Central Avenue Historic Business Improvement District (CAHD) 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.

CAHD’s goal is to improve the economic vitality for each individually assessed parcel within its District boundaries. For the existing District, which has been approved to operate from 2016 to 2020, CAHD is managing five (5) economic development programs including: (1) Clean Streets contracted through CRCD Enterprises, Inc., (2) an Enhanced Safety and Ambassador Program contracted through Concerned Citizens of South Central Los Angeles, and (3) Parking Demand Management, (4) Branding, and (5) District Management contracted through Urban Design Center. For 2019, these programs are operating based on an annual assessment of approximately $430,000 on 188 parcels.

Through a series of Board and Renewal Steering Committee meetings scheduled to address the requirements for renewing the BID for the 2021-2025 time period, the general consensus has been as follows:

**District Boundaries** - The existing district boundaries from Washington Boulevard to Vernon Avenue should remain the same without any expansion at next time. As such, the existing district map and parcel database was submitted to the City Clerk’s office per their requirement in June of this year as the proposed district area of parcels to be assessed for the 2021 to 2025 BID renewal period.

**Assessment Formula** - The assessment formula should be based on parcel size, street frontage and only the first floor area of buildings. We received feedback from an affordable housing developer that the assessment of their entire building created a financial hardship for their property. Therefore, the proposed new formula only includes the building area on the first floor of each property.

**Program Services** - In addition to the Clean Streets and Enhanced Safety Ambassador Program, CAHD has been able to implement many brand development programs and services during its first 3 1/2 years of operations and plans to complete several more brand development efforts by the end of our first five (5) year assessment period. For the next assessment term, the committee has determined that the focus should simply be the provision of the Clean Streets program and the Ambassadors program with only the required management to oversee contract compliance. We will then work to encourage businesses to focus on brand development and participation in events directly so that CAHD does not have to expend resources to manage events. This reduction in program services will effectively reduce the total amount that will need to be annually assessed during the next term for the BID.

Once the budget is approved, the assessment formula will be applied to each parcel so that property owners will know their total amount to be assessed the first year and whether or not the assessment fee will be increased for subsequent years in the new term. The program services and assessment fee for each parcel will be detailed in a Management District Plan and Engineer’s Report that will be presented with the Petition form to property owners to vote later this year on whether or not to proceed with a ballot measure to re-establish the District.
### CAHD 2019 CRCD Clean Streets Statistics

#### 2019 2nd Quarter

<table>
<thead>
<tr>
<th>2019 Month</th>
<th>Trash Collection (Numbers of Bags)</th>
<th>Sidewalk sweeping (blocks-1 side)</th>
<th>Sweeping (Linear Ft)</th>
<th>Pressure Washing (blocks - 1 side)</th>
<th>Graffiti Removal (SQ. FT.)</th>
<th>Numbers of Blocks</th>
<th>Tons of Bulky (Items Collected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>April, 2019</td>
<td>495</td>
<td>766</td>
<td>263,770</td>
<td>25</td>
<td>12,120</td>
<td>127</td>
<td>9.33</td>
</tr>
<tr>
<td>May, 2019</td>
<td>654</td>
<td>679</td>
<td>233,812</td>
<td>39</td>
<td>103,290</td>
<td>204</td>
<td>11.61</td>
</tr>
<tr>
<td>June, 2019</td>
<td>467</td>
<td>459</td>
<td>158,056</td>
<td>13</td>
<td>8,264</td>
<td>81</td>
<td>3.78</td>
</tr>
<tr>
<td>Totals</td>
<td>1,616</td>
<td>1,904</td>
<td>655,638</td>
<td>77</td>
<td>123,674</td>
<td>412</td>
<td>25</td>
</tr>
</tbody>
</table>

The **Clean Streets Team** is managed by CRCD Enterprises, Inc. In addition to the services listed above they also provide Sidewalk Steam Cleaning throughout the District each month. CRCD has been keeping the trash receptacle areas free of debris, but we want to thank the businesses for not overflowing the receptacles with trash. It really makes the District look good when our trash areas are well kept. CRCD will install another 15 trash receptacles to add to the 32 in place now. Please feel free to call CRCD if you need bulky item pick-up service, steam cleaning on the sidewalk near your business, graffiti removal or would like a trash receptacle placed on your block:

**(213) 743-6193 ext 400**

Our **Ambassador Team** is managed by Concerned Citizens of South Los Angeles. This quarter they worked to distribute 8,000 of the 1st Quarter 2019 Newsletters and engage with community members and businesses throughout the District:

<table>
<thead>
<tr>
<th>2nd Quarter Ambassador Engagements with Business Owners</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Victor Lopez</td>
<td>96</td>
<td>84</td>
<td>120</td>
</tr>
<tr>
<td>Johnny Viel</td>
<td>78</td>
<td>108</td>
<td>118</td>
</tr>
<tr>
<td>Curtis Smith</td>
<td>76</td>
<td>97</td>
<td>108</td>
</tr>
</tbody>
</table>

Please remember that the Ambassadors can help engage visitors at the 13 WiFi Hot Spots installed at businesses throughout the District by getting people to log on and post information about their experience on Central Avenue or to search for information. More WiFi Hot Spots are coming! The 25 bistro table and chair sets are working to create a pedestrian environment on the corridor. If you would like a bistro set Ask An Ambassador! We ordered more which will be available in September. Please feel free to contact Ambassador Supervisor Marlan (323) 846-2500 if Ambassador assistance is needed.

**FREE WiFi Locations on Central Avenue**

- **Tony’s Burger**
  2115 S. Central Avenue

- **Larios Bakery**
  2206 S. Central Avenue

- **Baby J’s**
  1030 E. 25th Street

- **Central Ave Historic District Office**
  2508 S. Central Avenue

- **Mendez Bike Shop**
  2725 S. Central Avenue

- **LuLu Beauty Salon**
  2723 S. Central Avenue

- **Menos Tires & Wheels**
  2829 S. Central Avenue

- **Payless Coin Laundry**
  4019 S. Central Avenue

- **Los Angeles Metropolitan Churches**
  3320 S. Central Avenue

- **Delicious at the Dunbar**
  4229 S. Central Avenue

- **All Famous Barber Shop**
  4159 S. Central Avenue

- **Las Alondras**
  4118 S. Central Avenue

- **Los Angeles Metropolitan Churches**
  3320 S. Central Avenue

- **Alonso Barber Shop**
  2717 S. Central Avenue
We plan to complete the installation of over 90 trees in the vacant tree wells or in planter boxes, install identifying monument signs at the major intersections and a total 20 WiFi locations along the Corridor.

We have already installed branded perforated stainless-steel trash receptacles along the Corridor and we have purchased 63 silver metal bistro sets to create seating in front of businesses. We have also created publications and signature events that promote the District. The circulation for the publication is to 10,000 to 20,000 residents within a quarter of a mile from the district.

The improvements CAHD is installing along Central Avenue is helping to create an attractive pedestrian environment to encourage visitors to walk and shop along Central Avenue. Our ultimate goal is to facilitate business growth and revitalization on Central Avenue. By the end our first five-year term, CAHD’s objective is to have tools, resources and partnerships in place to assist in bringing this these goals to reality for years to come.

Our strategy is to work with The New 9th Council District’s Business Resource Center and the Mayor’s Office to help you expand your business by connecting you with large purchasers such as corporations and government agencies, online sales and delivery. The business directory for Central Avenue Historic District will be released in September. MAKE SURE WE HAVE YOUR CORRECT INFORMATION. 20,000 copies will be printed and distributed.

All Central Avenue Historic District businesses can have a page on the CAHD website and be linked to the searchable map so visitors can find you. We are also here to help you launch your own website and social media pages such as Facebook and Instagram. LET’S GET ALL 265 DISTRICT BUSINESSES ONLINE!

There are simply too many of the same products being sold within the district. CAHD will help you identify new products that can help draw new customers to your business. Let’s get you connected to various wholesalers and unique product designers so that products will move off your shelves much faster and you can meet the needs of more consumers.

CAHD’s Management company has launched a series of design and development workshops once a month to assist property and business owners in envisioning and developing their properties and spaces. Meetings include elements such as planning and architectural design, market analysis, financial packaging and team structuring. Email us at bid@CentralAvenueHistoricDistrict.org to sign-up for the workshops.
1. Clean Streets
   - **2019 Assessment $130,352**: Currently paying $105,000 ($8,750 mo) for street sweeping. Plus $1,000 for uniforms. CRCD has been providing grant funds to CAHD for graffiti removal, steam cleaning, trash removal and bulky item pick-up. The balance of the assessed funds for this program were used to purchase the trash receptacles and were rolled over for Branding expenditures.
   - **2021 Budget Projection $163,000**: $13,500 is the actual monthly cost provided by CRCD for street sweeping, sidewalk steam cleaning, graffiti removal, trash removal and bulky item pick-up plus $1,000 for uniforms. The $23,000 for annual tree watering or trash receptacle replacement is not included.

2. Enhanced Safety (Ambassadors)
   - **2019 Assessment $163,908**: Three Community Ambassadors, an Ambassador Supervisor and an Outreach Ambassador. Current cost includes $178,500 ($14,875 mo) for services, plus $1,000 for uniforms and $600 for bike repairs and replacement. Paying the additional cost from funds rolled over from the first assessment year. Note, the camera purchase and installation will be paid from the rollover funds.
   - **2021 Budget Projection $163,908**: Includes Community Ambassadors and a Supervisor. Plus $1,000 for uniforms and $600 for bike repairs and replacement. Outreach Ambassador and camera cost not included.

3. Management
   - **2019 Assessment $90,773**: Projected for $110,000 this year with $20,000 coming from the rollover funds. Paying $63,600 for UDC Management Team, $16,200 for rent, approx. $12,000 for City Clerk Fee, $4,300 for Insurance, $8,000 for accounting and then the balance for utilities, supplies, phones, website and internet. The $56,000 for the UDC BID Renewal Contract and $6,000 for Engineer Kristin Lowell are paid from the rollover funds.
   - **2021 Budget Projection $39,000**: $16,000 for online Quarterly Reports and Newsletters, $11,000 for the City Clerk Fee, $4,700 for Insurance, $3,500 for accounting and then the balance for a smart phone, supplies, website and internet. Rent, utilities, program management and meeting facilitation not included. Propose that $43,000 (10% of the 2020 assessment) be rolled over for the 3rd renewal process, if available.

4. Branding
   - **2019 Assessment $44,741**: Projected cost include $12,000 for the Jazz Festival, $13,000 for the collateral and newsletter publications design, $5,000 for the website redesign and $14,000 for printing and funding for outreach assistance. Rollover funding will cover the WiFi monthly fees, trash receptacles, bistro furniture, tents for the businesses and the Welcome Monuments.
   - **2021 Budget Projection $0**: Will link property and business owners to resources to promote their businesses and the District.

5. Parking Demand Management
   - **2019 Assessment $430**: For follow-up meetings and letters to the Department of Transportation regarding parking enforcement.
   - **2021 Budget Projection $0**: Will work in partnership with The New 9th to follow-up with the Department of Transportation.

**Note**: This budget is subject to the approval by the Central Avenue Historic District Renewal Steering Committee and verification of the fee assessment on each individually assessed parcel in the district by the retained assessment engineer.

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**Central Avenue Historic District**
2508 S. Central Avenue, Los Angeles, CA 90011
BID@CentralAvenueHistoricDistrict.org
www.CentralAvenueHistoricDistrict.org
P: (323) 230-7070

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Please join us for the next Renewal Steering Committee Meeting on August 21, 2019 at 6:00 pm at 2508 S. Central Avenue and Board Meeting on September 4th from 10:30 am to 12:30 pm at The New 9th Constituent Center, 4301 S. Central Avenue, Los Angeles, CA 90011. We will discuss the budget for the reduced level of program services for the BID’s proposed operations and the proposed assessment fees per parcel for the 2021-2025 renewal period. You Can Join the CAHD Board Meeting Via Conference Call if you can't attend the meeting @ (712) 770-4751 Access Code: 414060

Please feel free to contact our Management Consultant, Urban Design Center, at (323) 230-7070 or BID@CentralAvenueHistoricDistrict.org if you have any questions or require additional information.

Please visit our website at www.CentralAvenueHistoricDistrict.org for updates.