The Central Avenue Historic Business Improvement District is Formed!

From the Los Angeles Harlem Renaissance and historic urban development, Central Avenue continues to lead and reinvent opportunities for enterprises and community vibrancy.

The newly formed Central Avenue Historic Business Improvement District (CAHD) will provide continued improvements and activities, including:

- Clean Streets Services Team
- Safety Ambassadors
- Parking Demand Management Services
- Branding and Marketing
- Community Engagement Events

The Board of Directors is working to expeditiously commence operations of the BID in this 2016 inaugural year. Your input is much appreciated!
The Central Avenue Historic Business Improvement District (CAHD) will strive to improve the economic vitality for each individual assessed parcel in the district.

The goal is to celebrate the rich cultural and urban enterprise history of the neighborhood and corridor, promote cultural events along the corridor, such as the annual Central Avenue Jazz Festival and to create a clean and safe environment to attract consumers and pedestrians to the businesses operating on the individually assessed parcels within the district boundaries.

The Central Avenue Historic Business Improvement Board of Directors currently consists of 12 members representing the following entity types as per the bylaws: 5 property owners, 3 non-profit organizations, 1 institutional representative, 2 businesses and a minimum of 1 member of the original Business Improvement District Formation Steering Committee. There is 1 vacancy for a property owner representative.

**Vision & Mission Statement**

**The Vision**

In recognition and appreciation of the important history, rich culture, and diverse businesses, residents and visitors in the Central Avenue Historic District, the stakeholders envision a thriving, healthy and attractive business and residential district that supports and sustains the kind of neighborhood everyone wants to do business in, live in and visit: clean, safe, bustling with commerce and positive community interaction; a cultural treasure, an attractive destination, and a place where young people can grow up safe and strong, where businesses can prosper, and where we honor the past, invest in the present, and manifest a bright and beautiful future.

**The Mission**

Through mutual cooperation, forward thinking, and timely action, the stakeholders of the Central Avenue Historic District are committed to investing in ongoing thoughtful improvement and development of the neighborhood; and initiatives that promote and sustain cleanliness, safety, aesthetic beauty and continuity, cultural richness and diversity, environmental health, and an overall atmosphere of well-being that is inclusive and invites prosperity, community involvement, and positive interaction among all peoples.

**About CAHD**

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**The Central Avenue Historic Business Improvement District Board of Directors:**

- **Vivian Bowers**, President, Owner, Bowers & Sons Cleaners
- **Jonathan Zeichner**, Vice President, Executive Director, A Place Called Home
- **Dani Shaker**, Treasurer, Central Avenue Property Owner
- **Grant Sunoo**, Secretary, Coalition of Responsible Community Development
- **Jerrel Abdul Salaam**, Member, Masjid Bilal Islamic Center
- **Councilman Curren D. Price**, Member, The New 9th
- **Clent Bowers**, Member, Trustee, Bowers Retail Complex
- **Priscilla Al Ugdah**, Member, Clara Muhammad School National Alumni Association
- **Noreen McClendon**, Member, Executive Director, Concerned Citizens of South Central Los Angeles
- **Kenneth M. Orduña**, PhD, Member, VP of Business Dev., Central Neighborhood Health Foundation
- **Bonnie Hayslett**, Member, Owner, Bubbles & Clips Mobile Pet Grooming
- **Steven Hernandez**, Member, Property Owner
1. There was an 18-month formation process from May 2014 to October 2015. A hearing was held on 10/27/15 at the Los Angeles City Council Meeting. The ballots were counted at the Los Angeles Office of the City Clerk immediately following the hearing. The final vote equated to a 78.65% yes vote from all ballots properly cast. THANK YOU PROPERTY OWNERS! The ordinance establishing the Central Avenue Historic BID was adopted by the Los Angeles City Council on 10/28/15 and signed by Mayor Eric Garcetti on 11/3/15. It became effective on 12/6/15.

2. The CAHD is a Property Based Business Improvement District authorized to operate for a period of 5 years commencing in 2016. It comprises 130 property owners and 188 individually assessed parcels of land on Central Avenue between the south side of Vernon Avenue and south side of Washington Boulevard in Los Angeles totaling 1.56 miles.

3. During Year 1, assessments will be billed and collected by the City of Los Angeles Office of the City Clerk. Assessments in Years 2-5 will be billed and collected by the County of Los Angeles Tax Assessor. The Year 1 total assessment of collective individual property owners is $419,564. CAHD will only commit to expenditures equal to the amount of fees actually collected by the City Clerk. The total assessment is expected to escalate by 4% annually. Please note: ALL UNPAID 2016 ASSESSMENT FEES WILL BE ADDED TO 2017 TAX BILLS SENT BY THE COUNTY TAX ASSESSOR.

4. The assessment calculations of each individual parcel are detailed in the Central Avenue Historic Business Improvement District Management Plan and Engineer’s Report which can be downloaded from the Los Angeles City Clerk’s website here: [http://clerk.lacity.org/businessimprovementdistricts/index.htm](http://clerk.lacity.org/businessimprovementdistricts/index.htm)
I. Branding Program

Cultural and historical brand identification will include creation of marketing logos, collateral and video promos about Central Avenue and street signage. The BID will promote businesses, sales and events through quarterly brochures, its website and social media pages. Funding will also be provided for 3-5 business promotion events per year. Branding strategy has commenced. New website was launched in March.

II. CAHD Management Services

The CAHD board of directors will oversee the management of the BID’s operations and retain consultants to promote and develop the Central Avenue Historic District brand and provide business development assistance to property owners and tenants. The formation consultant, Urban Design Center, is serving as the interim BID manager.

III. Clean Streets

The budget includes funding to hire a team to manage graffiti removal, rubbish removal from the streets, power wash the sidewalks and coordinate bulky item removal.

IV. Community Safety Ambassadors:

Just like Downtown, Central Avenue will have safety ambassadors patrolling the District on bikes, greeting patrons and distributing brochures about businesses and events, helping patrons find the businesses and services they need and coordinating security efforts with property owners and the LAPD.

V. Parking Demand Management

Assessment of available parking on existing sites and vacant lots to facilitate the creation of additional parking spaces. An annual parking and business directory map will be created.

VI. Security Monitoring Program

We can use the new WiFi system installed on Central Avenue to install wireless security cameras on buildings to cover the sight lines on the Corridor in order to monitor activity.
The focus is to brand Central Avenue and market information about the businesses and revitalization efforts in order to draw more patrons to the district. Ensuring that property and businesses owners benefit from activities is CAHD’s top priority.

**HAPPENINGS & PLANS**

The Central Avenue Jazz Festival celebrates the rich cultural history of Los Angeles’ Central Avenue. The **21st Annual Celebration** will take place **Saturday, July 30th** and **Sunday July 31st from at 11:30 am to 7:00 pm** on Central Avenue between 42nd and 43rd streets, in front of the newly renovated historic Dunbar Hotel.

This year the CAHD will activate business engagement in the festival by launching the **Taste of Central Avenue Tent** for restaurants and the **Central Avenue Pop-up Retail** tent. These tents will showcase food and products sold on Central Avenue and visitors will be able to meet and greet with business owners.

Additionally, CAHD will launch its **On The Avenue** quarterly event on **Friday, July 29th from 4:00 pm to 8:00 pm** which will feature jazz artists at several Central Avenue venues.

For more information and to sign-up to display in one of the tents, visit [www.centralavenuehistoricdistrict.org](http://www.centralavenuehistoricdistrict.org) or call 323-230-7070.

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**CAHD Voted on 4/6/16 to Accept a $175,000 Grant Over 5 Years from the REEF**

**Your Input is Needed!**

CAHD is seeking input to determine if a Letter of Support should be provided to the proposed REEF Development Project to be located on Washington Boulevard between Hill and Main Streets. The grant does not obligate CAHD to provide a support letter.

The question is: What impact might the REEF have on Central Avenue Corridor properties and businesses, positive or negative? Should we ask for any mitigation measures? Your input is welcome! Please email your thoughts and comments no later than May 3rd to: bid@centralavenuehistoricdistrict.org.
CAHD is working in your interest with the CD9 Business Resource Center located at the CD9 Field Office on Central Avenue & 43rd Street and provides local businesses and entrepreneurs with easy local access to business development tools, services and training, as well as business growth seminars, workshops and networking events.

The Business Resource Center is also an Access Point for the Vernon-Central/LA Trade Tech College (LATTC) Work Source Center to provide employment opportunity information and other job-related training. The following are upcoming free CD9 Grow Your Business events:

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**U.S. Small Business Administration (SBA)**  
Business Smart Toolkit Education Series

**Module 1:**  
“Get Ready to Start Your Business Right”

**Date:** Thursday, June 9  
**Time:** 9:30 a.m. – 11:30 a.m.  
**Location:** CD9 District Office – Community Room  
4301 S. Central Avenue, Los Angeles 90011  
Parking: Free parking on street  
Call 323-846-1810 for more information.  
Register online at www.eventbrite.com, search for “Council District 9 Business Resource Center”

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**Modules 2 & 3:**  
“Get Set for Financing”  
“Go Access the Available Business Resources”

**Dates:** Tuesdays: June 14, July 19, September 13, October 18  
**Time:** 9:30 a.m. – 11:30 a.m.  
**Location:** Vermont Slauson Economic Development Corporation  
6109 S. Western Ave., Los Angeles 90044  
Street parking is available and limited space in parking lot.  
Building entrance access is through parking lot.  
To register call VSEDC at 323-789-4515

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**CAHD is Committed to Helping**  
**Central Avenue Businesses Grow!**
Central Avenue was like New York's Broadway, there were six Theaters on Central between Slauson Avenue and Washington Boulevard: HUB, Globe, Savoy, Bill Robinson, Lincoln and Florence Mills Theaters. Sammy Davis Jr. (singer/dancer/actor) and Herb Jeffries (actor, first Black cowboy) were Celebrity Ushers at the Lincoln Theatre.

- Br. Jesse "the Marathon Man" Al-Uqdah (91 Years Young)

Central Avenue is a **Historic Cultural & Urban Enterprise Corridor** that has hosted a wealth of experiences and development over the past 100 years. The Central Avenue Historic Business Improvement District would like to pay homage to the History of Central Avenue and we need your help.

Please share your photos and memories for a commemorative online magazine of the History of Central Avenue. We know that many memoirs have already been created about Central Avenue and we are conducting research to make sure we list them as references. **But we want to hear from YOU, the long-time property owners, businesses and residents!**

Visit www.CentralAvenueHIstoricDistrict.org to upload photos and give us permission to share. Please don’t forget to a description of who or what is in the photo, when it was taken, its historical significance and what is special to you about the photo.

**While we honor Central Avenue’s history, we are celebrating the Central Avenue of TODAY!**

Please tell us about your Central Avenue enterprise. What services do you offer? What products do you sell? What do you want people to know about your business? We will be publishing information about each business on the website and in an annual Central Avenue publication. We will also include a pop-up businesses on an online Google map so patrons can easily find you. Send photos and information to bid@centralavenuehistoricdistrict.org.

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**Above:** The mixed-use affordable housing and commercial development proposed for the old Florence Mills Theatre site at Central & Jefferson.

They are also planning to restore and adapt the old Angeles Funeral Home site on Jefferson for affordable housing. **Left:** Photo of the old Globe Theatre in a demolished state. More information is available on the CAHD website.
Important Upcoming CAHD Agenda Items and Tasks:

⇒ Commence Clean Streets contract work in partnership with CRCD.
⇒ Vote on the Letter of Support Request from the REEF Development Project located on Washington between Hill and Main Streets and determine if any impacts on Central Avenue businesses should be mitigated.
⇒ Facilitate Safety Ambassador bid and contractor selection process.
⇒ Develop the Central Avenue Business Directory and online Google map.
⇒ Commence initial efforts for the Parking Demand Management study. Assess parking restrictions, traffic counts and potential areas to install diagonal parking.