



ANNUAL REPORT 2019

HISTORIC CORE BID

A WORD FROM OUR LEADERS

In the past year or so, we have had our share of bonuses and challenges. Wonderful projects have come to fruition. A robust number of visitors have come for our nightlife, marches, celebrations, parades, and demonstrations. Adding to those service needs are the unhoused residents on our sidewalks, and lawless activities due to reduction in the enforcement of quality of life issues. This spring, we saw new pandemic restrictions, which forced many doors to close for months. Residential and essential business foot traffic did not cease, and some others found a way to open and be safe with guidelines in place. This past summer, civil unrest after the death of George Floyd surprised us with the reality of riots and looting for some of our chains and small businesses.

Fluid times such as these demonstrate, without waver, the desperate need for the services a BID provides. We continue to work with city partners such as sanitation, street lighting, and law enforcement to adapt to changing legislation, settlements, resources, and unforeseen events. As an organization, the past few years have demanded exponentially more. We saw exponential need for biohazard abatement when encampments grew. We sprang into action with the Carpenters' Union to board up businesses, and swept up glass after the riots, assuring our locals that we can begin again. We became your local news, as we gathered and disseminated the real-time government support and programs in response to the growing economic impacts of Covid-19. The HCBID has expanded and contracted where necessary to both inform our local community while keeping up with an ever-increasing demand for services.

As a community, we all co-exist with the deep needs to have the cleanest and safest environment possible. They say "a cohesive community is a resilient community" and that is how I have always viewed the Core. Our goal is to continually build community resilience, always, despite what comes our way. It is because of our unique small businesses, our artists, the diversity of our dwellers, and our commitment to a strong urban heartland that ensures that the Historic Core will endure. I want to continue to nurture a collective focus on commitment, connectedness, and communication for our district. I look forward to the plywood coming off, and spaces filled again with lively and creative meeting spots that attract tourists from our City and beyond, while nurturing the folks that call the Historic Core home. We are the heart of Downtown. We are all a piece in the engine of the City. We will not only survive, we will thrive, together!

Blair Besten
Executive Director
Historic Core BID



In 2019 and 2020 the Historic Core B.I.D. once again proved how essential it is to the neighborhood businesses and residents.

The vitality of 2019 required the BID clean & safe teams to respond to the typical events and crowds that we are used to in the Historic Core. Great retail was added to Broadway with Vans, West Elm, and several others. In stark contrast to 2019, 2020's pandemic and social uprisings put the BID clean and safe teams to the ultimate test.

In the aftermath of the social upheaval and demonstrations, required a tremendous cleanup effort was required. Our team accomplished all this while maintaining COVID safety protocols. The clean and safe teams answered the call in typical stellar fashion, even in the face of unprecedented circumstances. And none of this would have happened without the leadership of our fearless executive director Blair Besten. Blair embraced her essential role as the frontline leader of all the Green Shirts.

The Historic Core farmer's market has been consistent throughout the crisis, open every Sunday, providing fresh produce to the local residents, and supporting local farmers.

Through the tireless efforts of Blair, Mariana, and the entire Green Team, we are ensuring that when the COVID dust settles the Historic Core neighborhood will be in a good position to return to being the vital cultural, social, and economic center of Los Angeles.

Boris Mayzels
Chairman
Historic Core BID



KEEPING OUR DISTRICT SAFE

The Historic Core BID continued its partnership with StreetPlus Security to help us keep our district safe.

In 2020, Captain Jose Pacheco and his team responded quickly and responsibly, adjusting to COVID protocols and civil unrest that greatly affected DTLA.



Photo by Gary Leonard

BID officers received higher call volume during the first quarter of 2019 in comparison to the start of 2018.

The LAPD COMPSTAT figures also reported more crime in Downtown at that time. BID officers responded to more quality of life issues: encampment conditions, wellness checks, mental health, blocked sidewalk calls, noise complaints, fights, and verbal disturbances. Another category that took the BID by surprise beginning in the

second quarter increased in individuals under the influence.

Our BID began placing more calls regarding overdosing. There was an overall rise in illegal dumping incidents, crimes against persons, and disturbances. We also noticed more traffic in the downtown area specifically along the Main, Spring, and Broadway corridors.

LAPD also provided footbeats in the general area of 5th street due to

the excessive number of complaints regarding drug dealing. In the fourth quarter, the LAPD footbeats had a visible impact. Yet, drug offenses, quality of life issues, public indecency, panhandling, disturbances, and vehicle-related crimes were still the most challenging in 2019. LAPD reported an increase in crime:

Part I crime rose 12% and Part II crime slightly increased by 2.4%.



Photo by Shawn Smith

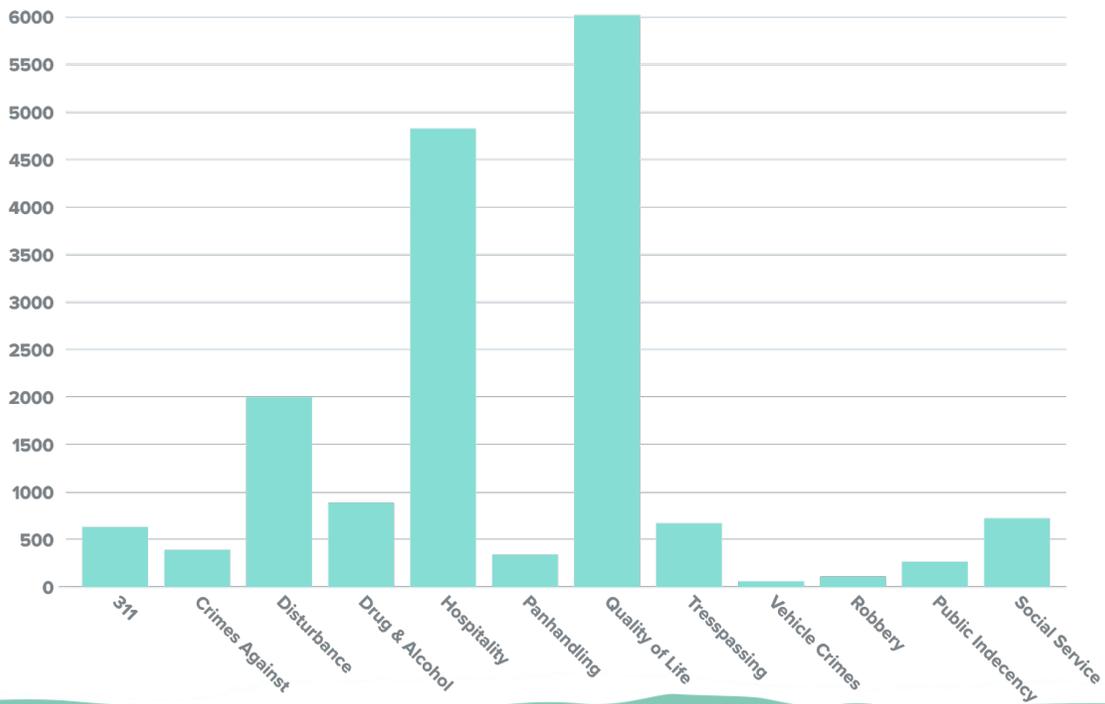
Photo by Shawn Smith

Outreach

One notable story was told by outreach worker, Lisa Myer, who found housing for Angel who frequented the area of 8th and Broadway. Angel had been in and out of the Historic Core for about 5 years and homeless for over 27 years. Once Lisa became her caseworker, she helped Angel locate her out of state relatives, apply for social security, and ultimately found her a place to live.

*Thank you Historic Core
Safety Team!*

Street Plus Reports - 2019



CLEANING UP THE HISTORIC CORE

The Historic Core BID continued its partnership with Chrysalis LA to maintain our district clean.

By the end of the year, we doubled down on our powerwashing efforts for our sidewalks.



Photo by Historic Core BID

The challenge in the past years has been to keep up with evolving demand to keep our streets clean. The Clean Team continued to layer services as needed to provide power washing, street sweeping, and hauling of an increasing amount of unclaimed or illegally dumped bulky items. Graffiti was also on the rise, with new crews moving into the area to vandalize along some

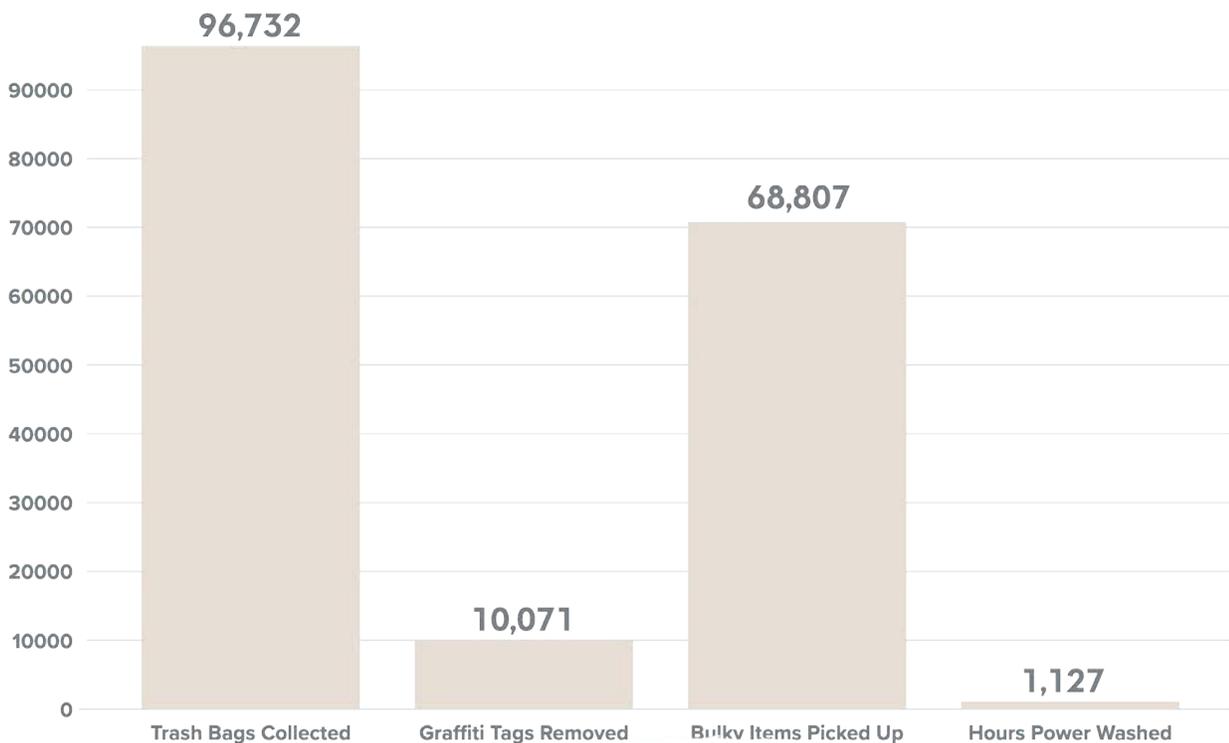
corridors. COVID-19 made deployment a challenge for the district, while maintaining social distancing. Once protocols were established in Summer 2020m the team was able to add more working hours to the high demand. The HCBID continued to haul away trash and wash down, where possible, in order to deal with the debris,

waste and biohazards that accumulated due to the suspension of many city services per the CDC guidelines. We will adjust to working with the City departments as needed to manage public spaces.



*Thank you Historic Core
Clean Team!*

Chrysalis 2019 Stats



HISTORIC CORE BID UPDATES



Photo by Shawn Smith



Photo by Historic Core BID

By the fall, we participated with other city leaders and DLANC at the Historic Core Small Business Symposium, and spoke to a crowd of local business owners.

The HCBID fought alongside the L.A. Barber College to keep that amazing resource in the community. Lamentably, they would close their doors in Fall 2020, due to the economic impact of COVID-19.

By the end of 2019, we continued to host Business Breakfasts at different cafes to foster relationships amongst the business community. Regularly 30-40 participants took advantage of networking and community support from such as LAPD Senior Lead Officers Al Flores and Frank Martinez. We plan to resume our Business Breakfasts and Resident Nights once in-person events are considered to be safe again.

In early 2020, we took part in a field trip to Santa Ana with the Street Car Board of Directors (LASI). The study of the Santa Ana street car gave valuable knowledge in the implementation of creative modes of urban transportation.



Photo by Historic Core BID



Photo by Historic Core BID

By March 2020, COVID-19 had taken international focus. The Historic Core felt the impact of Stay-At-Home orders. Some of our small businesses worked hard to reimagine their concepts in order to continue services and keep people employed while keeping them safe.

The HCBID provided real-time information with a COVID-19 page from day one. Additionally, we provided free masks to our community, and even handed them out personally, every Sunday at our Farmers Market.

We continue to update our website with the most current business information and government relief programs as we receive the information. We also continue to work tirelessly to animate the city AI Fresco program for our participating restaurants, as we recognize the deep need to design creative ways to maximize occupancy during these challenging times.



Photo by Historic Core BID



Photo by Historic Core BID



Photo by Historic Core BID



Photo by Historic Core BID

HISTORIC CORE BID UPDATES



Photo by Historic Core BID

For the winter season, we decided a little holiday cheer was in order.

We teamed up with St. Nick's Christmas Lighting to decorate our lightpoles, install vinyl banners, and light the district. Our property owners also participated by decorating their lobbies and common areas.

Our goals for 2020 involve expanding the website in regards to service requests, bring our printed materials to support tourism, and work more with local artists to help reignite commercial interest in the Core.



Photo by Shawn Smith



Photo by Historic Core BID

In September, we welcomed Mariana Ramos to the team. Within a few months, the HCBID had a new website design and a new social media campaign. Her in-depth knowledge of tech and analytics helped the BID continue to gather legitimate followers, which boosted neighborhood awareness of what we and local businesses do in the district.

The analytics expansion gave us huge insights into our audiences and their needs.



Photo by Historic Core BID

In the last year and a half, we have added a COVID response page, emergency resources page, and a featured section of our fascinating locals. Faces and Facades of the Historic Core is an inside look to the people, businesses, and architecture that makes our district so special.

We will continue to work closely with local videographers, photographers, and designers in the area to highlight local talent. We hope more interested parties will reach out to us for a feature.

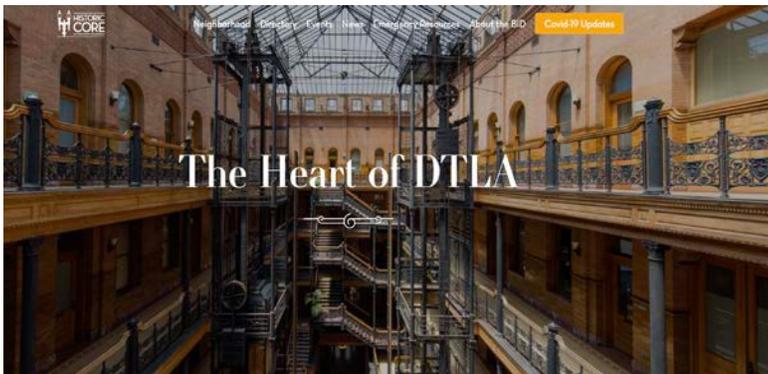


Photo by Shawn Smith



Photo by Historic Core BID

HISTORIC CORE DISTRICT UPDATES



Photo by Historic Core BID

SPRING ST AND MAIN FORWARD

Thanks to DTLA FWD (CD14), Vision Zero LA, and LADOT, we saw the reimagining of Spring and Main Streets. Notable mentions would be the repaving with bike lanes of 5th, 6th, and 7th streets. Road improvements and the special bus only lanes span the corridors. Protected bike lanes run from Spring Street to Central Avenue.



Photo by Historic Core BID

ROBERT VARGAS REVEALS NEW MURAL

In October 2020, we celebrated the reopening of Starbucks on 6th and Spring. We were joined by LAPD and members of the community for the unveiling of the new Robert Vargas mural located inside the store, "Xochitl."



Photo by Historic Core BID

PERLA TOPS 35TH FLOOR ADDING TO DTLA SKYLINE

Perla on Broadway, topped off it's sky-high views with it's last (gold and evergreen) beam on the 35th floor. It's currently leasing it's condos and adds a bit of modern to our beautiful historic skyline.



Photo by Kevin De Leon

KEVIN DE LEON BECOMES NEW CD14 COUNCILMAN

In October 15th 2020, Kevin De Leon was appointed early to the City Council representing CD 14. He was elected in March 2020 to succeed Councilmember Huizar. We look forward to his leadership during this period of uncertainty.

HISTORIC CORE DISTRICT UPDATES



Photo by KCRW

CURTIS STONE TO OPEN RESTAURANT IN THE CORE

In October of 2019, Rising Realty Partners announced that celebrity chef Curtis Stone would be opening a restaurant on the ground floor of the Trust Building, which adorns our Spring St corridor.

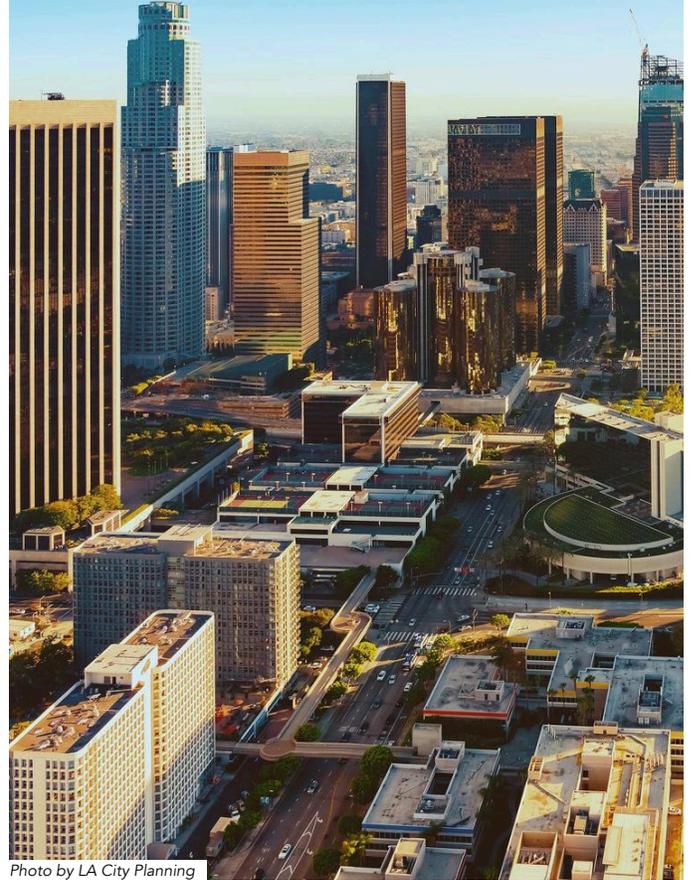


Photo by LA City Planning

LA CITY PLANNING ANNOUNCES DTLA 2040

In November 2019, at an open house, we viewed the draft of the Downtown Community Plan vision, policies, General Plan Land Use map, and zoning map. We learned about the new zoning system, Downtown zones, and Community Benefits Program. We shared our input and continue to participate on updates.



Photo by Los Angeles Theater Blog

TOWER THEATER CLOCK REVEALED BY APPLE

In September, Apple revealed its first layer of exterior restoration. We look forward to the revelation of this beautiful historic theater on Broadway.

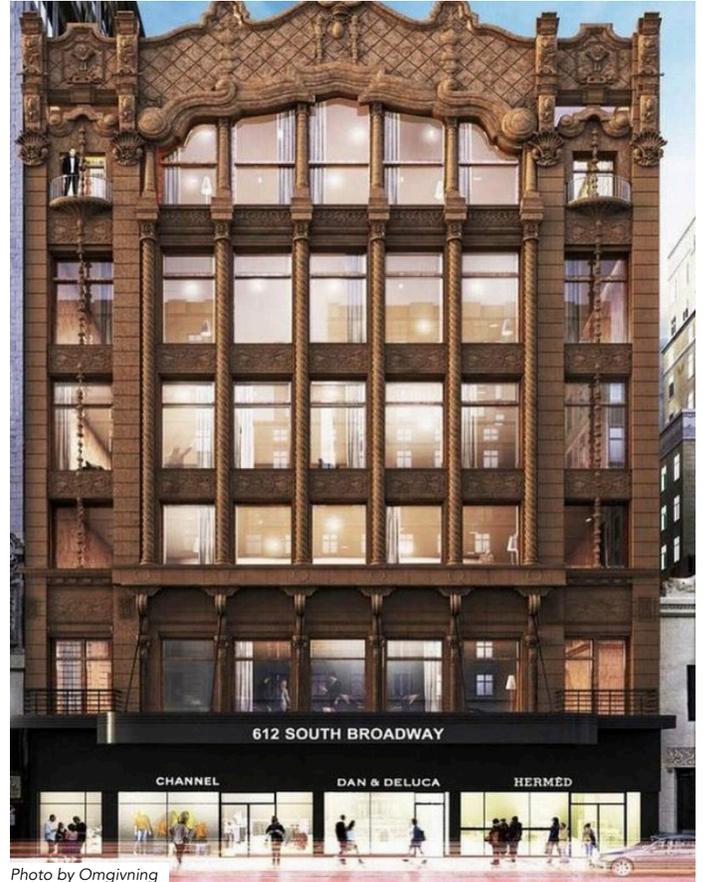


Photo by Omgivning

DESMOND BUILDING RESTORED BY OMGIVNING

In January 2020, the architect firm Omgivning announced it's nearing completion of their restoration project for the Desmond Building on Broadway. It will offer 80,000 square feet of office and commercial space.

NEW BUSINESS & PRESS

Our Faces and Facades feature was picked up by Eater LA, and despite the pandemic, we're still one of the best neighborhoods in all of Los Angeles to live in according to Crubed and TimeoutLA.

DTLA RISING
WITH BRIGHAM YEN

Historic DTLA Art Deco Gem Transformed into Stunning Creative Office



The Historic Core BID is out with a fun video series that looks at some of the community's most prominent business partners



Spring Streets Revival Spreads to a Downtown Landmark the Trust Building



Where to live in LA in 2020: Your go-to guide for picking the best neighborhood to call home right now



How 'Westworld' Uses Present-Day L.A. to Imagine the Future

Spring St Cafe
453 S Spring St

Pizza Napolita
541 S Spring St

The Tellurians Cafe
548 Spring St

Donut Friend
543 S Broadway

L'Appart Air Food
130 E 6th

The Corner Barbershop
743 S Broadway

Silverlake Ramen
615 S Spring St

Trimana Food Market
312 W 5th

Manly & Son's
440 S Main St

Tacos 1986
609 S Spring St

Mikaza DTLA
541 S Spring St

DTLA Bodega
650 S Spring

Van's
808 S Broadway

Treeana
111 W 7th St

Boketto Coldbrew
743 S Broadway

Tulsi Indian Eatery
408 S Main St



Photo by Historic Core BID

FINANCIALS 2019

STATEMENT OF ACTIVITIES FOR THE YEAR ENDED DECEMBER 31, 2019

Changes in Net Assets Without Donor Restrictions	
Business Improvement District - tax assessments	\$ 2,201,664
Delinquent tax collection of penalties and interest	13,571
General benefit collections	34,074
Other	3,538
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Total Revenue Without Donor Restrictions	2,252,847
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Functional Expenses	
Security services	571,286
Sidewalk services	946,054
District identity and marketing	203,701
Management and general	231,839
	<hr/>
	1,952,880
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City fees and contingency spending	30,177
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Total Expenses	1,983,057
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Increase in Net Assets Without Donor Restrictions	269,790
Net Assets, at Beginning of Year	160,244
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Net Assets, at End of Year	\$ 430,034
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ASSETS

Current Assets	
Cash and cash equivalents	\$ 499,439
Prepaid expenses	16,588
Other receivable	31,010
Total Current Assets	<hr/> 547,037
Property and Equipment, net	-
Deposit	<hr/> 4,100
	<hr/>
Total Assets	\$ 551,137
	<hr/> <hr/>

LIABILITIES AND NET ASSETS

Current Liabilities	
Accounts payable	\$ 39,077
Accrued expenses	82,026
Total Current Liabilities	<u>121,103</u>
Commitments	-
Net Assets Without Donor Restrictions	<u>430,034</u>
Total Net Assets	<u>430,034</u>
Total Liabilities and Net Assets	<u><u>\$ 551,137</u></u>

2019 Financials

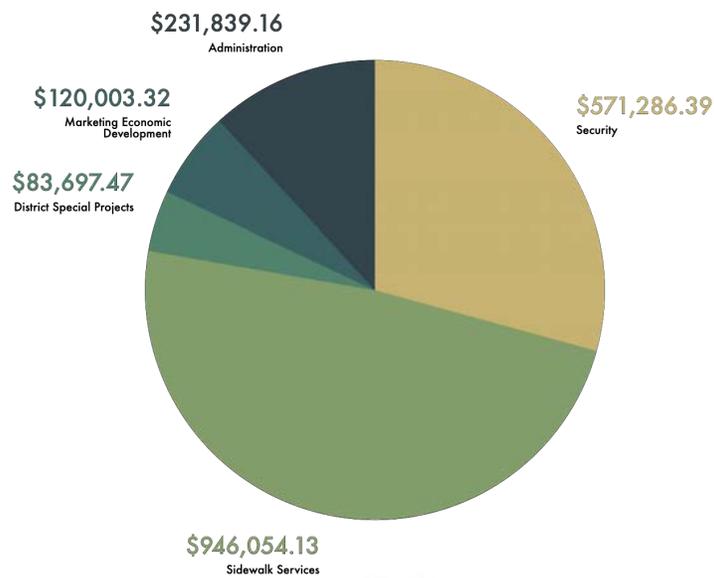




Photo by Historic Core BID



Photo by Historic Core BID