

3RD QUARTERLY 2018 NEWSLETTER



CRCD is on the Corridor!

CRCD Enterprises, Inc. opened its newly renovated building at 2415 S. Central Avenue in September 2018! CRCD provides Clean Streets services along the Central Avenue corridor 7 days per week:

- They clean our streets from Washington to Vernon everyday,
- Power wash the sidewalks every week,
- Remove over 36,000 sf of graffiti each quarter,
- Collect over 1,900 trash bags each quarter and
- Pick-up over 7 tons of bulky items each quarter.

Please report needed services on the corridor by calling CRCD directly @ 213-743-6193 ext 400. Felix Cruz is the Clean Streets Supervisor.



*Our Streets are
Looking Good!
Let's Keep
Them Clean!*

Remember not to overload the new trash receptacles with trash or leave trash on the sidewalk. **Contact CRCD for a pick-up.** You can also call the CAHD office at 323-230-7070 or email concerns to: bid@centralavenuehistoricdistrict.org



No more beat-up plastic green City Sanitation trash receptacles on Central Avenue! 47 perforated stainless steel trash receptacles with our branded signage will be installed! The 10 Big Belly self-compacting trash receptacles will stay.

THE SHOP CENTRAL STRATEGY

Central Avenue Historic District is making sure Central Avenue is one of the cleanest and busiest corridors in all of Los Angeles. There are over 250 active businesses within the district that attract hundreds consumers as well as visitors to our historic sites everyday. **The goal of the Central Avenue Historic District is to attract even more visitors who will shop on the Corridor and help our businesses grow.**

Keeping our Corridor clean and making it green with more trees and plants is the first step to getting more people to SHOP CENTRAL! Another important step is to help each business market their products and services, expand their online business and increase their consumer base through social media.

The CAHD Team is here to help! Our office can send out eblast about your product offerings, services or events, help your business set-up social media accounts and find wholesalers to help you obtain the hottest products to sale. Remember, the Ambassadors can help pass out your business flyers and even assist customers to their cars on rainy days. Just call the office @ 323-230-7070 and we will come to you!

3 RETAIL TIPS TO ATTRACT AND KEEP CUSTOMERS!

- **WINDOWS:** Your storefront windows are the face of your business. Keep them uncluttered, unobstructed and illuminated during evening hours. Keep your business looking welcoming and safe.
- **PRODUCTS:** Offer products people in the neighborhood need and want. Don't keep buying products that sit on your shelves for months. Ask your customers what products they would like to buy.
- **COMMUNICATION:** Ask your customers if you can send them information about your sales and events on Central Avenue and always welcome their feedback on your business. Be sure to follow-up on customer feedback because it lets your customers know they are appreciated.

IT'S TIME TO START THE 2021 BID RENEWAL!

The Central Avenue Historic District is a Property Based Business Improvement District authorized by the City of Los Angeles to operate for a period of 5 years from 2016 to 2020. It comprises 130 property owners including 188 individually assessed parcels affronting 1.56 miles on Central Avenue between the south side of Vernon Avenue and south side of Washington Boulevard and including side frontage of corner properties. No residentially zoned properties are included in the District.

Please attend the Central Avenue Historic District Board Meeting to share your thoughts about the renewal of the BID in 2021! The Board meets the 1st Wednesday of the odd months of the year from 10:30 am to 12:30 pm at The New 9th Constituent Center located at 4301 S. Central Avenue, Los Angeles, CA 90011. You can also join the BID renewal Steering Committee and help determine the district boundaries, the programs that should be offered, the assessment fees and the annual budget.

NEW TREES PROMOTE GOOD BUSINESS!

Welcome to the

CENTRAL AVENUE HISTORIC BUSINESS IMPROVEMENT DISTRICT

“Hi, I WAS JUST PLANTED BY MY FRIENDS AND IT WILL TAKE UP TO 5 YEARS FOR ME TO LIVE ON MY OWN.”

Love & Water

ME



THESE ARE MY FRIENDS, CALL THEM AT: 323-230-7070 IF YOU WOULD LIKE TO HELP ME GROW
www.CentralAvenueHistoricDistrict.org

PLANTING TREES TO MAKE THE CORRIDOR GREEN AND BEAUTIFUL

CAHD will continue efforts to create a green corridor by facilitating the planting of additional well and potted trees. We have already had to replace several of the 28 trees planted in the empty wells in July due to deliberate damaged or lack of water. We contracted CRCD Enterprises, Inc. to make sure the trees are watered at least 1 time per week for the next 2 years while their roots are being established.

The Love & Water Me sign above is being placed on each new tree to remind EVERYONE to watch out for the trees and help to water them as needed. If you would like a planted or potted tree in front of your building just ask an Ambassador!

BETO BUILDS CUSTOM FURNITURE FOR TRANSITION AGE YOUTH HOUSING!



Beto's Furniture located at 4071 S. Central Avenue truly stepped up to the plate to assist the Sanctuary of Hope nonprofit organization with the purchase of 13 beds and dressers for their transition age youth housing facility. Beto custom built cabinetry for the housing with special locks and shelving to accommodate the needs of the organization.

CAHD Victor Lopez helped to translate so that the order could be placed just right! CAHD is working to help businesses procure purchases from large organizations and government agencies. Let us know how we can assist YOU!

OUR HISTORIC BRAND!

When the concept of creating the Central Avenue Historic District (CAHD) was initiated in 2014 there was no question that the focus of business development efforts had to be on the historic significance of Central Avenue's urban entrepreneurship, music legends and the renown distinction for being the birthplace of the African American community in the City of Los Angeles.

The formation committee for CAHD knew that many would be attracted to the Corridor to reminisce and experience renditions of Central Avenue's heydays in the 1930s and 40s and to revisit the many historic sites. Additionally, the formation committee wanted to be sure to highlight the entrepreneurs of today that have worked to make Central Avenue a thriving business district in the heart of South Los Angeles.



Our brand development strategy, in partnership with our Ambassador and Clean Streets Programs, is centered on the promotion of Central Avenue's rich history which is working to attract more visitors, new businesses and development on the Corridor. Our new street light banners will highlight Central Avenue's history and promote the new business ventures on the Corridor.

Last July, the 23rd Annual Central Avenue Jazz Festival sponsored by The New 9th Council District, Coalition for Responsible Community Development, Concerned Citizens of South Central Los Angeles and the Department of Cultural Affairs brought thousands of visitors to Central Avenue to hear jazz, blues, Latin, R&B and spoken word artist from around the world. Our Central Avenue businesses along the stretch of the Jazz Festival sold out of products, welcomed new customers and enjoyed the opportunity to brand their new business offerings on Central Avenue!

In partnership with the Jazz Festival, CAHD launched its Second Annual Historic Tour of 20 sites on and around Central Avenue and, for the first time, premiered a play presentation, "Billie! Backstage with Lady Day" which was produced by A Place Called Home at their new Bridge Theatre on Central Avenue! There were tour buses running throughout the community during both days of the festival and Billie! ran for two shows each day. CAHD looks forward to facilitating our Historic Tour and a play presentation during the 2019 Jazz Festival and encourage all Central Avenue businesses to jump on board and get ready to engage visitors and promote your products and services.

We are here to assist you!

Central Avenue Historic District

Serving Properties on Central Avenue from Washington Boulevard to Vernon Avenue

CENTRAL AVENUE HISTORIC DISTRICT MANAGEMENT

URBANDSIGNCENTER

323-230-7070 | bid@centralavenuehistoricdistrict.org