

1st Year Accomplishments of the Melrose BID

The Melrose BID commenced operations in April, 2014. In the last year we have accomplished a great deal. Following is a list of our top achievements to date:

- **Street Cleaning:** Initiated streetscape clean-up: street sweeping, trash collection, installed decorative receptacles, alley clean-up, sidewalk pressure washing, graffiti and sticker removal, weed abatement. **We remove more than 4+ tons of trash per month (per landfill records)!**
- **Sidewalk Repair:** At Highland, Martel and 7558 Melrose.
- **Newsletter:** Published Quarterly “Melrose BID Newsletter.”
- **Sister Streets Program:** Established a fashion industry “Sister Streets” relationship with Harajuku shopping district in Tokyo, Japan.
- **Website/Social Media:** Developed and launched MelroseAveLA.com website and Social Media pages:
 - Facebook (MelroseAve L.A.),
 - Twitter (@MelroseAveLA) and
 - Instagram (@MelroseAveLA)
- **Advocacy:** Conducted business advocacy with governmental permit agencies for Bugatta, Tatsu Ramen, The Village Idiot, and others.
- **Trees:** Trimmed all Melrose trees.
- **Pole Banners:** Installed on-going street pole banner program featuring key Melrose attributes: Arts, Eats, Finds, Ideas, Play, and Style.
- **Parking:** Initiated multi-pronged parking enhancement efforts designed to: 1) increase on-street parking; 2) plan for valet parking pilot program per West 3rd Street; 3) enhance new lot parking; 4) test rideshare incentives; 5) develop an employee parking plan; and 6) work with neighbors.
- **Meetings:** Reached out and conducted meetings with: property owners, business owners, Neighborhood Councils, schools, MelroseAction, MelroseVillage Blog, LAPD, City Council Office and others.
- **Sidewalk Improvements:** Advocated at City Hall for a business sensitive Sidewalk Repair Program and a prohibition of sidewalk vending as unfair competition.
- **Events:** Produced special events to energize business vitality: First Thursday FameFest events, Small Business Saturday, Sidewalk Sales and holiday promotional events.
- **Homeless Issues:** Contracted with PATH to provide homeless services.
- **Fresh & Easy:** Advocated for occupancy @ 7500 Melrose with property owner and council office.
- **Art Program:** Produced utility vault art installation and a series of murals at Melrose Elementary School.
- **Grants:** The Melrose BID has applied for a multi-million \$ MTA grant for streetscape improvements. Applied for additional grants for other future improvements
- **Initiated Melrose Future Vision Project** to recommend specific improvements.



Handwatering Of Trees



Street Sweeping



Pressure Washing



Bulky Item Pick-up



Trash Collection