



# ANNUAL REPORT 2021



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Cover Photo Credit:  
Boris Mayzels



# A NOTE FROM THE EXECUTIVE DIRECTOR

The year 2021 marked my ten year anniversary with the Historic Core BID, which was an amazing milestone for me. During my eighteen years in Downtown, witnessing countless achievements and challenges over the years, I can say that the past two and a half years put all of us to the test. Historic Core businesses, braving the pandemic, pivoted to keep afloat. They adjusted hours, worked on a robust take out and delivery business, or augmented with online services. Although we did lose a few favorites, most endured. We saw notable store openings and historic restorations such as the Grande Dame Tower Theater, restored as the most beautiful Apple Store in the country, if not the world.

We engaged with our website and social media to support all of our businesses' efforts, and eventually brought back in-person, business networking breakfast. We also worked with property owners to activate empty retail with art installations, and launched a ground floor retail campaign.

We hosted Trivia Night, a haunted Halloween tour, a self-defense night and joined forces with the Neighborhood Council, SPARK, the Fashion District and Council District 14 for community events such as Fall-o-ween, Cinema Night, and Winter Wonderland. We trimmed trees, installed new trash cans, and reimagined signage for our district to inspire visitors and old-timers alike. We also decorated the streets for a bit of Christmas cheer, and revisited our 2013 Merit Award tree well "Doggie Relief" areas to give a nice stretch for walking with your pooch. You cannot miss it along Spring Street! We also co-hosted with LAPD, Walk with a Cop, a vital community-policing event.

"Don't Call It A Comeback, We Never Left!" is a slogan that is near and dear to my heart. Despite the challenges of rising LA Crime, police defunding, and a pandemic cloud, we worked mightily to support and boost our District. As the City reopens and we inch towards renewal, we will continue to explore innovative clean and safe solutions, as well as reaping the benefits of the special project seeds we sewed this past year.

**Blair Besten**  
EXECUTIVE DIRECTOR



# A NOTE FROM THE PRESIDENT

In 2021, the Historic Core BID clean and safe teams once again proved how essential they are to the neighborhood businesses and residents.

This year in particular placed great demands on our security, with the increased number of incidents. With the unenviable task of patrolling an increasingly hostile environment, our team remained poised and unwavering.

As we slowly returned to pre-pandemic normal, new businesses opened and others coming back to life. The marquee opening for 2021 was the June arrival of the Apple Store in the Historic Tower Theatre. This iconic theatre was extensively renovated into a spectacular retail, learning, and event space.

The Citizen M Hotel Los Angeles outpost opened on Spring & 4th Street, heralding a new era in hospitality for the Historic Core. Providing neighborhood sustenance throughout the pandemic, the Historic Core farmer's market remained open every Sunday, providing fresh produce to the local residents, and supporting local farmers.

The Green Team under the leadership of our executive director Blair Besten helped reassure these new arrivals to the neighborhood. Through the tireless efforts of Blair, Jenna, and the entire team, ensuring that the neighborhood is poised for the roaring 20's return of the Historic Core. As the vital cultural, social, and economic center of Los Angeles all eyes are on us, and we will lead the way.

## Boris Mayzels

PRESIDENT | BARNES ENTERPRISES







# SAFETY



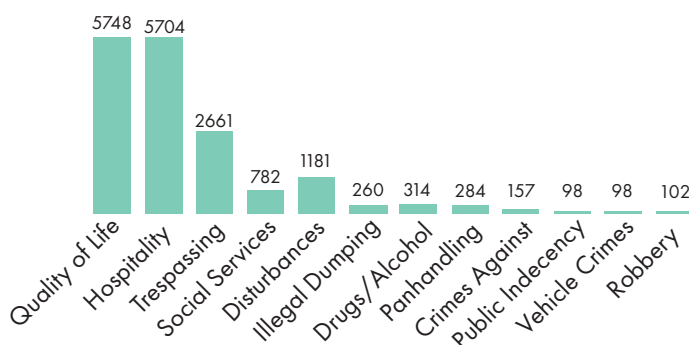
The Safety Team continued to work with law enforcement and other BID partners at a time of reduced LAPD personnel and a rising crime rate. To address these changes, the Historic BID allocated an additional 80 hours towards their safety operation during peak hours. Although crime statistics recorded slightly lower in 2021, LAPD responded to more incidents in the district. Some of which included: a hostage situation, homicides, shootings, stabbings, and robberies. The HCBID officers remained diligent with overall high morale, and low turnover.

Spearheaded by CD14, and working with LA Sanitation, LAHSA, and the BID, the new, large encampment on Main Street was successfully addressed. It had become a hot spot for crime and sanitation issues. Inhabitants were repeatedly offered hotel rooms under Project Roomkey throughout the year, which they eventually took. By the end of 2021, Broadway, Spring, Main, and Los Angeles Street were free of these temporary encampments.

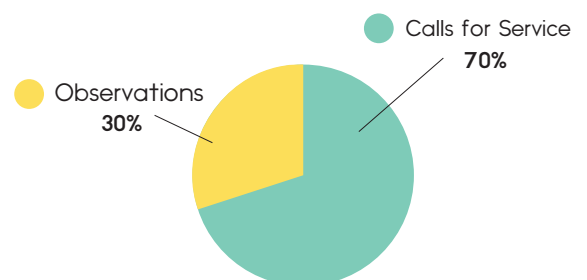
The increase in foot traffic in the district this past year marked a shift back to normal. BID officers focused their efforts among these densely populated areas in an effort to deter unwanted activity and continue to attract more visitors to the neighborhood.



## HCBID SAFETY 2021 STATISTICS



## SOURCES OF ACTIVITY





# CLEAN TEAM

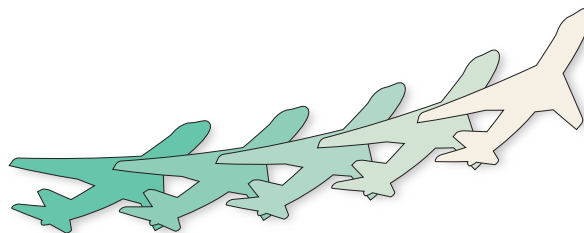


This past year, we welcomed an additional leader, Jason Corrales to the Clean Team. Our community was grateful for the power washes, and constant maintenance that goes into a very demanding district. Most notable was the addition of a service app (like 311) and street-legal golf cart, which made for rapid response times to graffiti and wash down requests.

The team responded and communicated with requestors when the item was closed. Communication options such as these are one of several ways we work towards innovative solutions to growing challenges in the urban core of our city.



	2021	2020
Trash Bags	83,195	72,851
Trash Weight	1,913,485	1,675,573
Graffiti Tags	6,728	6,415
Bulk Items	55,814	47,914
PW Hours	2,592	1,206



Clean Team removed the equivalent of nearly FIVE Boeing 747 planes in pounds of trash from our community!





# BID UPDATES



Photo Credit:  
© Kirsten Schultz





# MITRE STUDY

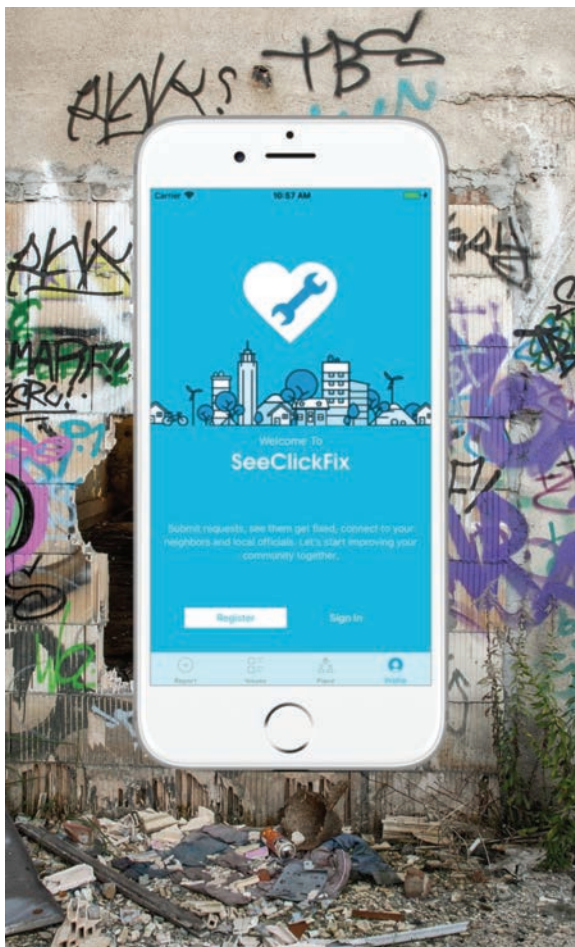
## HCBID SECLICKFIX APP

The HCBID team is proud to share with you our neighborhood's new app that was made possible through a MITRE social engagement study.

The app is set up much like 311 - the SeeClickFix system serves a multitude of city agencies across the nation, that are looking for easy ways to respond to service requests such as waste removal, street repair, etc.

## FOR THE HCBID, RESPONSES INCLUDE:

1. Washdowns of spills
2. Animal/Human waste removal
3. Graffiti



The MITRE Corporation is a private, not-for-profit that seeks to advance tech and global concerns through public/private partnerships. It has no shareholders nor owners and therefore lacks commercial conflicts of interest. Its roots began at the Massachusetts Institute of Technology during World War II. They have tackled everything from air defense to ebola in Africa.

We are so honored to have been selected for this study, and to have received the \$50,000 to launch.

We also want to thank Theresa Leets, David Madeo, and the Chrysalis Team who helped us put all of this together in one way or another throughout an extra-speedy grant/study process.

The outcome of the short study produced results far exceeding SeeClickFix's expectations. According to their calculations, we serviced more requests than many counties using the app.





# RECORD SETTING YEAR AT THE FARMERS MARKET

Only 1 of 6 Farmers Markets in the County to continuously operate during the Covid-19 Pandemic.



HISTORIC  
DOWNTOWN  
**FARMERS  
MARKET**

The Downtown LA Farmers' Market broke several new records in 2021 with sales, number of EBT CalFresh Food Stamps processed, and Market Match Coupons offered to our community!





# BEAUTIFICATION IN THE HISTORIC CORE



Several years ago, the Historic Core BID won a 2013 IDA Merit award for its innovative "Dog Relief Areas," which repurposed vacant tree wells with patches of astro turf for dogs to use. Encouraging dog owners to direct their furry family members to appropriate places to use the bathroom is not easy, and often patio railings and even City street lamps become so soaked with urine they rot off and break, becoming hazardous.

The HCBID works to find creative ways to solve problems such as these, and thanks 100% to the generosity of our property owners and the hard work of our respected landscaper, Robert Garcia, we were able to designate a heavy-trafficked stretch of our district to convert all of the tree wells, giving residents and doggie visitors a more sanitary and appropriate place to use. It also adds beauty to the street to see some green, considering we are short on park-space supply in our Los Angeles urban center.





# COMMUNITY ENGAGEMENT



## **Business Breakfast**

Cybersecurity Expert Cade Anderson  
December 14, 2021

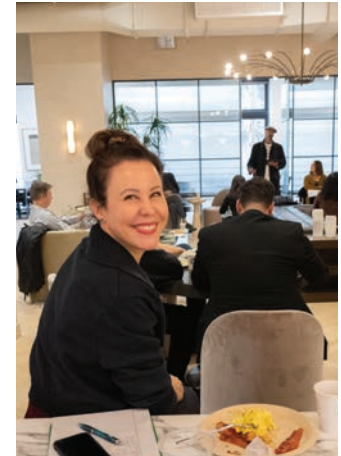




# COMMUNITY EVENTS

## Business Breakfast

Cybersecurity Expert Cade Anderson  
December 14, 2021



## Resident Night

Haunted Walking Tour  
October 29, 2021



## Resident Night

Trivia Night + Food Crawl  
August 31, 2021



HISTORIC CORE BID  
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# COMMUNITY EVENTS

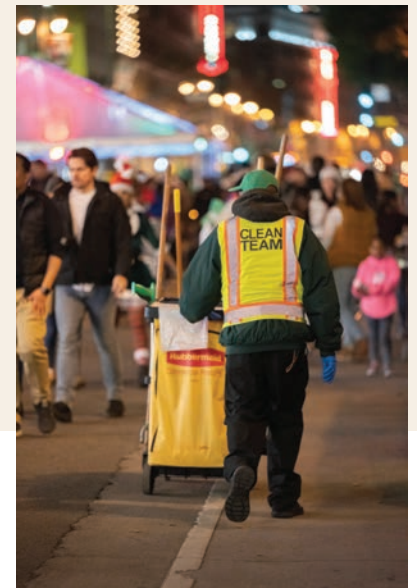
## Spring Street Fall-o-ween

In partnership with CD 14 & SPARK  
October 23, 2021



## Winter Wonderland

In partnership with CD 14, Fashion District & DLANC  
December 18, 2021



## Quarterly Cop Walk

December 2, 2021



## Cinema on Spring

In partnership with CD 14, DLANC & SPARK  
October 2, 2021



# HCBID COMMUNITY VOLUNTEERS

This year, we welcomed several new volunteers from the community, including a new Volunteer Coordinator, who worked together and assisted in organizing neighborhood events like our Resident Nights, Fall-o-ween Festival, and Winterwonderland.

It has been a great opportunity to engage Historic Core residents and introduce the BID and its services to new businesses and community members who are unaware of the benefits we provide. We are fortunate to be located in a vibrant neighborhood with many creative and talented businesses and residents looking to contribute to our district.

For inquiries related to volunteering, please email [info@historiccore.com](mailto:info@historiccore.com)



Ashley  
Clinkenbeard

## VOLUNTEER COORDINATOR

Ashley organizes volunteers for neighborhood events and designs digital assets for the HCBID.

She brings ten years of experience as an attorney, including pro-bono work for the Mayor of Los Angeles, ACLU of Southern California, and Legal Aid Foundation Los Angeles.





# HCBID MARKETING



**Jenna  
Beasley**

**MARKETING COORDINATOR**

This year we welcomed Jenna Beasley to the team! When she joined the HCBID, she brought 7 years of experience in Business Administration and Digital Marketing. Jenna brings a fresh new perspective to Downtown LA and is always working hard to support the mission and further awareness of the BID through community events and marketing.

If she's not in the office, you can probably find her walking around the district, most likely with a camera in her hand.

**Wendy Cordon  
Lizette Vargas**

**INSPO MARKETING**

INSPO Marketing is a boutique agency, proudly owned by Women and based out of Downtown. They are LA natives and world travelers with over 20 years of marketing experience.

Driven to inspire their clients in taking their business to the next level, INSPO Marketing helps organizations stay top of mind + stand out amongst all of the chatter in the digital world.





# SOCIAL MEDIA HIGHLIGHTS



Have any locals revisited @lastbookstorela recently? Her...

historiccore · Original Audio

July 16, 2021 · Duration 0:30

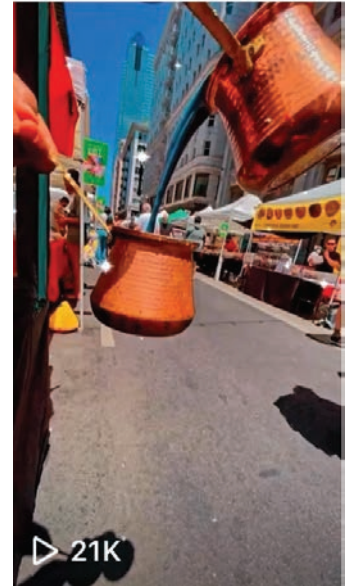
13290

255

20

18

17



It's that day again! Come shop at the Historic Downtown...

July 25, 2021 · Duration 0:08

21069

466

1

24

25

We took a stroll in the Historic Core with our local LAPD o...

historiccore · Original Audio

December 3, 2021 · Duration 0:34

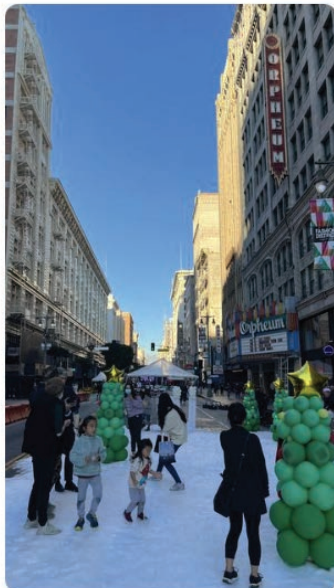
10785

355

37

22

10



Putting the POWER in "power wash!" We ❤️ our Clean Te...

Michael Jackson · Workin' Day and Night

October 20, 2021 · Duration 0:24

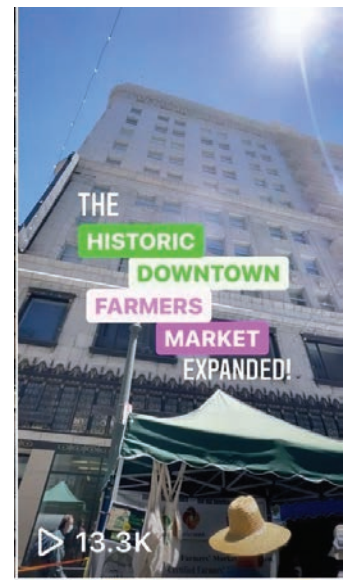
5464

187

11

8

2



If you visited @dtlamarket yesterday you might have noti...

historiccore · Original Audio

June 14, 2021 · Duration 0:30

13363

655

15

107

56

What a magical night! It truly was a Winter Wonderland in...

PhatCap! · Sleigh Bells (PhatCap Trap Remix)

December 19, 2021 · Duration 0:58

9025

268

9

21

5

HISTORIC CORE BID  
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# HISTORIC CORE PHOTO CONTEST

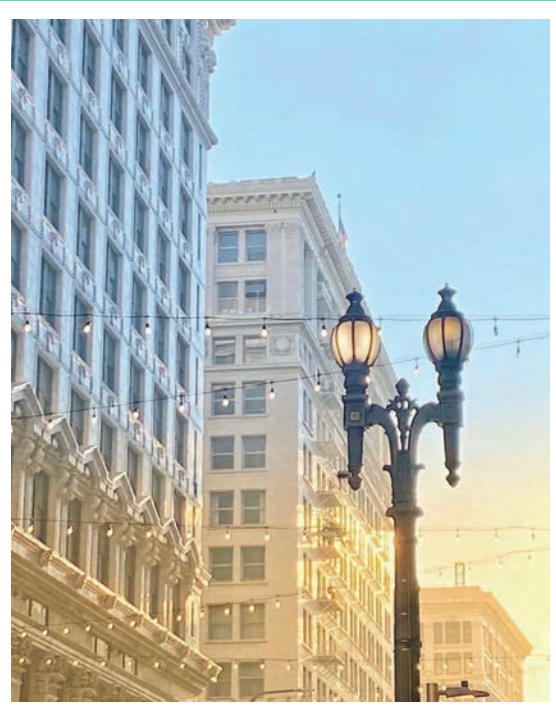
@\_gabbsters\_



@inkspecht



@kirlojo



© Deb Frazin Photography



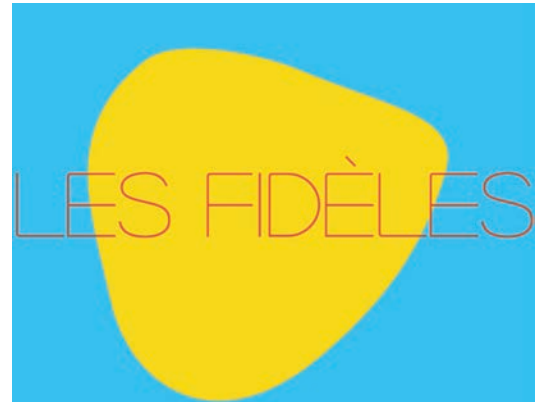


# WELCOMING NEW BUSINESSES

**BOND**  
COLLECTIVE



**kreation**  
ORGANIC



**SKECHERS**



**tulsi**  
indian eatery



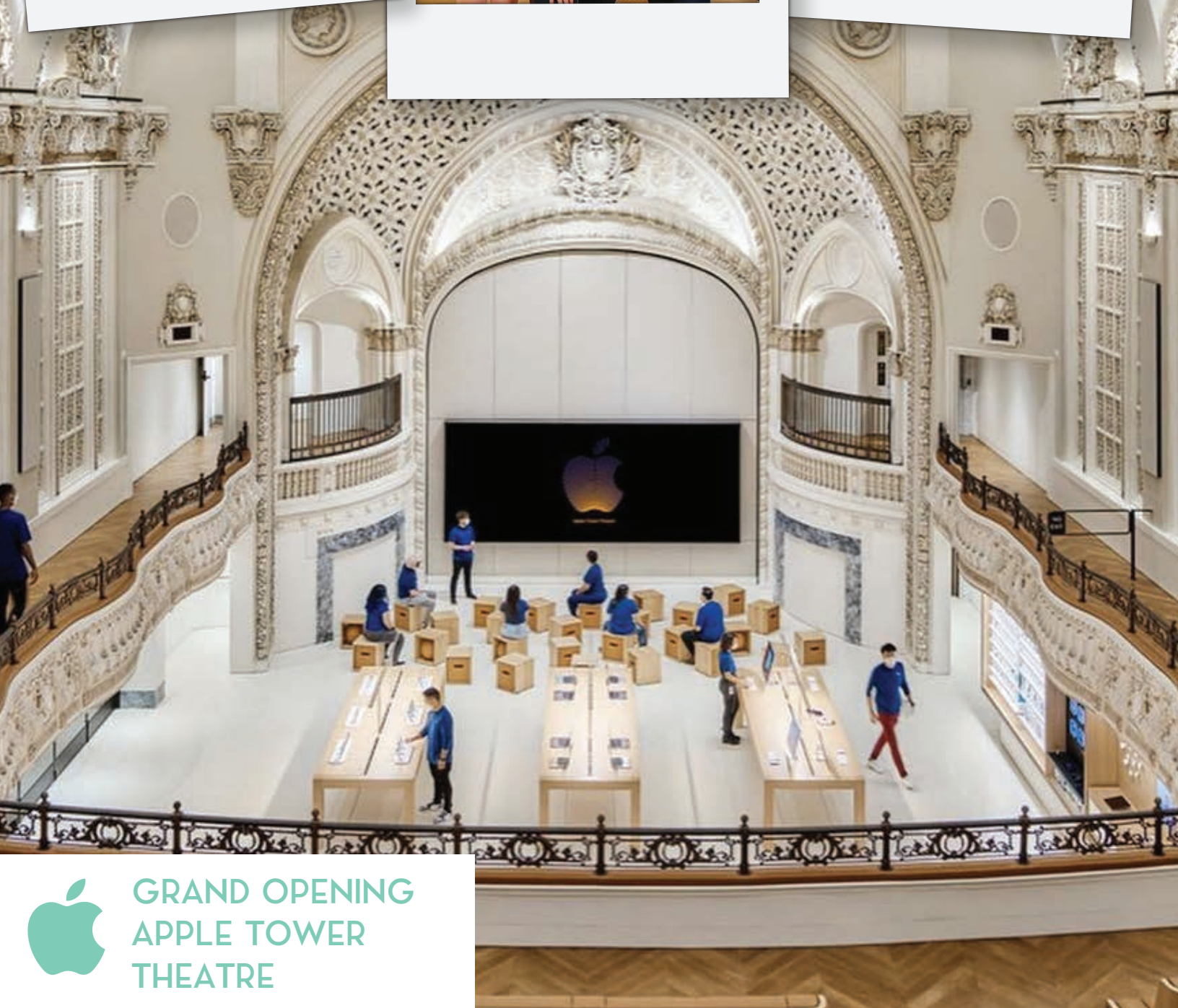








*Tim Cook  
CEO of Apple*



GRAND OPENING  
APPLE TOWER  
THEATRE





## ARTS + CULTURE



Local DTLA Artist Victor Robert

This year we addressed vacant retail spaces in our District by activating them with local artists' work. It was a wonderful way to bring enterprise, culture, and community together, and remind us of the roots of our recent past. Art Walk brought the Historic Core alive not that long ago, when galleries were on every corner and residents flooded the area.

We hope our owners and managers will continue to see this opportunity as a resource to bring life to spaces, and stimulate the creative sparks of potential retailers.



Local DTLA Artist S.C. Mero

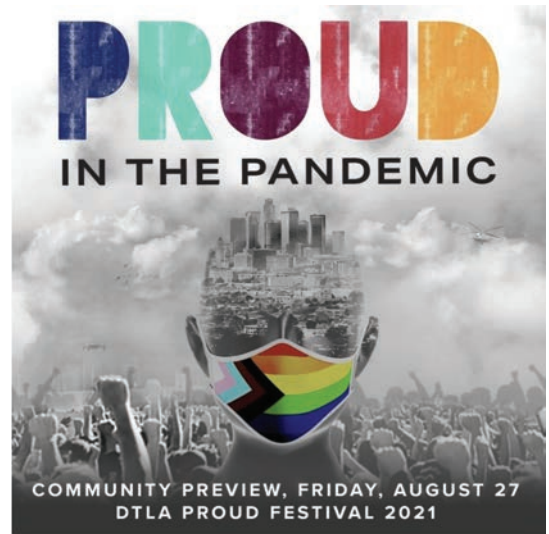




## ARTS + CULTURE



Artist: Bill Sherwood







# FINANCIAL REPORT

## STATEMENT OF ACTIVITIES FOR THE YEAR ENDED DECEMBER 31, 2021

Changes in Net Assets Without Donor Restrictions		
Business Improvement District - tax assessments	\$	2,597,297
Delinquent tax collection of penalties and interest		5,473
General benefit collections		37,567
Other		16,444
		<hr/>
Total Revenue Without Donor Restrictions		2,656,781
Functional Expenses		
Security services		755,155
Sidewalk services		1,339,913
District identity and marketing		268,637
Management and general		233,034
		<hr/>
		2,596,739
City fees and contingency spending		<hr/>
		25,988
		<hr/>
Total Expenses		2,622,728
		<hr/>
Decrease in Net Assets Without Donor Restrictions		34,054
Net Assets, at Beginning of Year		<hr/>
		256,776
		<hr/>
Net Assets, at End of Year	\$	<hr/> <hr/> 290,829

### ASSETS

Current Assets		
Cash and cash equivalents	\$	538,869
Prepaid expenses		9,144
Other receivable		37,567
		<hr/>
Total Current Assets		585,580
Property and Equipment, net		20,741

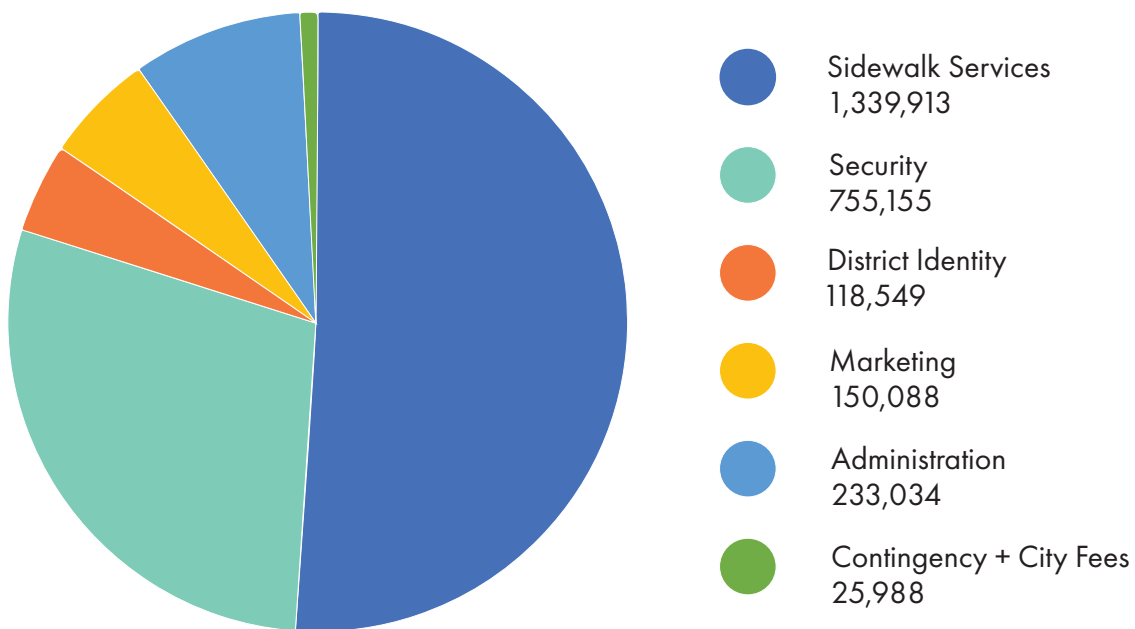


# FINANCIAL REPORT

## LIABILITIES AND NET ASSETS

Current Liabilities	
Accounts payable	\$ 246,166
Accrued Expenses	73,426
Total Current Liabilities	<u>319,592</u>
Commitments	-
Net Assets Without Donor Restrictions	<u>290,829</u>
Total Net Assets	<u>290,829</u>
Total Liabilities and Net Assets	<u>\$ 610,421</u>

## OPERATING EXPENSES







# HISTORIC CORE BID DISTRICT BOUNDARIES





