



Issue 4 2023

www.OLDLA.org

Publication of the North Figueroa Association



North Figueroa Association Board of Directors

Tom Wilson President Southwest Shopping Centers

Stuart Rapeport VP /interim treasurer Property Owner

Amy Inouye Secretary Future Studio

Gina Alza Board Member Alza, MD

Gustavo Alza Board Member Alza Properties

Richard Calderon Board Member Crown Reina Insurance

John Harb Security Chair Angelus Properties

Aron Harkham Board Member Aire Capital

Alex Rudisky Property Owner Board Member

Misty Iwatsu Executive Director North Figueroa Assn. **North Figueroa Association**

Highland Park Business Improvement District Website: oldla.org Email: Misty@oldla.org Office: 323-255-5030 Fax: 323-257-1036

December 7, 2023

Dear Fellow Property Owner,

We are in the process of renewing our Highland Park Business Improvement District, which expires next year. Our BID is so vital to our community. We can't afford to let it expire.

The primary focus of our BID is to keep North Figueroa clean and safe—our security teams patrol day and night to help support businesses, shoppers, and residents safe. Our crews are blowing and sweeping the street, steam cleaning the sidewalks, removing trash, and painting out graffiti. This year alone, we removed 10,097 trash bags weighing 227,891 lbs., 1,011 bulky items, and 1,586 graffiti tags. Can you imagine what North Figueroa would look like if these services were to stop?

Our board comprises volunteer property owners like yourself interested in making their businesses and tenants thrive. The new stores and restaurants that have opened, the reduced crime on the street, and the overall appearance of North Figueroa show that our 22 years of work have paid off. We need to keep that going.

We all worked hard during the COVID-19 years to keep our businesses alive. We cannot let that go to waste. We have to support the renewal of the BID.

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

Feel free to email or call me at (310) 478-8757 if you want to know more about the North Figueroa Association. We are all in this together, and we look forward to working alongside you in the years to come.

Sincerely, Tom Wilson

Tom Wilson, Volunteer President of the North Figueroa Association North Figueroa Property Owner

President@OldLA.org



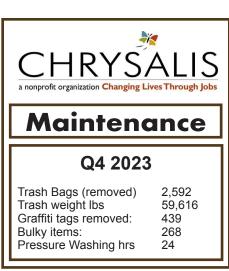
Mission Statement

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.

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.



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

Calendar 2023

January 17- Board of Directors mtg 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 meeting 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 us at: Misty.lwatsu@OldLA.org or call 323-255-5030.

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.