



Old L.A. News

Issue 3 2020

www.OLDLA.org

Publication of the North Figueroa Association

The North Figueroa Association would like to **THANK YOU**, our property owners through this pandemic.

2021 Assessments- At the April 2020 Board of Directors meeting, the Board voted to NOT increase assessments for 2020/2021. They realize that the pandemic has hit everyone hard and continues to provide high quality service at a affordable rate for all property owners.

Safe Team- During the pandemic the NFA Board of Directors contracted GSSI to currently run vehicle patrols 24 hours per day, 7 days per week until the end of the year. GSSI continues to respond to your calls at 800-350-1944. We have suspended foot patrol until it is safe for them to return.

Clean Team- Chrysalis is out on the streets 6 days per week. Disinfecting street furniture, sweeping the sidewalks, removing graffiti, removing trash, bulky item pick up, pressure washing sidewalks, watering/upkeep of the plants and trees. Chrysalis continues to answer your service calls at: 213-995-6943.

Old LA Farmers Market- Open Tuesdays from 3-8 pm. CalFresh SNAP EBT is accepted with up to \$30 Market Match being distributed.

Support Latino Business Impact Fund Grant Support Latino Business. Deadline to Apply: October 21, 2020 12:00 AM. Phase One Grants Allocation. Two Latino/x small business owners will receive \$5,000 in grants from nonprofit Support Latino Business. Four Latino/x small business owners will receive \$2,000 in grants from nonprofit Support Latino Business. Two Latino/x small business owners will receive \$1,000 in grants from nonprofit Support Latino Business. Grant Eligibility SLB Impact Fund Grant applicants must be: A Latino/x-business owner/founder with a legal US for-profit business. Grants must be used for the recipient's business. Must have been in business for at least 1 year, At least 18 years of age, A legal resident of the U.S. <https://www.supportlatino.biz/register-your-business-apply-for-an-impact-fund-grant>



Use Zest to get customers through your door - get free, short, customer videos with viral potential + free marketing tools. No contracts. No commitments. Takes 10 minutes to set up.

Step 1: Email jake@zestapp.io to say you're interested.

Download the free iPhone app at zestapp.io/download. We'll be in touch soon!



4.9/5 stars (as of 10/2/20)

Step 2: Customers/staff film videos for your free page.



Step 3: Share videos and get customers through the door.



Zest works with:

- 1. Restaurants
- 2. Nightlife
- 3. Activities
- 4. Experiences
- 5. Shops
- 6. The Arts
- 7. Nonprofits
- 8. More!



Security

3rd Quarter '20

Patrol calls for service	66
Patrol BID contacts	994
Public contacts	967
Vehicle patrol hours	2,208
Foot patrol hours	0



Maintenance

3rd Quarter '20

Trash Bags (removed)	2,291
Trash weight lbs	52,693
Graffiti tags removed:	386
Bulky items:	75
Pressure Washing hrs	24

Black-Owned Small Business Impact Fund BeyGOOD + NAACP. BeyGOOD is on a mission to spread hope. The goal is to provide a lifeline for small businesses at the epicenter of dual pandemics. NAACP has teamed up with the BeyGOOD to expand economic opportunity by awarding grants of \$10,000 on the 15th of each month through the end of 2020. <https://helloalice.com>

Al Fresco Outdoor Dining- The City is extending Al Fresco permits to December 31, 2020. On May 29, the Mayor Launched the first phase of L.A. Al Fresco to support outdoor dining opportunities for restaurants hit hard by the COVID-19 crisis, in coordination with the

L.A. County Department of Public Health allowing dine-in service at restaurants. The City provides planters, barricades, and umbrellas for outdoor dining businesses to use in newly permitted spaces. More details of the program and application for L.A. Al Fresco is available at coronavirus.lacity.org/alfresco

COVID-19 Safety Compliance Certificate Program. L.A. County launched this program to help educate and train business owners to comprehensively implement the County's safety directives. The CSCCP is a no-cost online training course that educates business owners on the essentials of the County Health Officer's Orders and what they need to do

NFA Goals

- Provide Educational, Cultural, Artistic, Charitable, Social Service and public improvements.
- Increase economic well being for property owners, employees and businesses.
- Provide improvements and activities to assist in economic and commercial revitalization.
- Provide clean, safe and beautification programs to improve economic prosperity for property owners, businesses and the community.
- Bring about investment of public and private capital within the Business Improvement District and surrounding area for public benefit and charitable purposes.

Mission Statement

North Figueroa Association is the management organization for the Highland Park Business Improvement District and is an advocate for the North Figueroa Property owners by empowering and aiding in the stimulation of growth, development, revitalization and maintaining the historic value of the North Figueroa Corridor.

The North Figueroa Assoc. will support an environment in which stakeholders can conduct commerce, live and play.

North Figueroa Assn.

Board of Directors

Tom Wilson, President
Property Owner

Stuart Rapeport, Vice President/
Treasurer
Property Owner

Amy Inouye, Secretary
Future Studio

John Harb, Security Chair
Property Owner

Alex Rudisky
Property Owner

Gustavo Alza
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Richard Calderon
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Arroyo Vista Family Health

Dennis Hernandez
Property Owner

Dalton Gerlach
Property Owner

Gina Alza
Property Owner

Misty Iwatsu, Executive Director

Contact the NFA 323-255-5030, fax 323-257-1036 or website: oldla.org.

Old L.A.

Certified

Farmers Market

N. Figueroa & Ave. 58



Open
Coronavirus COVID-19
Tuesdays 3 - 8 pm

Old L.A. CFM Guidelines for Coronavirus (COVID-19)

The North Figueroa Assn. knows that access to Fresh Produce is important to our community. Currently we are able to provide the Old L.A. Farmers Market as an open air Essential Service. Please be respectful of others and adhere to the strict guidelines provided with your safety in mind.

- **Social Distancing will be strictly enforced, maintain a distance of least 6 feet**
- **Mandatory Face masks must be worn**
- **Produce & Prepackaged foods are only available**
- **No Sampling**
- **Wash all produce before consumption**
- **No Touching (You Touch, You Buy)**
- **Wash Hands with soap/water for 20 Seconds or hand sanitizer**
- **STAY HOME- If you are sick**
- **Support Local Small Farmers**
- **Market Match will Match up to \$30 with your**



Sponsored by:



323.449.4100

@OLDLAFarmers-Market

#HighlandParkOldL.A.FarmersMarket

Highland Park Old L.A. Farmers Market



to ensure that their business practices are aligned and in compliance with infection control and physical distancing requirements. After completing the training, businesses will receive a COVID-19 Safety Compliance Certificate that can be posted on storefronts. The training will be available in 13 languages and can be accessed online through the Department of Public Health's COVID-19. <http://publichealth.lacounty.gov>

Reopening (Indoor shopping centers, nail salons, playgrounds)

* Nail Salons can reopen for indoor services first, on October 1, but at 25% capacity and with officials urging owners to keep outdoor services an option as long as possible.

* Indoor shopping malls can reopen on

October 7 with 25% capacity, but all food courts and common areas will be closed.

* Outdoor playgrounds are open. No food or drinks allowed. Parents and children must wear masks and practice physical distancing from others.

LA Regional Covid Fund

Round 6 opens on October 26. Grant finalists will be notified after each round. These will be grants, not loans, to help our small businesses that are the lifeblood of our economy. This program provides \$5,000 grants to microentrepreneurs, and \$15,000 grants to non-profits and small businesses. This is designed to help businesses that couldn't find assistance through federal programs. LACOVIDFund.org