

# CENTRAL AVENUE

## Historic Business Improvement District

Volume 1 Issue 3

Serving Properties on Central Avenue from Washington Boulevard to Vernon Avenue

### AMBASSADOR DUTIES

The Safety Ambassadors commenced work on September 26, 2016 and are implementing the following safety management duties:

1. **Coordinate communications by and between the LAPD and property/business owners** as well as with existing property security team members. Prepare property and business owner incident reports for transmittal to the LAPD.
2. **Property & Business Information Sheets:** Prepare Property & Business Information Forms to assist with the development of the District database and marketing outreach.
3. **Document property owner and business comments about needed Clean Streets and Street Service repairs** and share information with service agencies.
4. **Assist in assessing parking issues** and monitoring parking lots to be promoted for consumer use.
5. **Help implement the CAHD Affinity and Cluster Marketing Strategies** by outreaching to community based organizations, churches, civic entities, schools and housing developments to encourage organizations and residents to Shop & Visit Central Avenue. Distribute promotional materials within the District and 1/4 mile of the District.
6. **Provide safety management support for CAHD and partner events.**
7. Facilitate **senior and school "Walk This Way" days** in the District.
8. **Mailing List:** Bike and walk the Corridor to request residents and visitors to sign-up to receive promotional information about Central Avenue Businesses.

### THE CAHD SAFETY AMBASSADORS ARE ON THE JOB!



CAHD retained the services of Able Solutions in September 2016 to provide Safety Ambassador services for the District seven days per week. There is a total of seven Ambassadors with 5 working each day on the Corridor implementing the safety and cluster marketing strategies.

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*Please feel free to call the office at 323-230-7070 should you have any questions or concerns.*

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### BRANDING & MARKETING CENTRAL AVENUE

With the assistance of the Safety Ambassadors, CAHD has strategically launched a marketing strategy that reaches out to residents living within the district and within ¼ mile radius of the District to encourage them to Shop & Visit Central Avenue. CAHD is excited to work with each business to promote Central Avenue this season.

Please share your Twitter handle, Facebook page and other social media information about your business with the Ambassadors so that we can create an online community for CAHD to push notifications about holiday promotions to consumers through the CAHD Facebook page – **Central Avenue Historic District**, Twitter page **#CentralAveBid** and website [www.centralavenuehistoricdistrict.org](http://www.centralavenuehistoricdistrict.org).

**Need Help Getting Your Business Online?** CAHD has team members and partners ready to help you. Please send a meeting request to [bid@centralavenuehistoricdistrict.org](mailto:bid@centralavenuehistoricdistrict.org).



# 12 Ways to Shop Small & Shop Central!

November 25<sup>th</sup> to December 25<sup>th</sup>

Great Promotions on Small Business Saturday November 26<sup>th</sup>!

Central Avenue Historic Business Improvement District (CAHD) is joining the national movement to support small businesses in America! We are asking people to enjoy Black Friday, go crazy on Cyber Monday, but bring it home to Central Avenue on **Small Business Saturday and over the holidays!** The Central Avenue Small Business Saturday promotions will extend from Pre-Sale Friday November 25<sup>th</sup> to December 25<sup>th</sup> 2016 with special open house events featured on Saturday November 26<sup>th</sup> throughout the District from Washington Boulevard to Vernon Avenue.

If your business would like to host an open house or have your promotion listed on CAHD materials, please visit our program office at 2508 S. Central Avenue, call our Business Liaison **Carlos Juan Ramirez from Urban Design Center** at 323-230-7070 or email [bid@centralavenuehistoricdistrict.org](mailto:bid@centralavenuehistoricdistrict.org). CAHD will encourage patrons to use our twitter handle **#CentralAveBID** as a discount code for store promotions.

## Central Avenue Small Business Saturday Open House Events



- Balls, Bikes & Boards – Pedestrians Rule the Corridor!** Hang out at the Soccer, Bike and Skateboard Shop Open Houses on Central Avenue November 26<sup>th</sup>. Get Tips from Experts and Check Out the Latest Styles. Bounce, Roll and Skate Safety First!
- Get Your Friendly & Personal Annual Auto Check Services on Central Avenue:** Smog, Tires, Brakes and more!
- Need a Place to Host Your Holiday Party or Meeting?** Call CAHD for **Great Central Avenue Venues and Party Suppliers:** Plus, the CAHD Ambassadors will be there to help coordinate your parking needs and welcome your guest.
- Cyber Central – Place Your Orders Now!** View participating businesses at [www.centralavenuehistoricdistrict.org](http://www.centralavenuehistoricdistrict.org) to place your orders, get delivery right to your door or call-in for fast pick-up service.
- Central Avenue Boutiques - Urban Fashion & Style for the Entire Family!**
- Fast Fresh Authentic Restaurants & Bakeries – It’s All Good on Central Avenue!** Handmade tamales, pupusas, pizzas, pies, cakes, cobblers, cookies and more! Fresh ingredients made from family recipes for authentic taste.
- Holiday Essentials at Your Neighborhood Markets:** The neighborhood markets on Central Avenue have all the essential cooking items you need this holiday! Shop Local on Central Avenue for your essential cooking and personal needs.



**Give Holiday Essentials to Persons and Families in Need:** You can support small businesses on Central Avenue and those in need with a small tax deductible donation of \$10 or \$20. Our Ambassadors will purchase essential food and personal care items from Central Avenue stores for donations to persons and families in need and deliver them in our special holiday bags. Please make your donation today by mail or online to Central Avenue Historic BID: 4301 S. Central Avenue, LA CA 90011. IRS 501(c)3 # 47-4551101 | [www.centralavenuehistoricdistrict.org](http://www.centralavenuehistoricdistrict.org).

- Meetup & Linkup with Youth & Family Programs @ Central Avenue Connect!** A Healthy Social Environment Equals a Healthy Community
- Home Shopping on Central Avenue:** Furniture, Appliances, Bedding, Plants, Thrift Shopping and More!
- Personal Grooming & Care Services:** Dry Cleaning & Seamstress Services, Hair Salons, Barber Shops and Beauty Spa – A Place for You and A Place for Community
- Unique Shops & Services on Central:** Central Avenue property owners are working to bring a variety of businesses to the Corridor – Bird Shops, Tattoo Artists, Computer Services, Great Pop-up Stores and More!
- Professional Services:** Insurance, Travel, Tax, Notary and Copy Stores at Your Service!

CAHD has also joined the American Express outreach marketing efforts to promote Small Businesses on Central Avenue that accept their credit card. **American Express will provide benefits to their card holders that shop small which is fantastic!** Call CAHD to sign your business up for the AMEX promotion.



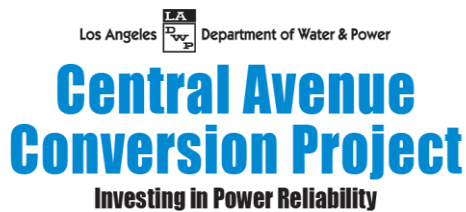
# Central Avenue News!

## CAHD Management Update

**Reports:** Please visit our website at [www.CentralAvenueHistoricDistrict.org](http://www.CentralAvenueHistoricDistrict.org) to download the latest the annual report for the district and the third quarter progress report to obtain further information on CAHD's operations, strategies and expenditures. As of 9/30/16, the City of Los Angeles City Clerk's Office transferred a total of \$319,696.04 collected in assessment fees to the CAHD account of which \$119,450.32 was expended on program operations. The total amount assessed for the District was \$419,595.

**2017 Assessment Fees** are being billed through the County of Los Angeles Tax Assessors Office for fiscal year 2017. The first installment is due by December 10, 2016. The second installment will be billed on February 1, 2017 and due by April 10, 2017. Unpaid 2016 assessed fees will rollover to 2017 tax bills. Please call the CAHD office at 323-230-7070 or email [bid@centralavenuehistoricdistrict.org](mailto:bid@centralavenuehistoricdistrict.org) should you have any questions about your assessment fee. You can also contact the Los Angeles City Clerk at (213) 978-1099 for additional information.

**Check Out the New CAHD Program Office Located @ 2508 S. Central Avenue in the Historic Lincoln Savings Building!** Stop by! CAHD Operating Hours: 10:00 am to 6:00 pm Monday to Friday and 12:00 pm to 6:00 pm Saturday and Sunday, Phone: 323-230-7070 [bid@centralavenuehistoricdistrict.org](mailto:bid@centralavenuehistoricdistrict.org). The New 9<sup>th</sup> Constituent Center located at 4301 S. Central Avenue will remain as the CAHD business office. View and download CAHD program and board information at [www.centralavenuehistoricdistrict.org](http://www.centralavenuehistoricdistrict.org).



To beautify the community and improve power reliability, LADWP is initiating the Central Avenue underground power distribution project in three phases to underground the above-ground power poles and electric service. **Phase I:** November 2016 - December 2016 from Washington Blvd to 28th Street; **Phase II:** July 2017 - December 2017 from 28th Street to 48th Street; and **Phase III:** May 2019 - July 2019 from 48th Street to Slauson Avenue. Contact Project Manager Ani Barkhordarian at 213-367-9041 or Community Relations Officer Jason Stinnett at 213-367-3803 for additional information.

## Google Partners with CAHD!

CAHD has been accepted into the **Google Let's Put Our Cities on the Map Program!** CAHD agrees with Google that small businesses are the backbone of our local economies and when people can find information about local dentists, dry cleaners and grocery stores, our communities become even stronger. In fact, having more complete business info online can **help a small community generate hundreds of thousands of dollars more each year!**



**97% of consumers look online for local goods and services, four out of five consumers use search engines to find local information nearby and 37% of businesses have claimed a local business listing on a search engine.** Combined with helping Central Avenue businesses get online, CAHD's Urban Design Center business team is working with businesses to help them reimagine their storefronts, determine how to diversify their products and develop engaging interior environments.

CAHD will work with Google to rally every business in the District to update their information online. We will also create marketing materials to share with residents living in the district and within 1/4 mile of the district so that we can encourage more people to Shop & Visit Central Avenue. **Stay tuned for Google sign-up instructions and training sessions designed to get your business online!**



## Holiday Happenings on the Avenue

- ❖ CAHD is partnering with The New 9<sup>th</sup> Council Office to decorate Central Avenue with snowflakes, snowmen and beautiful holiday bows on the light poles this season. We are asking property and businesses owners to decorate their buildings with bright white lights to help create a joyous environment for residents and visitors. The CAHD Ambassadors and the Giant Steps Marketing Team will be on hand to help your business string your lights.
- ❖ Remember, CAHD will be promoting sales on Central Avenue from November 25<sup>th</sup> to December 25<sup>th</sup>. Get ready! Tag your sales items and share your promotion ideas with the Ambassadors. CAHD is here to help you succeed!

JOIN US

11/23  
Turkey & Grocery  
Distribution  
7am - 10am

11/23  
Thanksgiving Feast  
1pm - 6pm

**Upcoming Events at  
A Place Called Home**  
*All Free and Open to the Public*

12/17  
Home For The Holidays  
7am - 2pm

Come out for toys,  
games, snacks  
& outdoor fun in the  
snow!

For more info: [info@apch.org](mailto:info@apch.org)  
Get involved: [volunteer@apch.org](mailto:volunteer@apch.org)  
[apch.org](http://apch.org)  
@apch2830

Los Angeles Police Department

**Operation  
Shoes from Santa  
2016**

Dec. 9, 5:00pm at Newton Station, 3400 S. Central Avenue, Los Angeles, CA 90011  
Dec. 15, 6:00pm at Olympic Station, 1130 S. Vermont Ave. Los Angeles CA 90006  
Dec. 16, 5:00pm at 7th Area Station, 7600 S. Broadway, Los Angeles CA 90003

**Please Donate a New Pair of Shoes for  
Underprivileged School Age Children!**

Drop off shoes in bins @ 77th Area, Olympic & Newton Area Watch Commanders Office, LAPD Officers and Santa will distribute the shoes to pre-selected children at specified LAPD Stations on Dec. 9th, 15th, and 16th

Real Snow to play in, Hot Cocoa & Christmas Treats, Santa's Workshop, Santa and his Elves, and Christmas Magic!

An Entirely *Free* Event!

sponsored by Shoes That Fit  
Every Old Shoe Has A New Home

**FOR MORE INFORMATION CONTACT:**  
7th Area Office: Marina Gutierrez, 6663 Central Expressway, Office Hours: Mon-Fri 8:30am-5:00pm (213) 986-3000  
Olympic Area: Senior Lead Officer Eric Mollinedo at 317540@lapd.lacity.org, ph: (213) 382-9140  
Newton Area: Sergeant Marcela Garcia, 300316@lapd.lacity.org, (213) 846-3937 or Sergeant Heidi Shickler, 366628@lapd.lacity.org  
Follow us on Facebook and Twitter @LAPDHQ

The City of Los Angeles  
Invites you to Join  
**COUNCILMAN CURREN D. PRICE, JR.**  
at the First-Ever  
**South LA  
Winter Wonderland**  
TUESDAY, DECEMBER 20 \* 4 - 7 P.M.

**CENTRAL AVENUE**  
between 43rd Street and 43rd Place

Get your boots and sled ready,  
it's going to snow in the **Ninth District!**

**THIS EVENT IS FREE  
and OPEN TO THE PUBLIC.**

Enjoy traditional  
holiday foods

special guest  
appearance from  
**Santa Claus**

**FAMILY-FRIENDLY ACTIVITIES \* LIVE MUSIC  
TREE LIGHTING CEREMONY \* SNOW SLIDE**

FOR MORE INFORMATION,  
CALL 323-846-2651

\*Cannot be copied or redistributed

## Support Central Avenue Community Holiday Events and Welcome Your Customers, Family and Friends!

Throughout the holidays and during each event, the Central Avenue Historic District Ambassadors will be on hand to help visitors have a safe enjoyable time and share information about the holiday promotions offered by Central Avenue businesses. CAHD's goal is to encourage visitors to **Shop Central and feel welcomed!**



**Central Avenue Historic  
Business Improvement District**  
4301 S. Central Avenue  
Los Angeles, CA 90011

323-230-7070  
[www.centralavenuehistoricdistrict.org](http://www.centralavenuehistoricdistrict.org)