



Old L.A. News

Issue 2 2023

www.OLDLA.org

Publication of the North Figueroa Association

Highland Park Business Improvement District Renewal is underway

The Highland Park Business Improvement District (BID) is coming up for renewal. The current BID ends on December 31, 2024. The BID is so essential to our community. We can't afford to have the BID expire without it being extended starting in January 2025.

Property owners fund the BID within the BID boundaries of the business corridors in Highland Park. We are now in our 23rd year of successfully operating the North Figueroa Association, the management organization of the BID.

If we don't actively work to renew the BID, it will sunset in December of 2024. We can't let that happen.

Since COVID-19 happened, our economy has been downturned, and crime has spiked. Now, our BID is more critical than ever. We have to support the renewal.

The main focus of our BID has been to keep our Business District CLEAN and SAFE. We have maintenance crews sweeping the business corridors, steam cleaning the sidewalks, removing trash, painting out graffiti, and watering and weeding. Our security teams help to keep businesses, shoppers, and residents safe.

The managing organization, the North Figueroa Association is hard at work writing the Management District Plan with input from the

you the property owners. Please let us know if you have any additional input as we move forward with the Management District Plan.

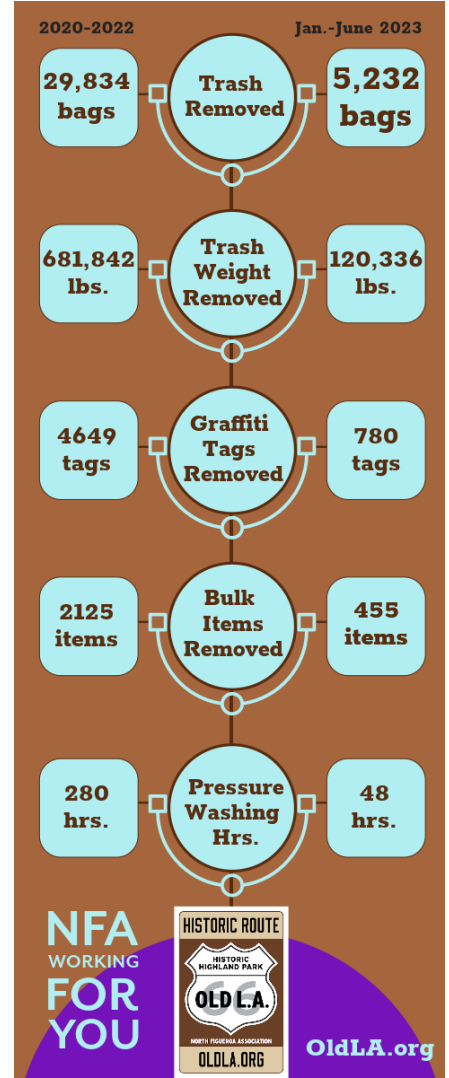
We urge you to: Vote "YES" when you receive the petition and to Vote "YES" for the renewal of our longtime and influential BID when you receive the ballot.

If you have any questions, please contact us directly by email at Misty.lwatsu@oldla.org or by phone at (323) 255-5030.

Sincerely,

Tom Wilson

Tom Wilson, President



Security

Q2 2023	
Patrol calls for service	50
Patrol BID contacts	1,501
Public contacts	749
Vehicle patrol hours	1,462

a nonprofit organization **Changing Lives Through Jobs**

Maintenance

Q2 2023	
Trash Bags (removed)	2,600
Trash weight lbs	59,800
Graffiti tags removed:	415
Bulky items:	233
Pressure Washing hrs	24

Before

After



Calendar 2023

January 17- Board of Directors (BOD) meeting
 February- Dark
 March 22- BOD Mtg
 April 18- BOD Mtg
 May 16- BOD Mtg
 June 20- BOD Mtg
 July- Dark
 August- Dark
 September 19- BOD Mtg
 October 17- Annual Meeting
 November 21- BOD Mtg
 December- Dark

All board meetings are in person at the Highland Park Rec Center at 6150 Piedmont Ave, Los Angeles, CA 90042 at 10 A.M. unless otherwise noted. Please check the OldLA.org website for updates.

Any property owner interested in becoming a board member please contact Misty Iwatsu at Misty.Iwatsu@OldLA.org or call 323-255-5030.

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
Duckett Wilson, Property Owner

Stuart Rapeport, Vice President/Treasurer
Property Owner

Amy Inouye, Secretary
Future Studio, Property Owner

John Harb, Security Chair
The Shop, Property Owner

Gina Alza
Alza, MD, Property Owner

Gustavo Alza
Alza MD, Property Owner

Richard Calderon
Reinas Insurance, Property Owner

Aron Harkham
Aire Capital, Property Owner

Alex Rudisky
Property Owner

Misty Iwatsu, Executive Director
Contact: 323-255-5030

Visit: www.oldla.org

Annual Budget 2023

Public Right of Way	\$521,940 (77%)
Corporate Identity & Organization	\$153,000 (23%)
Total Annual Budget	\$674,940 (100%)

How You Can Help

You can help keep the district clean, safe and pedestrian friendly by:

- Making sure your businesses do not place their trash in the sidewalk receptacles. These receptacles are for pedestrians only.
- Keep windows & awnings clean
- Take down any old, torn or faded signs or banners.
- Sweep your store front. While the crews sweep the streets, they do not sweep private property
- Post store hours in windows.
- Call security with concerns. The number is: 800-350-1944. Report to LAPD, as well.