



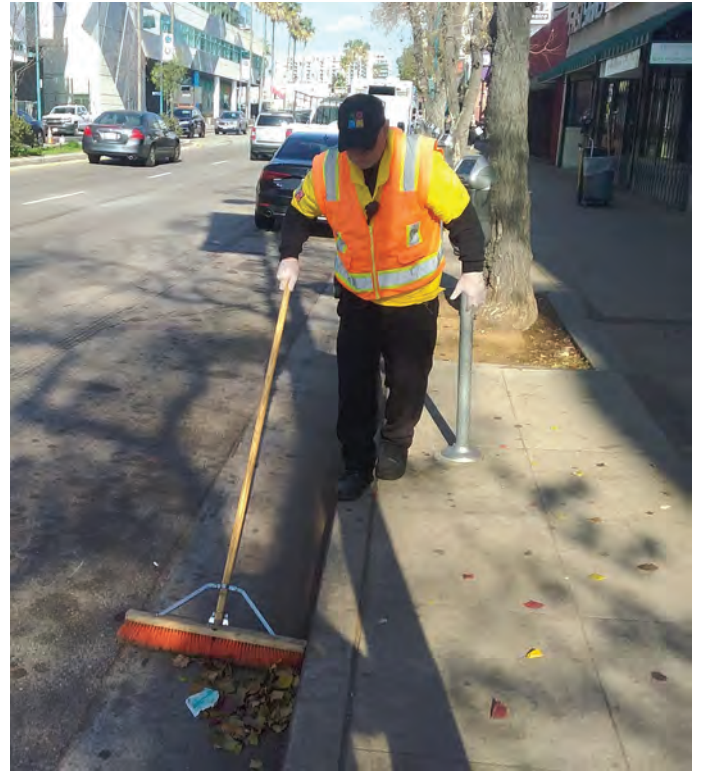
It's Time to Renew the BID

DID YOU KNOW Your Assessments, leveraged with others, fund District-wide services that currently average over \$2,137.14 per day on cleaning, graffiti and trash removal, safety, hospitality, communications, activations, advocacy, city liaison, and many other crucial services and District oversight that would not otherwise exist. If the BID is not renewed, it will dissolve and BID services will stop at the end of 2024. Therefore, it is important to sign and return your petition.

Why Business Improvement Districts (BIDs) are so Important:

Due to economic realities, cities are no longer able to deliver on standards of cleanliness and security. BIDs have picked up the slack. It is proven that BIDs reduce crime, increase property value and help drive retail sales in districts. Plus, BIDs provide a mechanism for property owners and merchants to work collaboratively for their mutual benefit. There are 40 BIDs in Los Angeles, over 200 more in California and thousands more nationwide.

The North Hollywood Business Improvement District began its work in 2007 and has successfully renewed 3 times since then in 2009, 2014 and 2019. The NoHo BID has not only made the area safer and cleaner, it has also attracted new investment, development, transit options, residents and businesses. It has encouraged improvements to existing properties and has secured several streetscape improvements, while making the area more attractive and pedestrian/transit friendly. It has generated positive publicity about the district, held successful events and activations, and created a unified voice for property owners.



You May Think It's the City, but It's Really the BID!

Cleaning & Maintenance

- Sidewalk & curb sweeping
- Maintain and dispose of trash from 60 trash receptacles
- Graffiti and Sticker removal
- Pressure washing
- Bulky item removal and disposal
- Cleaning public infrastructure (benches, newspaper racks, gateway etc.)
- Shopping cart removal/return
- Tree well and sidewalk weed removal

Safety & Hospitality

- Safety Ambassadors visibly patrol the District and act as eyes and ears of community
- Utilize a district hotline number to respond to issues from businesses and property owners
- Help to deter anti-social behavior and low-level crimes
- Work closely with local law enforcement and the City on District issues including sanitation, encampments, and outreach

Communication and Marketing

Raising the visibility of the Arts District by:

- Creating a logo and brand identity for the District
- NoHo Card business discount program and mobile app
- Events and activations, like NoHo Day, Alfresco Entertainment, and CicLAmini
- Publicity and promotion locally and internationally
- Website



What To Do To Renew

1. Sign and Return the Enclosed Petition
2. Vote 'YES' on the Upcoming Ballot

"The North Hollywood BID is an integral part of the Community. A collaborative team effort is required in maintaining safety and cleanliness in the area. The constant patrolling and visual presence of the safety ambassadors is a crucial aspect for reporting, and an increased level of safety."

-Kurtis Delbar

Senior Lead Officer, LAPD
North Hollywood Division



Clean & Safe 2023

Trash Collected/Removed:
223,307 lbs.

Merchant Contacts:
869

Property Patrol Checks:
5,926

Calls to BID Hotline:
1,308

Graffiti Tags Removed:
3,715

Bulky Items Collected/Removed:
3,987

Contacts with the Unhoused:
884

311 Submittals:
624

Your Assessment Spent Wisely

82%
Clean and Safe Teams

15%
Management and Administration

3%
Communication and Marketing

