Don't Miss Out on the Great Business the Jazz Festival Will Bring to Central Avenue!!!

Get Your Business Ready for the Thousands of Visitors that Come to the Central Avenue Jazz Festival! Stay Open Each Day! Get Your Health Permit to Sell Food on Your Lot! Call The New 9th Council Office @ (323) 846-2651 for Details.

CAHD is using funds remaining from previous assessment years for street improvements that help draw patrons to the District! Free community WiFi, sidewalk seating, branded tents for businesses and the Farmer’s Market, branded trash receptacles, street trees, planters and banners!

Ask an Ambassador about the street furniture, tents and planters for your business!

ALL YOU HAVE TO DO IS AGREE TO BRING IN THE FURNITURE & TENTS EACH NIGHT AND WATER THE PLANTS!
CAHD’S 2018 By The Numbers

The district includes the commercial parcels of land affronting Central Avenue from the south side of Washington Boulevard to the south side of Vernon Avenue stretching 1.56 miles, as well as the side street frontage of corner properties. It comprises 130 property owners and 188 individually assessed parcels of land. See the Management District Plan and Engineer’s Report on the website for details on the assessment formula and amounts. The following is an unreviewed financial summary of CAHD’s 2018 revenue and expenditures for its five program services:

ASSESSMENT REVENUE RECEIVED IN 2018: $591,186 (Note: revenue was from 2018 assessments plus a portion of assessments from 2017)

TOTAL 2018 PROGRAM EXPENDITURES (Unreviewed): $447,793


2. Clean Streets - Total Expenditures: $143,270. Major expenditures included $105,000 for the Clean Streets Program administered by the Coalition for Responsible Community Development and $36,680 for perforated stainless steel trash receptacles.

Central Avenue Historic District Clean Streets Program 2018 Performance

<table>
<thead>
<tr>
<th>2018 Month</th>
<th>Trash Collection (No. of Bags)</th>
<th>Sidewalk Sweeping (blocks-1 side)</th>
<th>Pressure Washing (blocks - 1 side)</th>
<th>Graffiti Remova (SQ. FT.)</th>
<th>Numbers of Bulky Items</th>
<th>Tons of Bulky Items Collected</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>592</td>
<td>826</td>
<td>20</td>
<td>41156</td>
<td>136</td>
<td>143</td>
</tr>
<tr>
<td>February</td>
<td>448</td>
<td>544</td>
<td>20.5</td>
<td>6,820</td>
<td>85</td>
<td>990</td>
</tr>
<tr>
<td>March</td>
<td>508</td>
<td>604</td>
<td>22.05</td>
<td>34,839</td>
<td>54</td>
<td>539</td>
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<tr>
<td>April</td>
<td>779</td>
<td>424</td>
<td>21.1</td>
<td>6,406</td>
<td>378</td>
<td>143</td>
</tr>
<tr>
<td>May</td>
<td>900</td>
<td>604</td>
<td>15</td>
<td>13,900</td>
<td>235</td>
<td>992</td>
</tr>
<tr>
<td>June</td>
<td>921</td>
<td>800</td>
<td>16</td>
<td>24,845</td>
<td>86</td>
<td>235</td>
</tr>
<tr>
<td>July</td>
<td>500</td>
<td>425</td>
<td>5</td>
<td>16,348</td>
<td>46</td>
<td>235</td>
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<tr>
<td>August</td>
<td>759</td>
<td>546</td>
<td>15</td>
<td>19,220</td>
<td>7</td>
<td>230</td>
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<tr>
<td>September</td>
<td>708</td>
<td>695</td>
<td>29</td>
<td>17,185</td>
<td>83</td>
<td>230</td>
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<tr>
<td>October</td>
<td>741</td>
<td>852</td>
<td>17</td>
<td>41,508</td>
<td>27</td>
<td>0</td>
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<tr>
<td>November</td>
<td>709</td>
<td>639</td>
<td>13</td>
<td>38,136</td>
<td>4</td>
<td>0</td>
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<tr>
<td>December</td>
<td>729</td>
<td>802</td>
<td>22</td>
<td>25,579</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Totals</td>
<td>8,294</td>
<td>7,761</td>
<td>216</td>
<td>285,942</td>
<td>1,141</td>
<td>39</td>
</tr>
</tbody>
</table>

1. Branding - Total Expenditures: $76,539. Major expenses included $15,401 for the Central Avenue Jazz Festival Historic Tour, the Billie! Back Stage with Lady Day performance, T-Shirts and 3,000 Jazz Festival Publications, $5,319 for Halloween including distribution of 3,000 branded bags and candy for over 2,000 trick or treaters, $4,573 for 7,000 reusable brand holiday bags and $44,349 for banner and collateral design/printing and marketing outreach.

2. Parking Demand Management: No expenditures.

3. Management - Total Expenditures: $96,990. Major expenses included $63,500 for the Urban Design Center management team, $16,200 for rent, $12,906 for the City Clerk recovery fee, $5,036 for accounting and $4,463 for insurance.

Central Avenue Historic District
Serving Properties on Central Avenue from Washington Boulevard to Vernon Avenue

AMBASSADORS ARE UNDER NEW MANAGEMENT!

Concerned Citizens of South Los Angeles (CCSCLA) has been working to revitalize Central Avenue for over 30 years including the development and management of the affordable housing @ 27th, 47th and 48th and Central and the Juanita Tate Market Place on Slauson and Central Avenue as well as many other projects.

As a community-based employer on Central Avenue and a member of the CAHD board of directors, CCSCLA is the perfect organization to oversee the 3 Ambassadors to make sure they are engaging and sharing information with businesses and patrons. CCSCLA is training the Ambassadors and making sure they are helping to implement the mission and vision of the District!

AMBASSADOR PROGRAM
Management Services Committed January 1, 2019!
CCSCLA’s Ambassador Service Contract is $178,500 for 2019.

Please contact CCSCLA’s Community Engagement Consultant Dr. Meschellia Johnson or the Ambassador Supervisor Marlan Oliver at 323-846-2500 to request Ambassador assistance or to make a report.

Executive Officers:
- Dani Shaker, President
  People’s Union, LLC
Historic Liberty Savings Property

- Jonathan Zeichner, Vice President
  Executive Director, A Place Called Home

- Monica Mbeguerue, Treasurer
  Alfred Smith Property

- Mark Wilson, Secretary
  Executive Director, Coalition for Responsible Community Development

Members:
- Priscilla Al Uqdah, Member
  Clara Muhammad School National Alumni Association

- Clent Bowers, Member
  Trustee, Bowers Retail Complex

- Akeem Croom, Member
  Croom Family Building

- Ramin Halavi, Member
  Halavi Family Properties

- Edgar Mariscal, Member
  Dunbar Village, Thomas Safran & Associates Housing

- Jeroel Abdul Salaam, Member
  Masjid Bilal Islamic Center

- Noreen McClendon, Member
  Executive Director, Concerned Citizens of South Central Los Angeles

- Councilman Curren D. Price, Jr., Member
  The New 9th Council District

- Jhonny Vera, Member
  All Famous Barber Shop

2019 Board of Directors
The board is fully seated! Ramin Halavi, owner of two properties on Central Avenue was voted on to join the Central Avenue Historic Business Improvement District Board starting January 2019. CAHD now has 13 board members! If you are interested in joining the board next year get involved now! All property and business owners are welcome to join a committee and volunteer to help implement CAHD’s projects and programs.