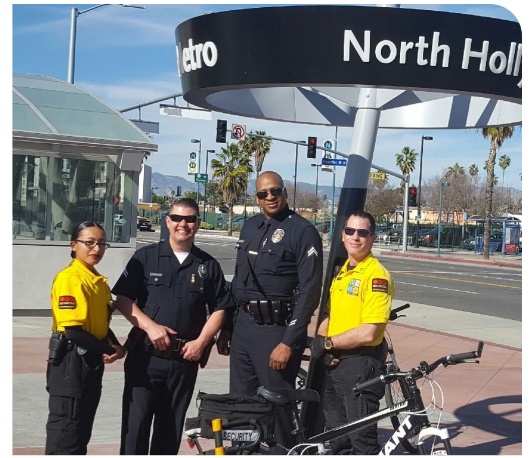


THE VALUE OF BIDS



Business Improvement Districts in the City of Los Angeles



Business Improvement Districts (BIDs) make communities cleaner, safer, and more prosperous. The Los Angeles BID Consortium provides a forum for the leaders of each of the city's diverse BIDs to collaborate and exchange information, ideas, and resources. This report was prepared by the Los Angeles BID Consortium in partnership with the Downtown Center Business Improvement District. It includes findings from a 2020 survey of all 40 BIDs in the City of Los Angeles and information from the Los Angeles BIDs Portal at cityclerk.lacity.org/BidsPortal.

INTRODUCTION

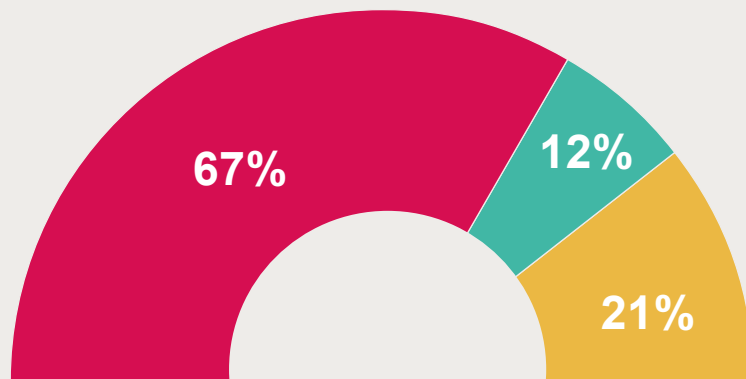
WHAT IS A BID?

A business improvement district or “BID” is a geographically defined area in which property owners or merchants pay a special assessment for agreed-upon services, activities, and programs. Assessments are charged to all members within the district in order to equitably distribute the benefits received and the costs incurred to provide those benefits.

The establishment of business improvement districts is authorized by two state laws: one which allows for property-based districts and one which allows for the creation of merchant-based special assessment districts*. In both cases, a majority of commercial property owners or business owners in a given area decide to acquire special benefits and to pay for those benefits themselves. In this way, individual communities are able to have a direct voice regarding the economic activity in their area.

WHERE DOES THE MONEY GO?

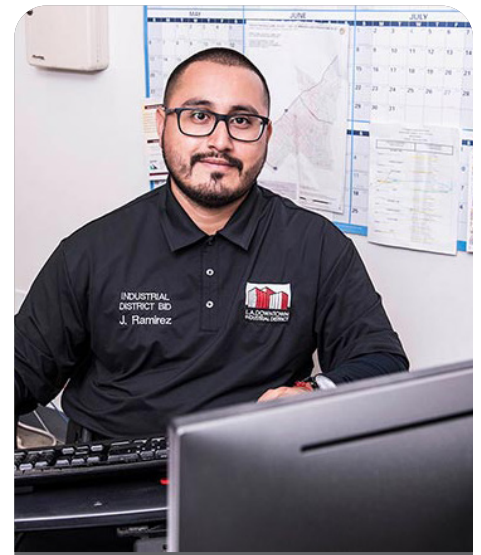
Providing services beyond that of the city:



Clean & Safe: Trash removal, sidewalk cleaning, bike patrols, visitor ambassadors

Marketing & Economic Development: Websites, newsletters, special events, business support and attraction

Administration & Management



*The Parking and Business Improvement Area Law of 1989 & The Property and Business Improvement District Law of 1994.

INTRODUCTION

BIDS IN THE CITY OF LOS ANGELES

The City of LA has 40 BIDs covering over 7,000 acres located within 13 of the 15 Los Angeles City Council Districts. Some of these BIDs represent LA's most frequented and familiar areas, such as the Hollywood Walk of Fame, STAPLES Center, LAX, Melrose Boulevard, Westwood, Century City, Bunker Hill, and many more. They also operate in many of the small community-oriented commercial districts, such as Larchmont Village, along Ventura Boulevard, or Brentwood Village.

The City of Los Angeles requires that a nonprofit corporation be designated as the agent responsible for administering the programs funded by the BID assessments and enter into a contract with the City to do so. Through their annual BID assessments, property and business owners invested over \$50 million in 2020 and over \$600 million since their inception in 1996, to keep their districts safe and clean, support small business and their communities, and drive economic development and cultural vitality.

BIDs, as committed partners to the City and essential resources to property and business owners, have become an integral, indispensable, and invaluable part of how Los Angeles, and cities across the country and globe, work – helping them thrive in good times, and survive in tough ones.

DID YOU KNOW?

The City of LA has **40** BIDs
covering over **7,000** acres located within
13 of the Council Districts

\$50M

total BID
investment
in 2020

\$600M

total BID
investment
since 1996



BID SERVICES

BIDs are often the first responders in a place, providing quick, practical, and creative solutions

“Clean and Safe” services are the foundation of what Los Angeles BIDs do, representing over 2/3 of total BID spending. BID services go above and beyond the capacity of the city, while also reducing demand for city resources. Most BIDs also engage in marketing, economic development and district identity efforts that enhance the sense of community in local neighborhoods.

CORE BID SERVICES:

Clean & Safe

- ✓ Trash removal
- ✓ Sidewalk cleaning
- ✓ Graffiti Removal
- ✓ Tree Trimming
- ✓ Community Call Response
- ✓ Footbeats and Bike Patrols
- ✓ Visitor Ambassadors
- ✓ Homeless Outreach

Marketing & Economic Development

- ✓ Communication
- ✓ Business Support & Attraction
- ✓ Community Activation
- ✓ Special Events



CLEANING & MAINTENANCE

Making sure LA's key commercial districts look and feel their best every day

Every morning, in key commercial districts around the city, well before people show up for their morning coffee or head into work, BID teams are out in force. They are cleaning up trash and debris from the streets, power washing sidewalks, picking up gum, removing graffiti, and broadly doing whatever they can to ensure a clean, safe, and welcoming environment for all Angelenos and the millions of tourists who visit these districts.

BID SERVICES INCLUDE:

- ✓ Trash removal
- ✓ Sidewalk cleaning
- ✓ Graffiti removal
- ✓ Poster & sticker removal
- ✓ Pressure washing
- ✓ Tree trimming
- ✓ Landscaping planters
- ✓ Street furniture

BID ACCOMPLISHMENTS

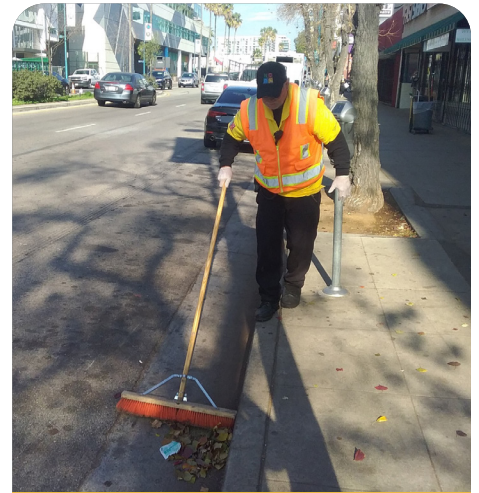
20,000

tons of trash removed

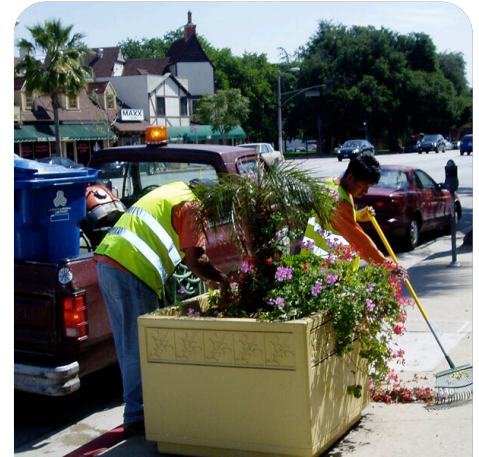


200,000

graffiti tags, posters, stickers removed annually



Street sweeping in North Hollywood



Planter maintenance in Encino



Trash pickup in Lincoln Heights

SAFETY & SECURITY

BID safety teams are typically the first to arrive on the scene of any incident in their district

BID safety personnel patrol their districts on foot or bike. Most BIDs also have a 24/7 dispatch center to respond to calls for assistance. With a focus on de-escalation, BID patrols typically address incidents without police involvement, but also work in partnership with emergency responders. BID officers perform regular wellness checks for individuals experiencing homelessness, and often serve as their first point-of-contact for accessing social services.



Downtown Center



Hollywood



Industrial District

BID SERVICES INCLUDE:

- ✓ Community call response
- ✓ 24/7 dispatch centers
- ✓ Bike patrols and footbeats
- ✓ Focus on de-escalation
- ✓ Welfare and wellness checks
- ✓ Referrals to service providers
- ✓ Outreach to local business
- ✓ Visitor guides and ambassadors

BID ACCOMPLISHMENTS

850,000

Clean & Safe issues addressed annually



113

merchant contacts made per day



MARKETING & ECONOMIC DEVELOPMENT

Creating a local voice for promoting the diversity of LA's commercial centers

BIDs serve as conveners and storytellers for their district, developing distinct brands that highlight their community identity. As a result, BIDs are often the go-to agency for local intelligence on everything from road closures to investment opportunities. This is especially vital for a city like Los Angeles that has broad regional, national, and international appeal, but also a vast geographic area with diverse populations and places.

BID SERVICES INCLUDE:

- ✓ District branding and identity
- ✓ Websites, social media & newsletters
- ✓ Public art programming & installations
- ✓ Visitor maps and guides
- ✓ Community events
- ✓ Support to local businesses
- ✓ Business and investment attraction
- ✓ Real estate market information

BID ACCOMPLISHMENTS

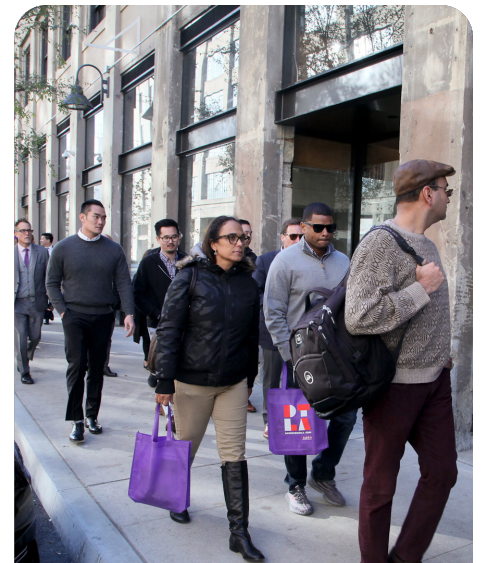
500M

Instagram followers

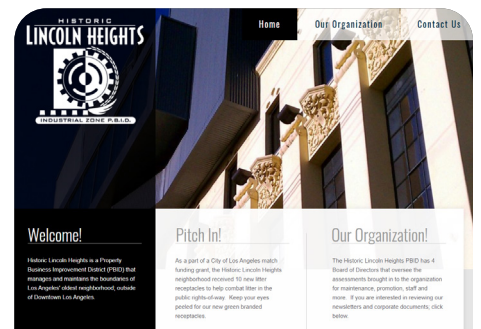


13,000

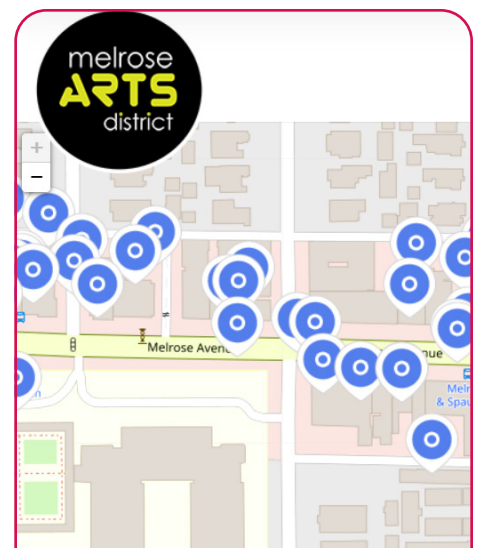
local contacts made per year



Downtown Center Development Tour



Lincoln Heights website



Melrose Arts map

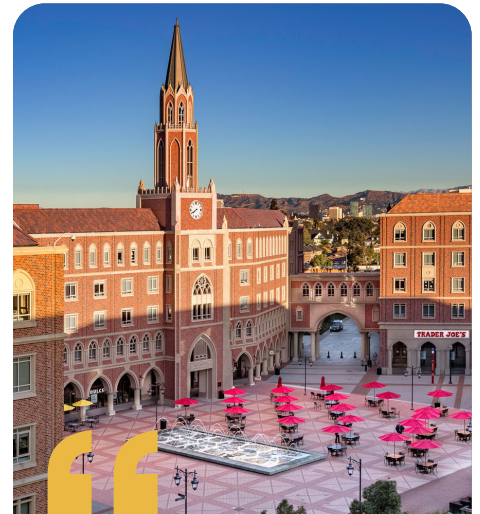
BIDS NATIONWIDE

BIDs have a significant presence and positive impact in every major metropolitan area in North America

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Since 1970, property and business owners in cities throughout the U.S., and beyond, have come to realize that effectively revitalizing and sustaining vibrant downtowns, city centers and neighborhood commercial districts requires special attention. Their resource needs also often go beyond the basic services most city administrations can readily provide. In response, stakeholders have come together, with funding almost exclusively provided by property and business owners, to form nonprofit management associations to deliver those key resources and services within the boundaries of their districts.

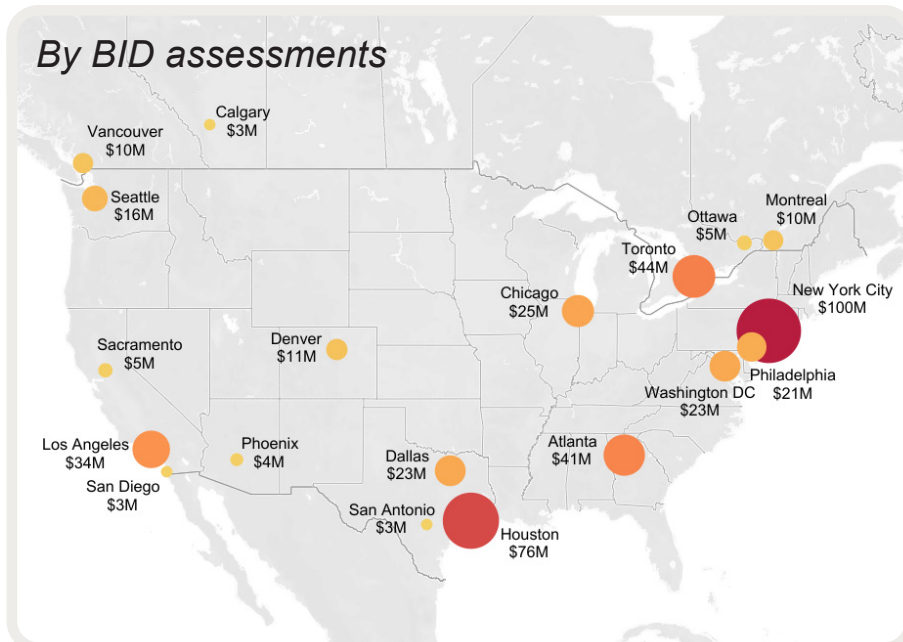
Anecdotally, BIDs in the United States have about a 95% renewal rate, indicating the success and approval of the BID model for and by local stakeholders.



“Given market dynamics, the centrality of place, and the radical shifts underway at the federal and state levels, urban place management organizations will play an even more important role in shaping city economies going forward. Business improvement districts ... have played a significant role in enhancing local places... We are witnessing a rise in localism.”

Bruce Katz
Director of the Nowak Metro Finance Lab at Drexel University and Co-Author of *The New Localism, How Cities Can Thrive in the Age of Populism*

TOP 20 NORTH AMERICAN CITIES



CITY OF LA BIDS BY COUNCIL DISTRICT

Name (Type*)	Council District(s)
Arts District (P)	14
BLQ-Pico Blvd (P)	1,10
Brentwood Village (P)	11
Canoga Park (P)	3
Central Avenue (P)	9
Century City (P)	6
Chatsworth (M)	12
Downtown Center (P)	14
Downtown Industrial District (P)	14
East Hollywood (P)	4,13
Encino Commons (P)	5
Fashion District (P)	14
Figueroa Corridor (P)	8,9
Gateway to LA (P)	11
Greater Chinatown (P)	1
Greater Lincoln Heights (P)	1
Highland Park (P)	1
Historic Downtown (P)	14
Hollywood Entertainment District (P)	13
Hollywood Media District (P)	4,5,13
Larchmont Village (P)	4
Leimert Park (P)	10
Lincoln Heights Industrial Zone (P)	1
Little Tokyo (M)	14
Los Feliz Village (M)	4
Melrose (P)	5
North Hollywood (P)	2
Old Granada Village (P)	12
Pacific Palisades (P)	11
San Pedro Historic Waterfront (P)	15
South Los Angeles Industrial Tract (P)	9
South Park (P)	14
Studio City (P)	2
Tarzana Safari Walk (P)	3
Venice Beach (P)	11
Village at Sherman Oaks (P)	4
Westchester (P)	11
Westwood (P)	5
Wilmington (M)	15
Wilshire Center (P)	1,4,10

* (P) = Property; (M) = Merchant

