



Brought to you by

CENTRAL AVENUE
HISTORIC BUSINESS IMPROVEMENT DISTRICT

For questions and technical assistance visit
www.CentralAvenueHistoricDistrict.org
or call: (323) 230-7070

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!



Councilman Curren D. Price, Jr. PRESENTS
and **NEW 9th**

The 24th Annual Central Avenue Jazz Festival
LOS ANGELES
Along Central Ave between King Blvd & Vernon Ave
WWW.CENTRALAVEJAZZFEST.COM

SAVE THE DATE
JULY 27-28 2019 11a-7p

4 Stages
4 Pavilions
Food & Merchants
FREE to attend

IN CONJUNCTION WITH
CRCD COALITION for RESPONSIBLE COMMUNITY DEVELOPMENT

IN PARTNERSHIP WITH
Concerned Citizens



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'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

- Enhanced Safety - Total Expenditures: \$130,992.** Major expenditures included \$129,532 for the Ambassador Program administered by our Management consultant Urban Design Center.
- 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						
2018 Month	Trash Collection	Sidewalk sweeping	Pressure Washing	Graffiti Removal	Numbers of Bulky Items	Tons of Bulky Items Collected
	(No. of Bags)	(blocks-1 side)	(blocks - 1 side)	(SQ. FT.)		
January	592	826	20	41156	136	Started collecting data in April
February	448	544	20.5	6,820	85	
March	508	604	22.05	34,839	54	
April	779	424	21.1	6,406	378	
May	900	604	15	13,900	235	8.5
June	921	800	16	24,845	86	4.5
July	500	425	5	16,348	46	1.8
August	759	546	15	19,220	7	0.27
September	708	695	29	17,185	83	4.5
October	741	852	17	41,508	27	0
November	709	639	13	38,136	4	0
December	729	802	22	25,579	0	0.64
Totals	8,294	7,761	216	285,942	1,141	39

- 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* play, T-Shirts and 3,000 Jazz Festival Publications, \$5,319 for Halloween including distribution of 4,000 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.
- Parking Demand Management:** No expenditures.
- 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 \$4,461 for insurance.

Central Avenue Historic District

Serving Properties on Central Avenue from Washington Boulevard to Vernon Avenue

AMBASSADORS ARE UNDER NEW MANAGEMENT!



Ambassador Program Management Services
Commenced January 1, 2019!
CCSCLA's Ambassador Service Contract is \$178,500 for 2019.

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!

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.



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.

Executive Officers:

Dani Shaker, President
People's Union, LLC
Historic Liberty Savings Property

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

Monica Mbequere, 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

Akeemi Croom, Member
Croom Family Building

Ramin Halavi, Member
Halavi Family Properties

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

Jerrel 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

MANAGEMENT CONSULTANT
URBAN DESIGN CENTER
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