.



U.S. CHAMBER OF COMMERCE

counterfeiting & piracy

AWARENESS WEEK

Monday, August. 20 - Thursday, August. 23

The LA Fashion District BID is a partner in the upcoming U.S. Chamber of Commerce's Counterfeiting and Piracy Awareness Week from Monday, August 20 through Thursday, August 23. The week will feature educational and media events throughout the Los Angeles area, focusing on the costs and health and safety threats of counterfeiting and piracy. Each day's events will address a specific topic, including the impact of this growing problem on California's small and medium sized businesses and its impact on local industries. The goal is to make Los Angeles a model city on the protection of intellectual property rights that can be emulated by other major cities around the country and the world. Wednesday, August 22 is the designated fashion industry day of the week with an evening reception in the Fashion District (details to the right).

To find out more about the week's events and to register, log on to thetruecosts.org

The True Cost of Fashion Counterfeits
Wednesday, August 22

This industry cocktail reception will feature speeches and a panel discussion of local fashion industry experts. The panelists will discuss the impact of counterfeiting and piracy on the LA Fashion industry and will share best practices for fighting back against counterfeiters and pirates.

Time: 5:30 p.m. - 7:30 p.m.

Location: California Market Center, Penthouse
13B (110 E. 9th Street, Los Angeles, CA 90079)

IMPROVEMENTS HONORED

The 2006 District Improvement Award winners were feted at the BID's annual meeting. The BID has given 100 awards since 1996 to new projects and renovations that have improved the landscape of the district.

NEW CONSTRUCTION

525 S. Los Angeles Street, *Jade Enterprises*
Maple Union, *KI Group*

ADAPTIVE REUSE

The Textile Building, *MJW Investments*

RENOVATION

223 E. 9th Street, *Oxford Capital LLC*
833 S. Spring Street, *Shawn Manshoory*
ANJAC Fashion Buildings, *Steve Needleman*
California Market Center - 13th Floor, *Jamison Properties, Inc.*
L'Angolo Cafe, *Paul Kim*
Tiara Cafe, *The New Mart & Fred Eric*
Wood Spoon, *Natalia Peneira*

OUTSTANDING SERVICE AWARD

Captain Jodi Wakefield, LAPD Central Division



FROM LEFT: Wizeman Kagavari and Sina Kagavari of the KI Group accept their award from BID Chair John van den Akker.



BAR-B-KOSHER

113 E. 9th Street
213.623.4955

M - TH 8:00 a.m. - 5:00 p.m.
FRI 8:00 a.m. - 3:00 p.m.
SUN 9:00 a.m. - 5:00 p.m.

KOSHER MARKET

857 Santee Street, Suite B
213.622.9634

M - F 8:00 a.m. - 6:00 p.m.



TIARA CAFE

127 E. 9th Street
213.623.FOOD
tiara-cafe.com

M - F 11:30 a.m. - 3:00 p.m.
SAT & SUN 9:30 a.m. - 3:00 p.m.

EVENT recaps

1

3.4.07 Nearly 25,000 participated in the 22nd annual **LA MARATHON**. A new course led participants down the streets of the Fashion District and the rest of downtown.

2

3.10.07 & 3.11.07 Santee Village was one of 14 loft projects showcased at the Downtown Center BID's **DOWNTOWN LIVING WEEKEND** event. Over 4,200 prospective owners and visitors toured Santee Village and other loft projects.

3

4.10.07 DIRECTIVES WEST presented runway show, "LA Over Easy" at the California Market Center during the Majors Market. The show featured girls and juniors brands and culminated with the appearance of Paris Hilton (pictured), who debuted her eponymous line of juniors apparel.

4

5.2.07 Fashion Business Incorporated presented **VINDULGENCE-LA**, a night of fashion and fine wine at The New Mart. Designers featured in the "Made in LA" runway show included Stop Staring! (pictured), Sledge USA, Vanessa Carreño, Remy Leather, Couture, Ranahan, Pink Polka Dot and I See Spot.

5

5.3.07 The **LA FASHION AWARDS** kicked off the nomination process with a dinner at downtown's Blue Velvet. Pictured: Nony Tochterman of Petro Zillia and Tony Graham of Rozae Nichols. Photo credit: Evans Vestal Ward

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5.29.07 The new **636 S. MAPLE AVENUE** parking structure was celebrated as a significant downtown collaboration, providing necessary parking for residents of Santee Village and wholesalers and shoppers of the LA Flower Market and Fashion District, while serving as a storage facility for Los Angeles County Metropolitan Transit Authority. Pictured left to right: LA Fashion District BID Executive Director Kent Smith, Councilwoman Jan Perry, MJW Investment President Mark Weinstein, Congresswoman Lucille Roybal-Allard.

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6.1.07 The **MICROSOFT ACROSS AMERICA** truck, in partnership with AIMS software and Focal Technologies, rolled into the Fashion District, offering live demos and technology products and solutions for the apparel industry.

8

6.27.07 The California Market Center hosted the first ever Los Angeles **BIZBASH** Event Style Show. Over 1,000 event organizers attended educational sessions with industry experts, a vendor trade show and the 2006 Event Style Awards.

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6.28.07 The downtown community celebrated the **LAPD PROMOTIONS** of Central Division Commander Andrew Smith, Captain Jodi Wakefield and Captain Michelle Veenstra at the Farmers and Merchants Bank. Pictured left to right: Captain Michelle Veenstra, Captain Jodi Wakefield, Councilwoman Jan Perry, Commander Andrew Smith. Others in attendance included Councilmember Jose Huizar, Chief William Bratton, Assistant Chief Sharon Papa, Deputy Chief Sergio Diaz and Police Commissioner Andrea Ordín.



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BOARD OF DIRECTORS

John van den Akker, CHAIR
1127 Maple LLC

Mark Chatoff, VICE CHAIR
MAC Holdings LLC

Barry Gold, TREASURER
DAK Enterprises

Laurie Sale, SECRETARY
SCS Building Fund

Laura Afialo
A & H Management

Ethan Eller
The New Mart

Sharen Emrani-Bekhrad
Venice Investments

Steve Hirsh
Cooper Design Space

Sina Kangavari
KI Group

John Kim
California Market Center

Lance Kluger
Maple BK Properties

Alexander Moradi
ICO Development LLC

Steve Needleman
ANJAC Fashion Buildings

Justin Remy
Remy Leather Fashions

Mark Weinstein
MJW Investments

UPCOMING EVENTS ::

August 10 - 14 >
LA Market Week Holiday/Resort `07
[THE INTERSECTION: California Market Center, 110 E. 9th St., 213.630.3600; Cooper Design Space, 860 S. Los Angeles St., 213.627.3754; Designers & Agents, through the 12th, 212.302.9575; Gerry Building, 910 S. Los Angeles St., 213.228.1988 x15; The New Mart, 127 E. 9th St., 213.627.0671]

August 12 >
AIGA/LA Craftivism
[Santee Village Courtyard, 716 S. Los Angeles St., 1:00 - 5:00 p.m. To exhibit or register, 818.558.3968, aigalosangeles.org]

August 22 >
Counterfeiting & Piracy Awareness Week Panel Discussion: The True Cost of Fashion Counterfeits
[California Market Center - Penthouse 13B, 110 E. 9th St., 5:30 p.m. - 7:30 p.m. To register, thetruecosts.org]

September 30 - October 1 >
MOM2B Tradeshow
[Cooper Design Space, 860 S. Los Angeles St., 866.98MOM2B]

October 8 - 10 >
LA Majors Market Spring `08
[California Market Center, 110 E. 9th St., 213.630.3600; Gerry Building, 910 S. Los Angeles St., 213.228.1988 x15]

October 15 - 17 >
LA Int'l Textile Show Autumn/Winter `08
[California Market Center, 110 E. 9th St., 213.630.3600]

October 26 - 30 >
LA Market Week Spring `08
[THE INTERSECTION: California Market Center, 110 E. 9th St., 213.630.3600; Cooper Design Space, 860 S. Los Angeles St., 213.627.3754; Designers & Agents, through the 28th, 212.302.9575; Gerry Building, 910 S. Los Angeles St., 213.228.1988 x15; The New Mart, 127 E. 9th St., 213.627.0671]

Not a complete list. All dates subject to change.

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'BEST OF' WINNERS

Five Fashion District businesses were honored with awards from the *Downtown News*' annual 2007 Best of Downtown Awards. Congratulations to the winners!

TIARA CAFE - Best Cupcakes
ANGELIQUE CAFE - Best Weekend Hangout
THE HIVE GALLERY - Best Gallery
LA FLOWER MARKET - Best Florist
ASHANTI FABRICS - Best Fabric Store

BIDSTAFF

Kent Smith
Executive Director

Joanna Cheatham
Administrative Assistant

Jose Gonzalez
Finance Manager

Lynn Myers
Managing Director

Jackie Sanchez
Operations Coordinator

Katherine Schmidt
Marketing Director

Randall Tampa
Operations Director

got news?

Do you have news about your property, tenants or store/business? The BID gets frequent requests from the media regarding activity in the district. Help us get the word out about all of the excitement!

CONTACT:
Marketing Director
Katherine Schmidt
kschmidt@fashiondistrict.org
213.488.1153 x718

BID MEETING SCHEDULE ::

All meetings are held at the BID administration office unless otherwise noted. Property owners and their representatives are always invited to attend Board and committee meetings. To join a committee, please contact the BID administration office.

September 6 > **Image & Communications Committee Meeting** - 11:30 a.m.
September 25 > **Finance Committee Meeting** - 10:30 a.m.
September 25 > **Operations Committee Meeting** - 1:00 p.m.
September 26 > **Board Meeting** - 11:45 a.m.

All dates subject to change.



110 East 9th Street, Suite A-1175
Los Angeles, CA 90079

tel: 213.488.1153
fax: 213.488.5159

RETURN SERVICE REQUESTED

