

GREATER LEIMERT PARK VILLAGE/CRENSHAW CORRIDOR BUSINESS IMPROVEMENT DISTRICT

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- Fred Calloway
- Cary Earle
- Curtis Fralin
- David A. Richmond
- Nuriel Zeituni

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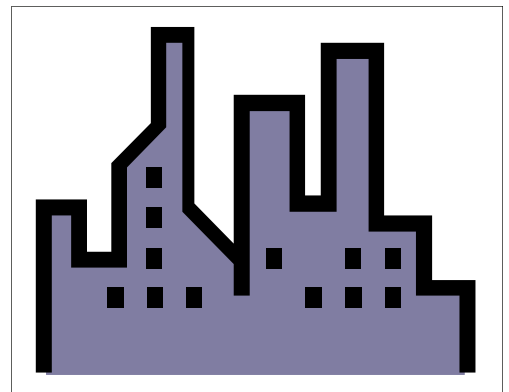
**Your
Business
Improvement
District
at work**

Newsletter design by A. K. Toney

A MESSAGE FROM BERNARD PARKS, COUNCILMAN, CD 8

Since 1995 over thirty-five Business Improvement Districts (BIDs) have been established across the City. Their successful impact can be seen in the dramatic revitalization now taking place in Downtown, Chinatown, Hollywood, Van Nuys and along the Figueroa Corridor. The aggressive clean up and marketing campaigns promoted by these BIDs have led to cleaner and safer streets and encouraged more public and private investment in these communities.

We have seen these benefits and worked to establish the Leimert Park Village /Crenshaw Corridor Business Improvement District. Over the last several years we have seen a tremendous amount of investment in this community. The investments recently completed, currently under construction or in planning phases total well over \$200,000,000. With regular trash pick-up, graffiti removal and other services the BID will create a powerful tool to ensure that these investments are maintained. And, as we have seen elsewhere, the BID will serve to enhance the long-term commercial viability of this neighborhood.



The establishment of the Leimert Park Village/Crenshaw Corridor BID has been quite an achievement. It is only the second BID to be created south of the Santa Monica Freeway. However, we anticipate that its success over the coming years will lead towards efforts to expand it along Crenshaw both north and south, as well as west along Martin Luther King, Jr. Blvd. My office will continue to encourage and support these efforts.



HOW THE BID CAME TO BE

On December 13, 2005, after much hope and waiting, the Leimert Park Village/Crenshaw Corridor Business Improvement District was given life. The Los Angeles City Council adopted City Ordinance 177,209 which revised and modified the Management District Plan for the Leimert Park Village/ Crenshaw Corridor Business Improvement District. This made it all official.

In anticipation of the Business Improvement District's coming online, 8th District Councilman Bernard Park's office convened a meeting of property owners in the BID to review the purpose and operations of the BID. That meeting produced an advisory board consisting of a representative sample of property owners in the area; They are identified as follows: Fred Calloway, Cary Earle, Curtis Fralin, David A. Richmond, and Nuriel Zeituni. The group elected Fred Calloway as the chairperson and approved a letter to City Clerk Frank Martinez requesting that modifications in the original plan be submitted to the City Council for approval to allow a non-profit corporation to manage the BID.



GENERAL QUESTIONS

What is a BID anyway? – A business improvement district is a geographically defined area within the City of Los Angeles, in which services, activities and programs are paid for through a special assessment which is charged to all members within the district in order to equitably distribute the benefits received and the costs incurred to provide the agreed-upon services, activities and programs. The assessment money is collected by the City or by the County through a special contractual arrangement with the city. Because the assessment funds collected in a given district cannot legally be spent outside of that BID, the City creates a trust for each BID, with funds periodically released to support operations. Translation: Each property is taxed to produce a pool of funds that are held in a trust and allocated periodically to allow for cleaning, maintenance and beautification of the business environment. So, when you see the folks out in the community with brooms and dustpans, graffiti removal and

powerwash equipment, you now know that they are being paid for through the BID. This is not an arm of the city. This is YOUR Business Improvement District at work.

Who runs the BID? – Each BID is operated under contract with the city of Los Angeles for management services. The contract for the Leimert Park Village/Crenshaw Corridor Business Improvement District was executed on January 24, 2006 by the city and Community Build, Inc. The term of the contract is through December 31, 2013.

What else does a BID do? – The BID has the authority to create programs and services which are tailored to the area defined by the BID by representatives of the BID. A variety of activities and improvements are authorized for BID's and are defined by state law. Collectively, these services, activities and programs are referred to as "improvements." For example,

the BID may collectively decide to fund a concerted marketing or promotional effort to attract, develop and retain both new and existing businesses, as well as to encourage tourism or increase an established customer base.

Who do I contact if I have questions or ideas? – Clint Rosemond is the manager of the Leimert Park Village/Crenshaw Corridor BID. You can reach him at:

(323) 290-6565

or

cfrosemond@aol.com.

How often will these newsletters appear? – The BID newsletter will come out each quarter and be sent to each business. Copies will be available through the Council Office, and at the Community Build Administrative office, 4305 Degnan Boulevard, Suite 105, (323) 290-6560 *tel.*, (323) 290-2812 *fax*. Once the website is completed, the quarterly newsletters will be posted on the website.