



North Figueroa Assoc

Highland Park Business Improvement District
5651 Fallston St., Los Angeles, CA 90042, Office: 323-255-5030 Fax: 323-257-1036

August 12, 2009

Dear NFA Property Owner:

We need each and every property owner to vote and return the petition immediately. Attached is your petition and a summary description for the Highland Park Business Improvement District. The original BID was established for 8 years and ending 12/31/2009. A yes vote on this ballot will allow us to continue the positive work of the NFA for another 10 years."

Over the last seven years the North Figueroa Association has dramatically reduced crime, picked up trash, cleaned the sidewalks removed graffiti; and has contributed to higher sales and lower vacancy rates and has established a farmers market for a very grateful community. Now we need your help to continue these projects. It is time to vote on our business improvement district renewal and to provide for the continuation of these good works for another 10 years. We need each and every property owner in the North Figueroa Association to vote "yes" on the enclosed petition.

Assessment Reduction For 2010:

As president of the association I'm pleased to report to you that the North Figueroa association has been operated both efficiently and effectively. With the addition of new properties to the association we will be able to be even more efficient and effective. In fact, we were able to **reduce everyone's BID assessments by 6% to 9%** for 2010. That means that we are rolling back the assessments to 2007.

Seven Years Of Accomplishment:

Since we started the association in 2003, our security patrols have contributed to a 40% decrease in crime and our cleanup crews have picked up 41,898 cubic yards of trash and removed 6660 blocks of graffiti. Also, our Old LA Farmers Market has stimulated business traffic on the corridor and created a fun and lively weekly community activity.

As a result the corridor is experiencing the lowest vacancy rate in many years as well as increased sales for the businesses on the corridor. I'm quite proud of these accomplishments and our executive director, Misty Iwatsu, who helped us realize these accomplishments through her tireless efforts and attention to detail.

Time To Vote Yes:

I am confident our money has been well spent and that every single dollar has been used to improve the North Figueroa Corridor and the surrounding community. By voting yes on the enclosed petition you'll allow us to bring a greater level of security to the corridor and to continue to increase the quality of living in the community. Please help us by mailing your petition today. You can view the entire Management District Plan on www.oldla.org

Yours truly,

Steven H Homel, President, NFA

Attachments:

Petition
Management District Plan Summary