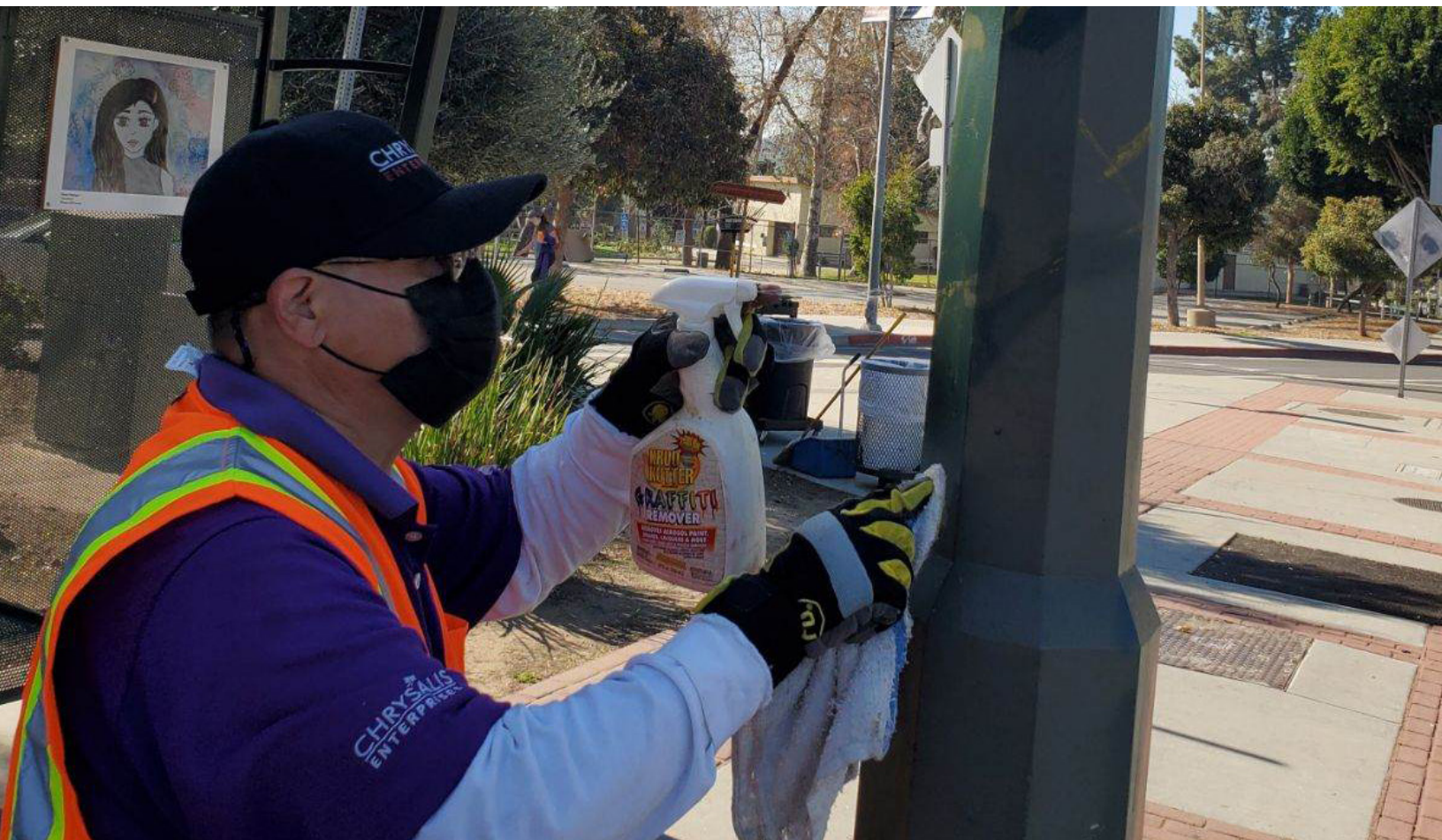


NORTH FIGUEROA ASSOCIATION

REPORT



HIGHLAND PARK BUSINESS IMPROVEMENT DISTRICT

PO BOX 421310
LOS ANGELES, CA 90042

WWW.OLDLA.ORG



MISSION STATEMENT

NFA 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 KEEPING THE DISTRICT CLEAN, SAFE, AND MAINTAINING THE HISTORIC VALUE OF THE NORTH FIGUEROA CORRIDOR.

NFA WILL SUPPORT AN ENVIRONMENT IN WHICH STAKEHOLDERS CAN CONDUCT COMMERCE, LIVE AND PLAY.

LETTER FROM THE PRESIDENT



September 19, 2022

Dear Property Owner,

We are in the process of renewing the Highland Park Business Improvement District. that expires next year. Our BID is so important to our community. We can't afford to have the BID expire without it being extended starting in January of 2025.

The BID is funded by property owners in the BID boundaries of our business corridors in Highland Park. We are now in our 24th year of successfully operating a BID. If we don't activity work to renew the BID, it will sunset in December of 2024. We can't let that happen.

Since COVID-19 happened, there has been a downturn in our economy and crime has spiked. Now, our BID is more important than ever. We just have to support the renewal of the BID.

Recently, the main focus of our BID has been to keep our Business District clean and safe. We have clean-up crews cleaning the business corridors, steam cleaning the sidewalks, removing trash and painting out graffiti. Our security teams help to keep businesses, shoppers and residents safe.

I urge you to vote yes when you receive a ballot to vote for the renewal of our longtime and effective BID.

Any questions, please contact me directly by email at Tom. Wilson@oldla.org.

Thank you.

Sincerely,

Tom Wilson

Tom Wilson, President

North Figueroa Association Board of Directors

Tom Wilson
President
Property Owner

Stuart Rapeport
VP /Treasurer
Property Owner

Amy Inouye
Secretary
Property Owner

Gina Alza
Board Member
Property Owner

Gustavo Alza
Board Member
Property Owner

Richard Calderon
Board Member
Property Owner

John Harb
Security Chair
Property Owner

Aron Harkham
Board Member
Property Owner

Alex Rudisky
Property Owner
Board Member

Misty Iwatsu
Executive Director
North Figueroa Assn.

CLEAN

The Highland Park BID will continue to supplement cleaning and safety services provided by the City of Los Angeles to ensure a maximum possible cleanliness of sidewalks, curbs, and street fixtures within the district boundaries.



The City of Los Angeles provides a minimal set of baseline services for which the majority of the property owners within the district have determined as insufficient for maintaining Highland Park as an shopping and restaurant destination.

The utilization of a daily cleaning program is designed to strive for litter-free sidewalks that are absent of graffiti, bulky item, and trash removal. Other services provided are street pressure washing, greening the trees, plants and shrubs.

The goal is to create a safe and welcoming environment for all to enjoy!! These vital services keep the area clean and safe for all to enjoy. Please renew the Highland Park Business Improvement District.

CHRYSALIS WORKS est. 1994

Sanitation and safety standards in this business have always been essential to its successful operation. Last year, face covering requirements and enhanced precautions were utilized by the **423 clients** who provided street maintenance, personal storage, and around-the-clock janitorial services. In 2020, **816 PPE kits** were distributed to workers.

- 72,183** graffiti tags & **7,514 tons** of trash removed by street maintenance workers
- 40,680** meals served & **6,360** rooms cleaned by housekeeping staff
- 3,073** patrons served at our personal storage facilities

- Trash Removed 227,891 lbs.**
- Trash Removed 10,097 bags**
- Bulky Items Removed 1,011**
- Graffiti Tags Removed 1,586**
- Pressure Washing 96 hrs.**

SAFE



Outreach Services Card

General Assistance

GSSi Hotline 800-350-1944

Special Service for Groups Inc.

5715 S. Broadway
Los Angeles, CA 90037
323 948-0444
www.ssg.org/
Housing, Homeless Services

The People Concern

2116 Arlington Ave., Suite 100
Los Angeles, CA 90018
323.334.9000
www.thepeopleconcern.org/outreach-teams/
Outreach teams to resources & services

Los Angeles Homeless Services Authority (LAHSA)

LAHSA Hotline 213 225-6581
(Monday - Friday 7:30am-4:30pm)
www.LAHSA.org

LA County Homeless Outreach
www.lahsa.org/portal/apps/la-hop/

People Assisting The Homeless

(323) 644-2200
www.pathlosangeles.org

Resources for Homeless Veterans

National Call Center for Homeless Veterans
(877) 4AID-VET
(877-424-3838)
www.va.gov/homeless/

Shelter

Adults
800-548-6047

Seniors
800-304-7152
www.SeniorHousing.net

Families
211 or www.211LA.org

Youth
800-548-6047
www.oclawin.org

**Public
Contacts
3,117**

**Patrol
Calls for
Service
134**

**Patrol Client
Contacts
5,042**

**Vehicle
Patrol Hours
5841 hrs.**

WWW.OLDLA.ORG



OLD L.A. CERTIFIED FARMERS MARKET

The Old LA Certified Farmers Market has been serving the Highland Park community since 2006.

During 2021 with a generous grant from the CA Dept. of Food & Ag. The Farmers Market was able to Match \$41,326 in Market Match to supplement \$45,032 SNAP/EBT dollars. Helping the community stretch their food dollars.

To assist the community Free COVID-19 testing and on-site vaccinations was offered. Economic benefit and additional commerce to the BID brought 18,283 people to the Farmers Market with a majority shopping at m

Please support the renewal of the HPBID to continue to offer these much needed programs to the community.

Old L.A. Farmers Market
N. Figueroa & Ave. 58
Tuesdays 3 - 8 pm

Old L.A. CFM

- Support Local Farmers
- Farm Fresh Produce, Welcome back Hot & Prepared Foods & local Artisans
- Market Match up to \$30 with your While supplies last. 30 for 30 ends Dec. 31, 2021
- Face Masks: All individuals must follow the requirements in the Guidance for the Use of Face Coverings issued by the Los Angeles Department of Public Health
- Please remain 6 feet apart
- Please be prepared to show proof of vaccine

califresh
 @OldLAFarmersMarket OldL.A. Farmers Market 323.458.4100
 Gil Cedillo

Old L.A. Farmers Market
Tuesdays 3-8 pm
North Figueroa & Ave 58
 @OldLAFarmersMarket
 #HighlandParkCFM

Farmers Market Visitors 18,283



WWW.OLDLA.ORG

Old LA CFM Newsletter
 March 2022 www.oldla.org

Local Backyard "Farmer" Practices Permaculture

Permaculture" is a word coined by Australian Bill Mollison, which means "permanent agriculture." It's an ancient concept really, and it defines how ancient cultures were able to sustainably produce food for generations upon given plots of land.

These days, more and more city-dwellers are looking for ways to practice sustainable food production, even in little backyards.

Julie Balaa is a local backyard farmer at the Old L.A. Farmers Market in Highland Park, and every week she teaches her customers how to create sustainable gardens in their own yards. Balaa typically sells less-common foods, and instructs people how to grow their own.

Her booth had bowls of New Zealand spinach, lamb's quarter, California pepper seeds, cactus pads, as well as a variety of potted foods, such as purple tree collard, sapote, and ficus trees. "All of these plants," said Balaa, pointing to the plants around her booth, "can be used create a sustainable garden in your own back yard."

One customer was purchasing a bag of lamb's quarter greens, which is a type of wild spinach that is closely related to quinoa. Balaa explained, "Lamb's quarter greens



Photo by Christopher Nyeges

ae one of the most nutritious plants in the world, based on the data from the USDA. Eating lamb's quarter in your salad, or your soup, is like taking a natural mineral tablet," said Balaa, showing a chart from the USDA which delineated the nutritional analysis. "I can't believe that I've been pulling this weed out of my yard and throwing it in the trash," the customer animatedly told Balaa.

Though the lamb's quarter plant is an annual - which means it lives for only one season - Balaa explained how she is able to extend its harvesting season by a few months by carefully pinching off bags of the leaves every week. "I never uproot the plant," she explains, "but I carefully pinch off all the outer new growth. That's what you see here," she said, pointing to the bags of greens for sale.

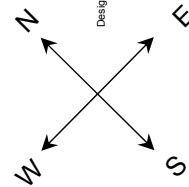
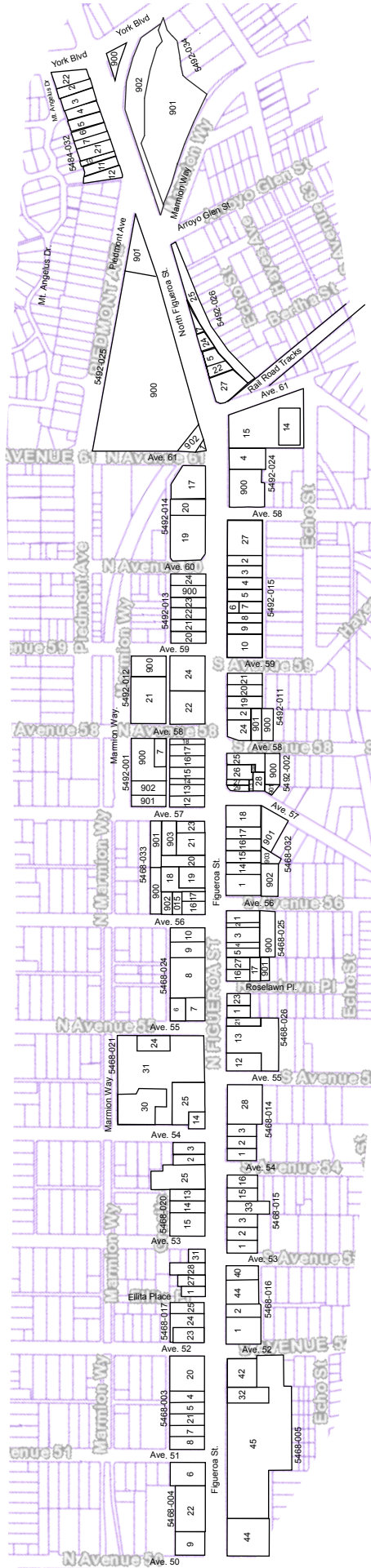
She does the same sort of sustainable harvesting with New Zealand spinach,

which is a plant native to the west coast of South America. After listening to Balaa for a few minutes, you realize that the only spinach you should ever grow is New Zealand spinach, which is a sprawling perennial - and "perennial" means that you only plant it once and you never need to replant it. It just grows and grows, and tender leaves can be pinched off regularly for salads and soups.

One of her popular foods is the prickly pear cactus pad, or nopales, which have been used in Mexican cuisine for centuries. She sells the pads ready to be cleaned and eaten, as well as the potted pads which can be grown as a border plant. "The prickly pear cactus has been demonstrated to be effective for treating high cholesterol and



Highland Park PBID



Designed by Misty Iwatsu ©2018

HISTORIC ROUTE

**HISTORIC
HIGHLAND PARK**

OLD L.A.

NORTH FIGUEROA ASSOCIATION

OLDLA.ORG

Thank you for your continued support!