

EXECUTIVE SUMMARY AND RECOMMENDATIONS

The Figueroa Street Improvement Project is a joint enterprise of research and community involvement. Community partners have actively collaborated with the Northeast Los Angeles COPC to design and implement the survey, as well as to disseminate and apply its findings to practical purpose. In surveying merchants on Figueroa Street, we were seeking to: a) identify their needs and priorities with regard to business, crime, sanitation, and traffic issues, b) to determine their interest in joining the Highland Park Chamber of Commerce and utilizing the new Business Assistance Center, and c) to invite them to organize a Business Improvement District. These efforts are aimed at addressing commercial and physical decline on Figueroa Street, organizing merchants, and fostering broader community revitalization in the surrounding Northeast Los Angeles region.

The following is a list of key findings and improvements indicated by the 67 merchants that participated in the survey:

MERCHANTS' PROFILE

Race/Ethnicity

- More than half (58%) of merchants surveyed identified themselves as Latinos, this is indicative of what is occurring throughout LA County where minority-owned businesses are increasing and Latinos make up 47%.

Business Profile

- There was a high percentage of sole proprietors among the 67 merchants surveyed, 72% compared to 8% for LA County. More than half (57%) also stated that their businesses were family owned and operated.
- The survey found that business prosperity is either stable or improving as opposed to declining. Economic recovery is also linked with new business growth, indicated by the fact that 42% of participating merchants have less than five years at Figueroa Street.
- Most businesses operate with three or less employees, 52% of whom are employed full-time.
- The survey found that 83% of merchants rent the property where they conduct their business, and out of these only 25% expressed any interest in purchasing the property.
- The survey also found that 63% of merchants who are renting their business property are paying affordable rents.

FINANCIAL AND BUSINESS ISSUES

- A significant 77% of merchants reported holding business accounts with major banks such as Bank of America and 55% use local Highland Park bank branches.
- Most participants would like the Highland Park Business Assistance Center to provide and extend free business consultation and loan assistance to Figueroa Street merchants. This would update merchants on the latest database software, and could introduce them to business tactics that would in turn improve the quality and level of business they afford. Merchants would also like an extension of workshops in business planning, marketing, licensing and spreadsheets. This would improve the business “know how” when improving the quality of their services.
- The survey also found an interest by merchants to extend offers for TV or film shooting to increase their revenue, provided that businesses are not blocked from visibility in the process and that it does not interfere with daily commercial activity.
- In the area of advertising 81% of merchants indicated having no difficulties in obtaining ads, but would like to place ads on-line to better reach and elicit customers from outside of Highland Park. On-line websites, such as that maintained at Occidental College would offer exposure to well over 2000 potential consumers, including students, faculty, and staff.

MERCHANT ORGANIZING

- A substantial 41% of merchants expressed interest in forming a Business Improvement District (BID). Merchants who responded positively also specified that there not be overly high fees for the services and improvements rendered through the BID. It was suggested that façade improvement, along with better lighting, could help increase the volume of shoppers on Figueroa Street. The Highland Park Chamber of Commerce, along with an effectively organized Business Improvement District, could help organize security, sanitation, and physical improvement measures to address many of the crime and physical improvement issues identified below.
- The survey found that merchant involvement with the community is significantly low. Only 18% of the merchants surveyed belong to a business/community organization, such as The Eagle Rock Association, and 10% indicated they sponsored a community team or club.
- When merchants were asked if they would be interested in joining the Chamber of Commerce 46% expressed no desire, the majority of which were Latino business owners.

CRIME

- Break-ins and shoplifting incidents are not a problem for more than half (70%) of the participating merchants. One merchant, however (Quick’r Print’r), has been the subject of repeated weekend break-ins and theft. There is also anecdotal evidence of break-ins to cars in rear parking lots.
- A significant 51% of merchants were very pleased with the level of police presence in the area but 81% indicated an interest in having more police patrolling the area in

bikes to focus on crime and theft surrounding the area, without increasing the severity of parking tickets along Figueroa Street. Many merchants commented that parking tickets tended to deter their customers, or potential customers, from purchasing at their business.

- One student interviewer investigated the incidence of prostitution, reported by one merchant as occurring near the front steps of Faith United Presbyterian Church (Avenue 53 and Figueroa Street). Interviews with law enforcement and social workers revealed that the problem was recurring, though not extensive. A separate report on this social problem is available for those interested.
- A number of merchants cited a problem with loiterers and panhandlers. Discussion of this issue recurred in the follow-up survey presentation meeting, especially with the Los Angeles Police Department officers who attended.

TRAFFIC

Crosswalks and Public Safety

- The survey found that traffic volume along Figueroa Street has increased in the last few years. Traffic comes quickly on and off the Arroyo Seco Parkway, however, often treating the Figueroa corridor as a drive-through area instead of as a viable place for shopping. Merchants commented that some Figueroa Street crosswalks are dangerous to cross due to speeding traffic, especially the crosswalk at Avenue 55 across from the Food for Less. An additional traffic light at this crosswalk would greatly help to improve public safety here. Merchants would like to see crosswalks repaired and added by the city to make it safer for their customers to shop on Figueroa Street.

Parking

- Merchants also expressed the need for more adequate parking, more parking meters, and less parking tickets.

PHYSICAL IMPROVEMENT

Graffiti

- Graffiti is a major problem for Figueroa Street merchants. If police patrols could be increased at nighttime and weekends when most vandalism takes place, it would help improve the physical environment of Figueroa Street.

Tree Trimming

- A number of merchants said that trees were obscuring signage on their facades. More frequently, merchants asked for regular tree trimming as opposed to tree removal.

Trash and Litter

- Trash and litter along Figueroa Street were also identified as a major problem. Clean up conducted by the city is not sufficient to keep Figueroa Street clean and free of litter. Merchants commented that people use Figueroa street as a dumpster. Old furniture is dropped on Figueroa sidewalks and merchants have to deal with this, or risk losing their customers. Merchants feel that clean streets are essential to pedestrian trade and the city should provide more clean up.

INTRODUCTION AND METHODOLOGY

Located in Los Angeles County, the region of Northeast LA is composed of ten smaller “sub-regions”, one of which is Highland Park. According to the Los Angeles Department of City Planning, Highland Park “is a community that developed in the latter part of the nineteenth century along the axis provided by the Arroyo Seco and Figueroa Street...It extends from Mount Washington to the City boundary on the north side of the Arroyo and from Montecito Heights and the Monterey Hills on the South” (Department of City Planning, March 1999).

The busiest commercial strip in Highland Park is Figueroa Street, where the present merchant survey took place. Before conducting the survey Dr. Jan Lin drafted an initial questionnaire, which was subsequently improved through review and input from Casey Bahr of the Center to Increase Community Organization (CINCO), Heinrich Keifer (Highland Park Chamber of Commerce), Andrew Barrera (Highland Park Business Assistance Center), and Maria Cardona (COPC), who also translated the questionnaire into Spanish. The next step was to gather pertinent information of all merchants located on Figueroa Street. A list of merchants, between Avenue 50 and Avenue 64, was procured from the City Clerk with the assistance of Mike Lee, field representative of Councilman Mike Hernandez. There were a total of 289 businesses on this list.

During a three-week period, between March 27 and April 17, 2000, project participants administered the survey questionnaire door-to-door on Figueroa Street. When possible merchants were contacted in advance for an appointment. The survey was conducted in English and Spanish, where applicable. Approximately 258 businesses were reached between Avenue 50 and Avenue 60 (in some cases we could not reach the merchant because of unavailability or the business was vacant).

Altogether, 67 questionnaires were successfully completed, for a response rate of 26% (67/258). The data was then inputted, analyzed and interpreted through the cooperation of Maria Cardona, Monique Hernandez, and Jan Lin. A presentation of preliminary survey findings was presented to the community on Tuesday, May 16, 2000 at CINCO. A total of twenty people attended including merchants, community representatives, survey participants, and two officers from the Northeast region office of the Los Angeles Police Department. These discussions were incorporated into our survey findings.

ECONOMIC HISTORY OF HIGHLAND PARK

In the 1870s, sheep and cattle grazing was the main economic livelihood in the grassy foothills of the Highland Park area. The more lushly foliated area of the Arroyo Seco watershed was remarkable for a grove of several hundred sycamore trees, still located today at Sycamore Park. In the mid-1880s, the construction of Los Angeles and San Gabriel Valley Railroad (later Union Pacific) established Highland Park as a stop between Los Angeles downtown and Pasadena. The addition of a second major railroad, the Los Angeles Terminal Railway and an electric trolley system, consolidated Highland Park's position as a gateway community between Central Los Angeles and the San Gabriel Valley. In 1898, Occidental College opened a campus in Highland Park, but congestion spurred a subsequent move to Eagle Rock in 1914.

With the onset of paved streets and automobile traffic in the subsequent decades, the Figueroa Street corridor became the focus of economic activity. By the 1930s and 40s, the greater Highland Park area was a major metropolitan trading zone of some 1000 retail businesses serving about 60,000 residents. The completion of the Arroyo Seco Parkway in 1939, however, presaged the beginning of the decline of Figueroa Street as the main commercial thoroughfare between downtown and Pasadena.

Since World War II, the Northeast Los Angeles region has continued to be bypassed with the development of the freeway system, which fostered commercial and industrial decentralization and the growth of peripheral suburbs. Commercial life on Figueroa Street declined with the emergence of the Eagle Rock Mall, which was itself superseded by other shopping malls and pedestrian commercial zones in Glendale and Pasadena.

A period of speculative, haphazard real estate development in the Highland Park area in the 1970s led some historic preservationists to organize the Highland Park Heritage Trust in 1981. The major contribution of this group was the enactment of the Highland Park Preservation Overlay Zone (HPOZ), the largest of five historical districts recognized and regulated by the City of Los Angeles Cultural Affairs Department. The over 2500 contributing structures include 50 historic-cultural monuments, a number of them along the Figueroa Street corridor.

In 1984, commercial decline on Figueroa Street was epitomized by the closing of Ivers Department Store, a Highland Park institution since 1913. Many other merchants had benefited from the spillover pedestrian traffic generated by the store. A 1997 impact study of the proposed Blue Line public transit line filed by Economics Research Associate on the Highland Park area for the Los Angeles Department of City Planning found a severe shortage of retail commercial activity in both Highland Park and the Northeast Los Angeles City Planning Area. The amount of 1996 retail square footage per capita in Highland Park was estimated at 19.5, as compared with a rate of 30.5 in Northeast Los Angeles, and a figure of 51.7 citywide. A lower rate of retail commercial activity, relative to citywide rates, indicates the incidence of income leakage, as disposable household income is often spent outside of the local economy. Defining income leakage as disposable household income minus area retail sales, this study estimated a total income leakage of \$167,190,673 in Highland Park, and \$369,991,013 in the Northeast Los Angeles region in 1996. Estimated per capita leakage was \$7,834 in Highland Park, and \$4,952 in the Northeast Los Angeles region in the same period.

The problem of income expenditure outside of the Northeast Los Angeles region has been a recurring concern for local merchants, planners, and public officials. Strengthening consumption linkages is a vital component in contributing to broader projects of building local economic development, community self-reliance, and neighborhood revitalization. The preservation of the local historical property inventory, a community movement that emerged initially to counter over-development, can be strategically wed to the promise of managed redevelopment. An important component of the Los Angeles Neighborhood Initiative (LANI) Report, commissioned by Mayor Richard Riordan in 1995, was the refurbishment of streetscapes, building facades, and historical buildings in Highland Park. These same areas were addressed by the 1998 Targeted Neighborhoods Initiative (TNI), which allocated \$3 million to Highland Park for housing rehabilitation and community economic development.

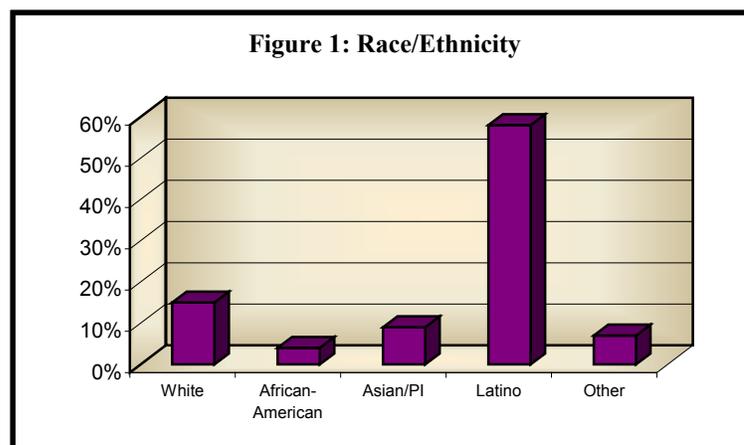
On Figueroa Street, TNI has targeted \$115,000 towards the improvement of sixteen building facades in the blocks surrounding the Highland Park Theater. Physical improvements include new awnings, signage, and lighting as well as tile wainscot and landscaping (Rivera: 2). Another \$600,000 has been slated for the installation of antique street lighting. Also

funded was the opening of the Highland Park Business Assistance Center at 5031 North Figueroa Street, which provides free business consulting services and micro-loans for business improvements.

FINDINGS

Race/Ethnicity

One of the first questions in the survey asked business owners to identify their race/ethnicity. Of the 67 merchants who participated, 58% (39) identified themselves as Latinos, 15% as White, 9% as Asian/Pacific Islander, and 5% as African-American (see Figure 1). The fact that more than half of the participants were Latinos should come as no surprise if we take into account that in LA County “the number of minority-owned businesses is growing rapidly, increasing 63% between 1987 and 1992” (*A Tale of Two Cities*, 1999). According to the *State of the County Report, Los Angeles 1996-97*, Latinos in Los Angeles County ranked the highest (47%) in minority business ownership, followed by Asian/Pacific Islanders and Native Americans (39%), and African- Americans (14%).



The survey’s ethnographic results are also indicative of the Northeast Los Angeles (NELA) community where, according to the 1990 US Census Bureau, 64% of the population is Latino and 18% is White. There is a 46% difference between the Latino and White population in NELA, this is similar to the 43% difference found in the surveyed merchants.

Business owners who identified themselves as Latino were also asked to state their country of origin. Of the 39 Latino merchants 33% claimed Mexico as their country of origin, 26% claimed El Salvador, 10% Ecuador, and 8% Peru (for a more detailed list of countries refer to Table 1b in the Appendix). The diversity of Latino merchants can be readily observed through the signage of many businesses along Figueroa Street, from businesses with Spanish signage (see Pictures 1 and 2) to restaurants promoting *pupusas* (a Salvadoran food) and Mexican food.

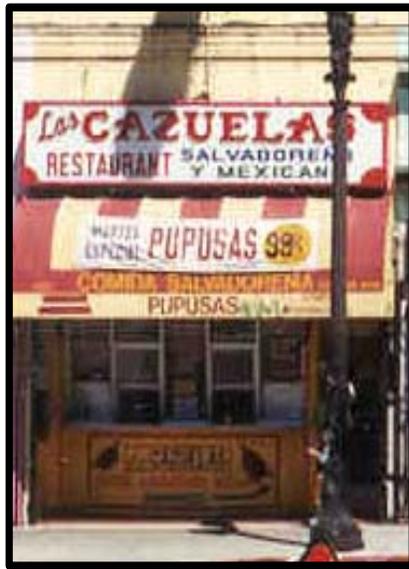


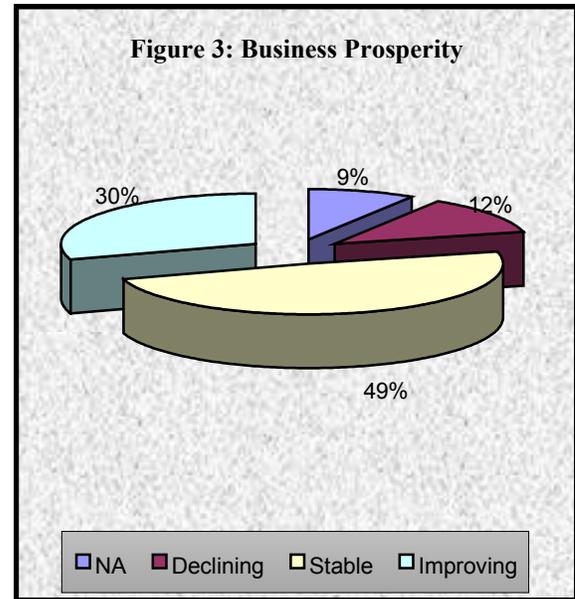
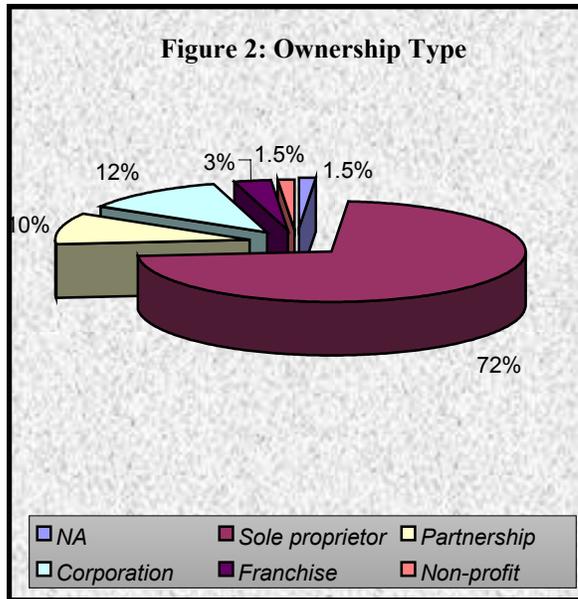
Figure 1: Salvadoran Restaurant



Figure 2: Barber Shop with signage in Spanish.

It seems that the Salvadoran population in LA County is growing, not only in number, but also in their level of entrepreneurship, along with the dominant population of Mexicans. In fact a recent study, *American Dream Makers*, found that in LA County 49% of Mexicans originate from Mexico while 83% of Salvadorans originate from El Salvador.

Business Profile

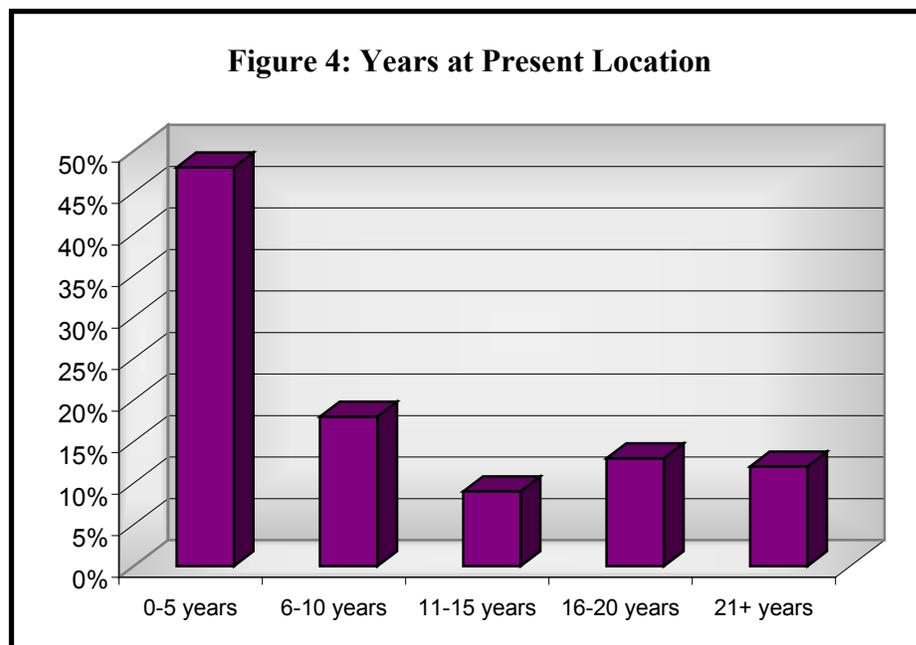


When respondents were queried about business ownership patterns, 72% identified themselves as sole proprietors, this is a high rate compared to 8% in LA County (*State of the County Report, 1996-97*). Only 12% of the 67 business owners identified themselves as being part of a corporation and 10% as being part of a limited partnership. A very small number (3% and 1%) identified themselves as belonging to a franchise or a non-profit organization (see Figure 2).

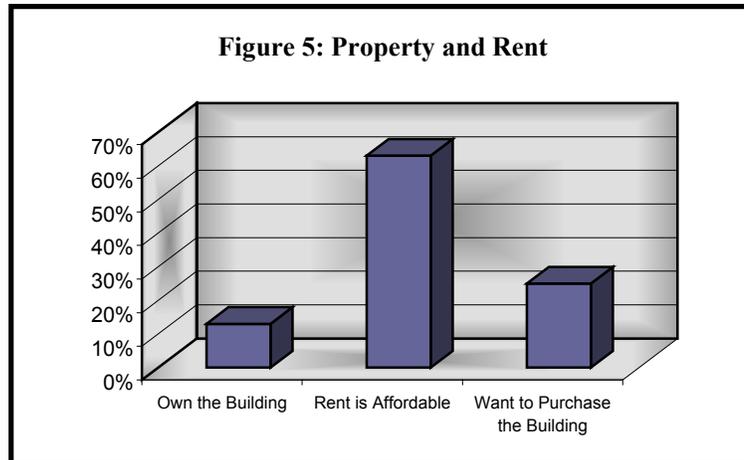
According to the survey, 79% of business owners said their business was stable or improving as opposed to declining (see Figure 3). There could be many contributing factors for the stability and improvement of businesses along Figueroa Street. For example some merchants commented that “sales are going up,” “ticket prices are cheaper,” and “the real estate market increased recently.” Reasons given for the decline of business were: “poor visibility of location,” and customers preference to buying in downtown due to lower prices.

Another factor that might be contributing to business stability and improvement is the number of employees each business operates with. In our sample, 58% of businesses employ between one to three people while a smaller percentage employs between seven to ten (see Tables 1f and 1g in the Appendix); 52% are full-time employees and 36% are part-time.

The survey also found that 57% of the businesses are family owned and operated (see Table 1d in the Appendix). Some 27% have been in business for more than 20 years like Jesse Flores (see Table 1h in the Appendix). Mr. Flores has been in business since 1962, of those 38 years 17 have been at his present Figueroa location. In fact 12% of the merchants surveyed have been at their present Figueroa location for more than 21 years; a greater percentage (42%) have been at Figueroa for less than five years (see Figure 4). Alberto Medina is one merchant who only has eight months at his present Figueroa location, he moved his business from Lincoln Heights. That almost half of the participating merchants have less than five years could be an indicator of improving economic opportunities opening up in Highland Park.

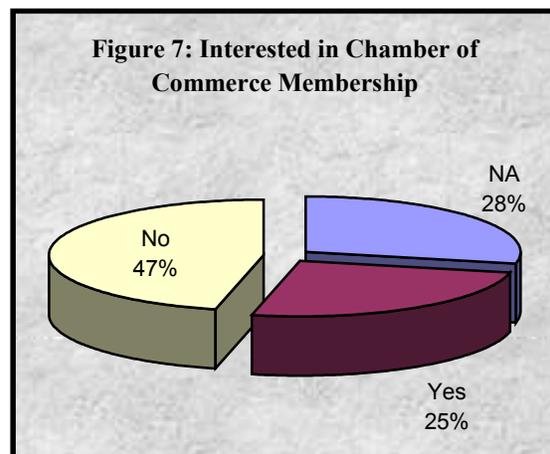
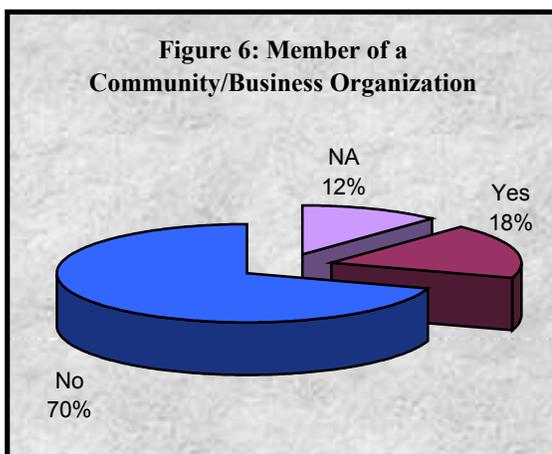


Property/Rent Affordability



One of the best indicators of business permanence and stability is property ownership. In this survey 83% of the merchants do not own the building they are located in (see tables 2a, 2b, and 2c in the Appendix). Out of the 56 merchants that do not own their business property, 63% said their rent was affordable and only 25% of the 56 merchants renting expressed interest in purchasing the property (see Figure 5). (Rent affordability is a factor that should be examined deeper to determine if it is deterring renter merchants from purchasing their business property). Some merchants, such as Ronal Rodriguez and Olga Medina, felt that utility bills and cleaning fees were greater cost considerations than building rent prices.

Memberships/Community Involvement



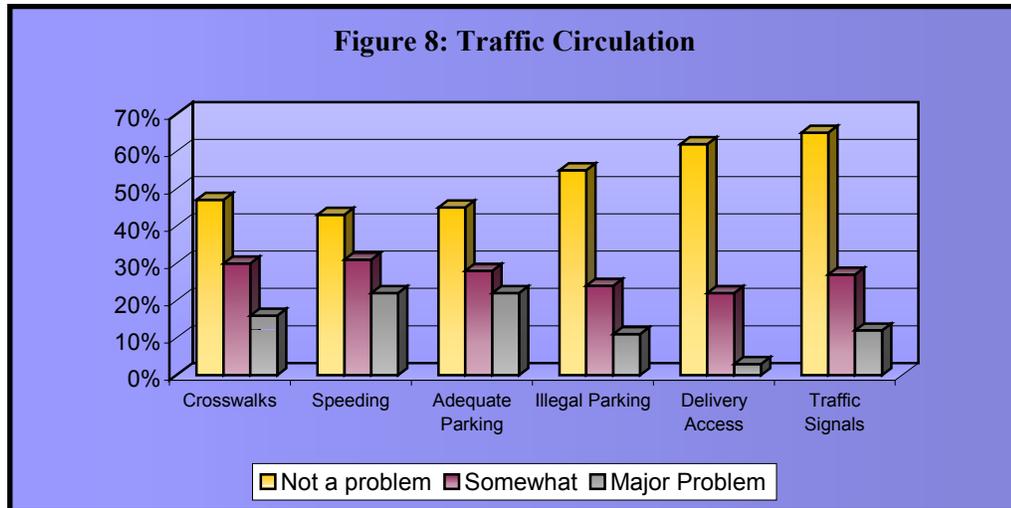
It is important to determine whether business owners are members of a community and/or business organization, such as the Highland Park Chamber of Commerce, for it indicates

merchant interest and concern toward the community. These types of organizations also serve as spaces where merchants can voice their concerns and solve potential problems, as well as increase economic development opportunities in the area. Significantly, only 18% of the merchants surveyed are members of a community and/or business organization (see Figure 6). Some organizations mentioned were TERA (The Eagle Rock Association), HOPE, BLEND (Business for Law Enforcement Northeast Division), the Optimist Club, and the Eagle Rock and U.S. Chamber of Commerce.

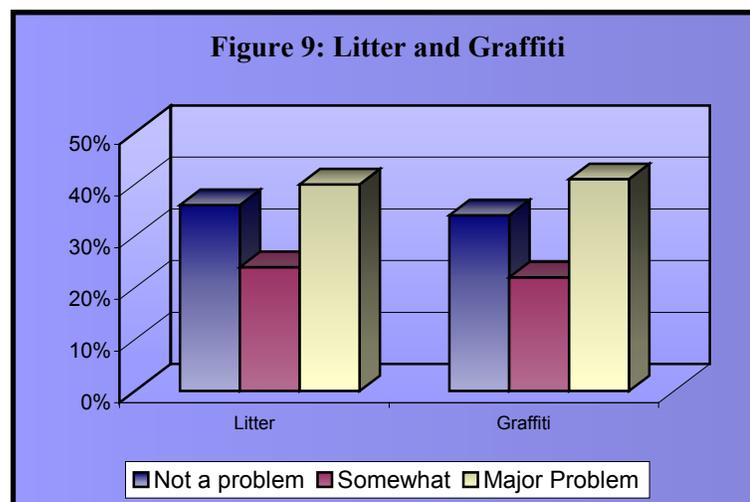
In addition, almost half (46%) of the participants expressed no desire in joining the Chamber of Commerce. Andrew Barrera of the Highland Park Business Assistance Center, stated during the follow-up merchant meeting that the lack of desire might be due to the high number of Latino merchants. According to Mr. Barrera, Latinos tend not to get involved in these sort of organizations and in fact out of the 39 Latino merchants, 49% were not interested in joining the Chamber of Commerce (see Table 3d in the Appendix). Some reasons mentioned by merchants for the lack of interest in joining the Chamber were: a) it was too expensive and it did not provide them with new clients, b) they had no time to participate, and c) the fact that other merchants did not participate in the Chamber discouraged others from joining.

Business sponsorship of teams or clubs signifies an effort on the part of merchants to give back to the community. This survey found that only 10% of merchants sponsor a team or a club in Northeast Los Angeles (see Table 3c in the Appendix). Some are sponsoring swimming teams, public schools, and soccer teams. Some of the sponsoring merchants are Richard Lopez of Monterey Sport Cars who sponsors a swimming team; Thanhbinh Van of Niky's Nails who sponsors local schools; and Aurelio Vera of Av Business Service who sponsors a soccer team.

Traffic/Litter/Graffiti

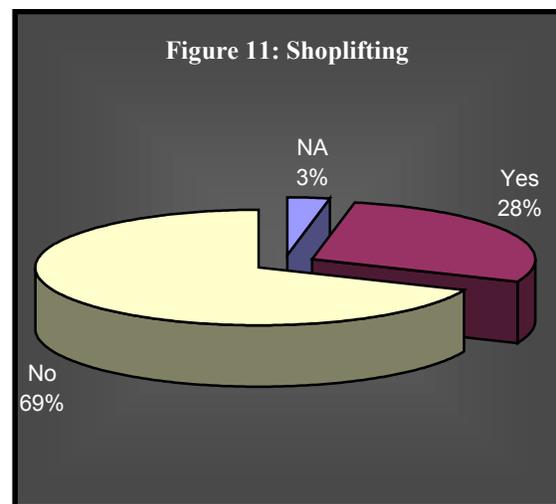
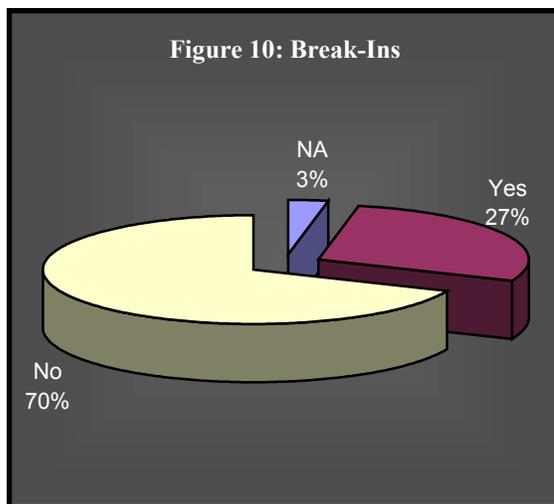


Twenty-five percent (51%) of the respondents feel that traffic volume along Figueroa Street has increased in the last few years, while 37% feel otherwise (see Table 4b in the Appendix). When asked about specific traffic issues, merchants identified crosswalks, speeding, and adequate parking as more serious problems than illegal parking, delivery access, or traffic signals (refer to Figure 8). According to merchants, crosswalk traffic circulation along Avenues 56 through 58 is difficult and dangerous for pedestrians, some crosswalks need repairing, adequate parking is a major problem along some Figueroa streets, more meters are needed, and crosswalk signs would make it easier and safer for customers to cross the street where there are no traffic signals.



Regarding the physical environment along Figueroa Street, more than half of the merchants surveyed commented that litter and graffiti are somewhat or a major problem (refer to Figure 9). Sixty-four percent (64%) of the merchants felt that litter is somewhat of a problem or a major problem. Merchants commented that clean-up is conducted by the city, but it is not sufficient. In addition, people drop off their old furniture out onto the sidewalks of Figueroa Street and this adds to the litter already present. Merchants feel that clean streets are essential to pedestrian trade. Regarding graffiti, 62% of the merchants feel that it is somewhat of a problem or a major problem. Although some merchants take it upon themselves to paint over it as soon as it appears, it is a continuous problem, especially on week-ends.

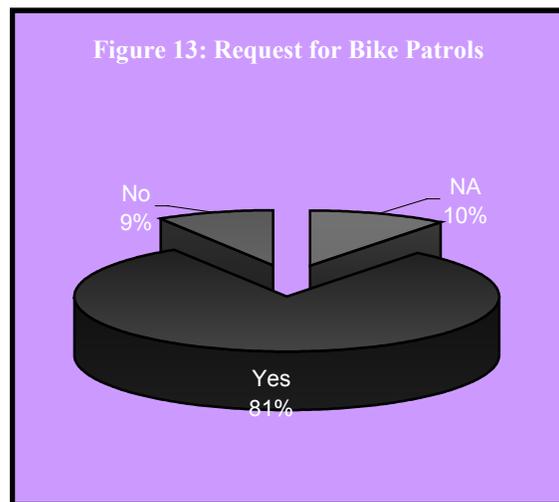
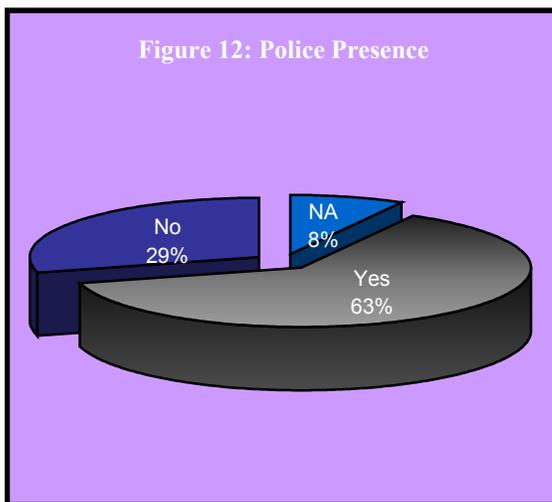
Crime and Safety



When merchants were asked if they had experienced any problems with break-ins during the last two years, 70% responded they had not (see Figure 10). This could be due to the fact that property crime throughout L.A. County has been decreasing; according to the *State of the County Report*, in 1994 burglary crimes reached its lowest rate, 48%. One merchant, Javad Pourdavood of Quick'r Print'r, reported repeated break-ins and property theft.

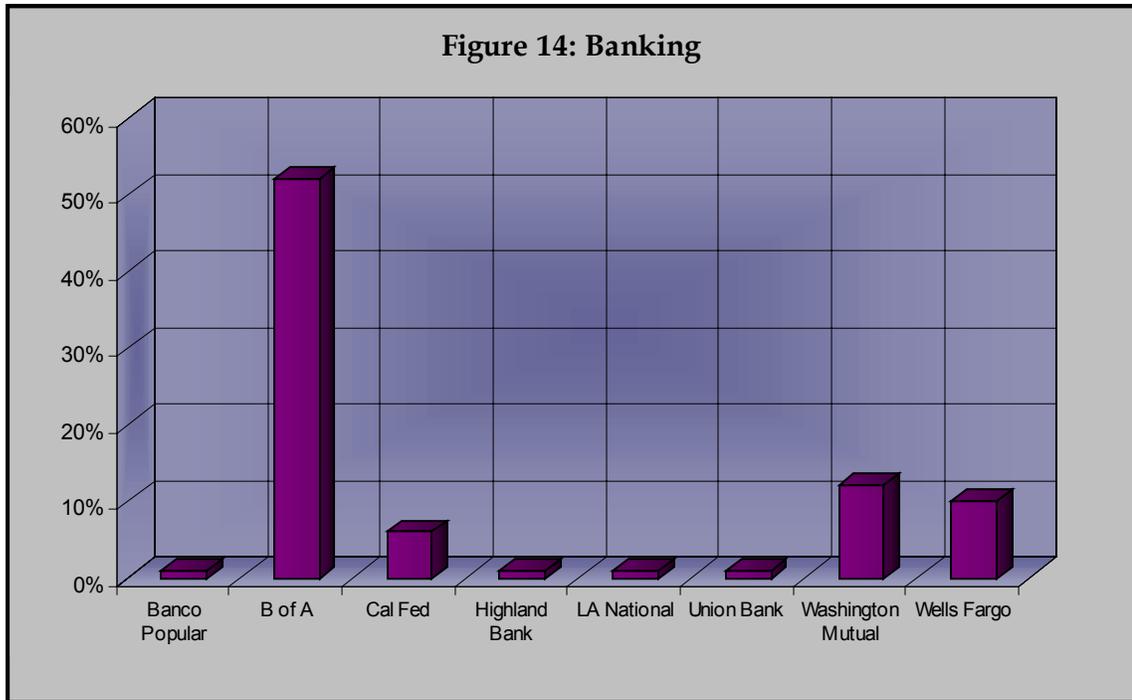
Another question asked was related to shop-lifting. Shop-lifting has been somewhat of a problem for Figueroa Street Merchants. About 28% of the merchants indicated that shop-lifting has occurred in the past while a majority of merchants, 69% reported no incidents (see Figure 11). The small percentage of shoplifting incidences might be occurring with those businesses displaying merchandise outside their locality.

When asked about the level of police presence in the area, 51% of the respondents reported that there was an adequate amount while 39% did not believe that there was enough police presence (refer to Figure 12). Some merchants commented on the excessive amounts of parking tickets issued to vehicles on the street. For this reason, many merchants have negative sentiments towards police presence due to their quotas on tickets which deter potential customers from coming to their stores.



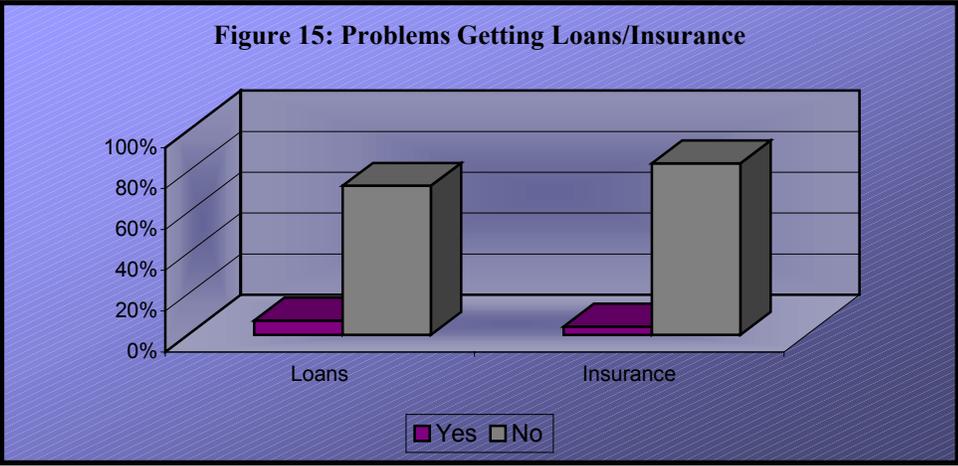
Significantly, in our survey, 81% of the merchants interviewed indicated that they would like a Police Bike Patrol in the area (see Figure 13). The request for added police presence, especially in the form of a bike patrol, stems more from merchant interest in preventing crime than concern about parking violations.

Financial Issues



The survey deals with many financial issues including which banks merchants conduct their business with. An overwhelming majority, 77%, of the merchants in the survey reported that they have business accounts with major banks, such as Bank of America, which was by far the most popular bank to do business with (see Figure 14). More than half of the merchants (52%) conduct business with Bank of America. Fourteen percent (14%) and 13% do their banking with Wells Fargo and Washington Mutual, respectively. Only 2%, respectively, indicated that Banco Popular, LA National and Union Banks were among those banks which they did their banking.

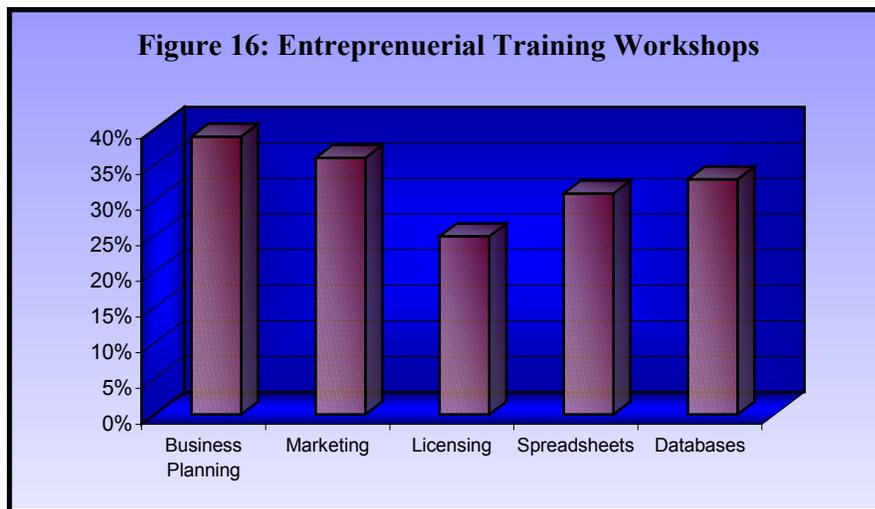
Significantly, 75% of the merchants have a business account (see Table 6c in the Appendix), while only 13% do not. As indicated in the survey, the banks are locally situated so that it makes it easier for Figueroa Street merchants to have access to them. Fifty-five percent (55%) of surveyed merchants conduct business with bank branches located in Highland Park (see Table 6b in the Appendix).



When asked if there was any difficulty acquiring loans or business insurance, only 7% of merchants in the survey reported they had problems with loans, and 5% suggested that acquiring business insurance was problematic (see Tables 6d and 6e in the Appendix). The remaining merchants did not have any difficulty in attaining these services from their banking institutions.

Business Assistance

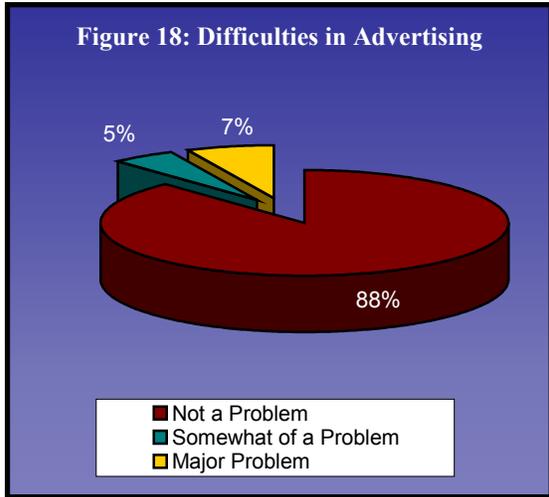
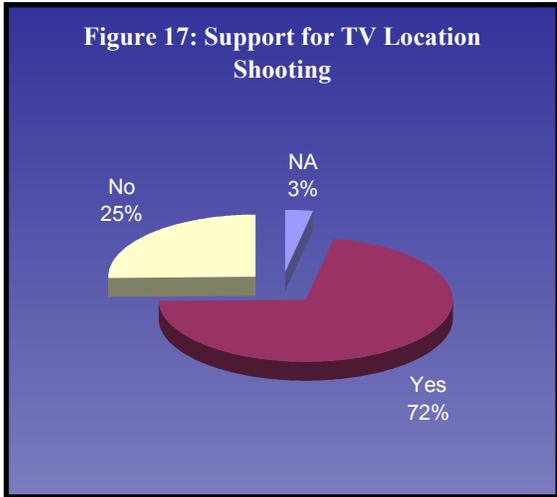
Included in the survey was a question regarding the type and level of business assistance Figueroa Street merchants would be interested in receiving. The Highland Park Business Assistance Center offers free business consultation and free assistance on acquiring business loans. Almost half of the merchants in the survey, 43%, indicated that they would like to receive free consultation while 40% expressed interest in assistance with business loans (see Table 7a in the Appendix).



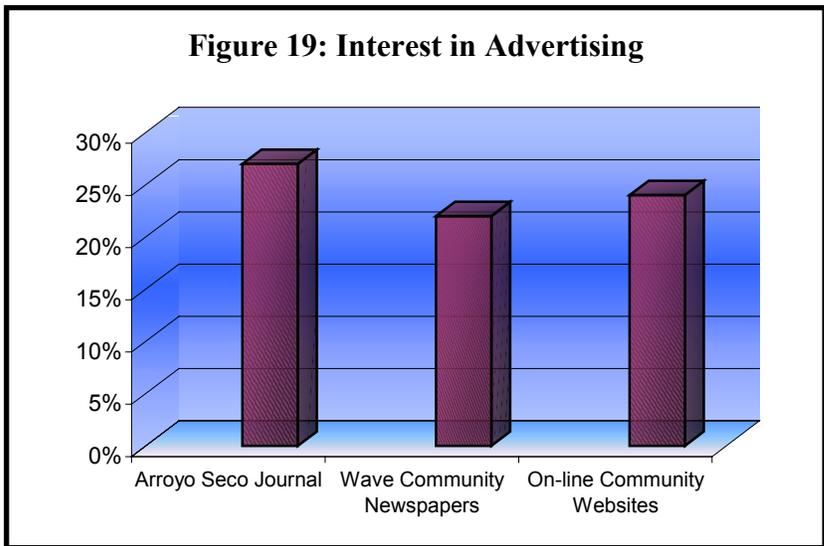
Merchants were also asked their level of interest in workshops that would improve their merchant skills. Between 25% and 39% of the merchants expressed interest in business planning, marketing, licensing, spreadsheet and database workshops - with business planning having the most positive responses (refer to Figure 16). Free consultation and workshops can improve the level of skill a merchant maintains to better finance their business, and improve the quality of business they afford their customers. The workshops and consultation sessions can be beneficial, and a useful resource, for Figueroa Street merchants.

Other Business Issues

Included in the survey is a question concerning the relative location of customers, TV and film location shooting to create revenue, and issues about advertising. When asked where most of their customers came from, Highland Park was ranked first by merchants, followed by Eagle Rock in second place, Mt. Washington in third, and as fourth were customers that came from outside Northeast LA (see Table 8a in the Appendix).

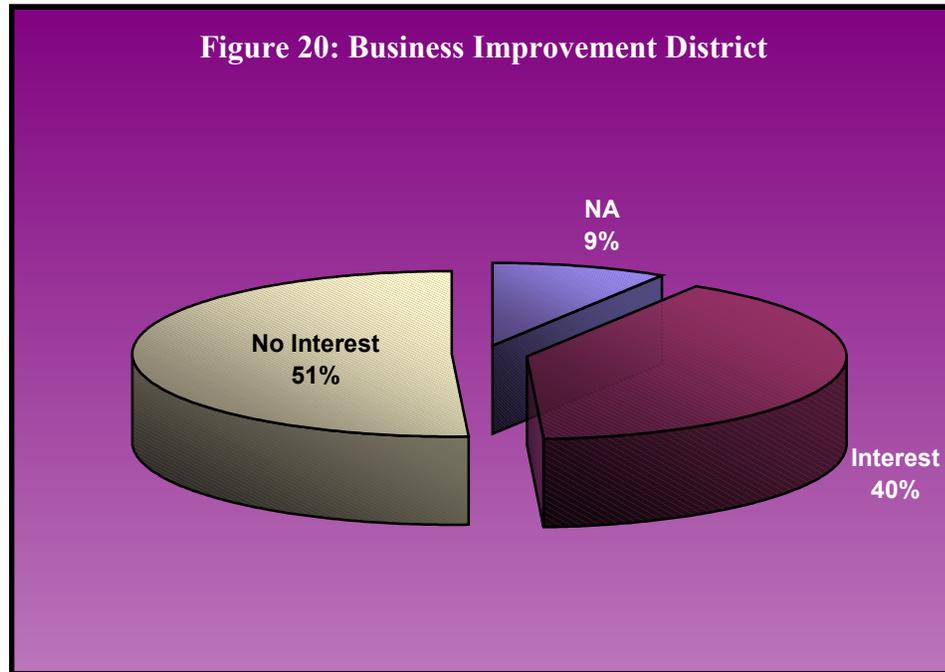


When asked about location shooting, a 72% majority of the respondents said they would support any use of Figueroa Street for film or TV location shooting to generate revenue (refer to Figure 17). Many merchants commented on the much needed facade improvement along Figueroa Street businesses. Lighting, and aesthetic features were among the most requested improvements for Figueroa Street. Of the 25% of merchants who responded negatively towards TV filming, they commented on the problematic issues concerning parking and the blocking of business visibility. Some merchants thought that the filming on Figueroa Street would directly hurt their business, more so than indirectly help them through the increased revenue garnered from film industries.



With respect to advertising, an overwhelming majority (81%) of merchants indicated no difficulties in obtaining ads (refer to 18). Included in the survey was a list of three possible outlets for advertising: the Arroyo Seco Community Journal, The Wave, and on-line community websites. The Arroyo Seco Journal elicited 27% interested advertisers, while the Wave Community Newspaper and the On-Line Website garnered 24% and 22% interested merchants respectively (see Figure 19). This indicates that there are Figueroa Street merchants who are willing to place ads in hopes of increasing business visibility, and number of customers. Considering that most shoppers come from the Highland Park area, it would be resourceful to use not only local newspapers, but on-line community websites to entice shoppers from outside areas.

Interest in Forming a BID



At the end of the survey, merchants were asked if they were interested in forming a merchant's association to develop a Business Improvement District (BID). A BID is a special assessment district in which merchants pay an extra tax to pay for special services like sanitation, security, and marketing. Of those merchants who responded to our survey, 51% indicated no interest while a substantial 40% responded positively towards a BID. When asked about the Business Improvement District, many merchants declined the proposal due to low resources and the unwillingness to pay an extra assessment. Perhaps by providing more information and details concerning BID and the costs it would entail, more merchants may be interested.

APPENDIX

- i. Tables
- ii. Survey

BACKGROUND INFORMATION:

Table 1a: Business Owner's Race/Ethnicity:

White	African-American	Asian/PI	Latino	Other	NA
10 (15%)	3 (5%)	6 (9%)	39 (58%)	5 (7%)	4 (6%)

Table 1b: Latinos/as' Country of Origin:

Mexico	Ecuador	El Salvador	Guatemala	Panama	Peru	Puerto Rico	Uruguay	NA
13 (33%)	4 (10%)	10 (26%)	2 (5%)	1 (3%)	3 (8%)	1 (3%)	1 (3%)	4 (10%)

Table 1c: Ownership Type

Sole Proprietor	Partnership	Corporation	Franchise	Non-profit	NA
48 (72%)	7 (10%)	8 (12%)	2 (3%)	1 (1%)	1 (1%)

Table 1d: Family Owned Business?

	38 (57%)
	23 (34%)
Other	1 (1%)
	4 (6%)

Table 1e: Business Prosperity

Declining	Stable	Improving	NA
8 (12%)	33 (49%)	20 (30%)	6 (9%)

Table 1f: Number of Employees

One - Three	Four - Six	Seven - Ten	NA
39 (58%)	8 (12%)	6 (9%)	14 (21%)

Table 1g: Employee Status

Full-Time	Part-Time	NA
35 (52%)	24 (36%)	8 (12%)

Table 1h: Years in Business

0-5 years	6-10 years	11-15 years	16-20 years	21+ years
24 (36%)	12 (18%)	3 (4%)	12 (18%)	16 (24%)

Table 1i: Years in Present Locality

0-5 years	6-10 years	11-15 years	16-20 years	21+ years
32 (48%)	12 (18%)	6 (9%)	9 (13%)	8 (12%)

BUSINESS STRUCTURE:

Table 2a: Do you own your building?

Yes	9 (13%)
No	56 (83%)
NA	2 (3%)

Table 2b: Rent Affordability

Yes	35 (52%)
No	15 (22%)
NA	17 (25%)

Table 2c: Interest in buying the business building

Yes	14 (20%)
No	37 (55%)
NA	16 (24%)

MEMBERSHIP/INVOLVEMENT:

Table 3a: Member of a community/business organization

Yes	12 (18%)
No	47 (70%)
NA	8 (12%)

Table 3b: Interested in Chamber of Commerce Membership

Yes	17 (25%)
No	31 (46%)
NA	19 (28%)

Table 3c: Do you sponsor a team/club?

Yes	7 (10%)
No	54 (80%)
NA	6 (9%)

TRAFFIC/LITTER/GRAFFITI:

Table 4a: Traffic Circulation

	Crosswalks	Speeding	Adequate Parking	Illegal Parking	Delivery Access	Traffic Signals
Not a problem	32 (47%)	29 (43%)	30 (45%)	37 (55%)	42 (62%)	44 (65%)
Somewhat of a problem	20 (30%)	21 (31%)	19 (28%)	16 (24%)	15 (22%)	18 (27%)
Major problem	11 (16%)	15 (22%)	15 (22%)	8 (11%)	2 (3%)	5 (7%)
NA	4 (6%)	2 (3%)	3 (4%)	6 (9%)	8 (12%)	0

Table 4b: Has traffic increased?

Yes	34 (51%)
No	25 (37%)
NA	8 (11%)

Table 4c: Litter on Figueroa

Not a problem	24 (36%)
Somewhat of a problem	16 (24%)
Major problem	27 (40%)

Table 4d: Graffiti

Not a problem	23 (34%)
Somewhat of a problem	15 (22%)
Major problem	28 (42%)

CRIME AND SAFETY:

Table 5a: Problems with break-ins

Yes	18 (27%)
No	47 (70%)
NA	2 (3%)

Table 5b: Problems with shoplifting

Yes	19 (28%)
No	46 (69%)
NA	2 (3%)

Table 5c: Enough Police Presence?

Yes	34 (51%)
No	26 (38%)
NA	7 (10%)

Table 5d: Bike Patrols

Yes	54 (81%)
No	6 (9%)
NA	7 (10%)

FINANCIAL ISSUES:

Table 6a: Bank doing business with

Banco Popular	1 (1%)
Bank of America	35 (52%)
California Federal	4 (6%)
Highland Bank	1 (1%)
LA National	1 (1%)
Union Bank	1 (1%)
Washington Mutual	8 (12%)
Wells Fargo	7 (10%)
NA	9 (13%)

Table 6b: Bank Branch

Highland Park	37 (55%)
Chinatown	1 (1%)
Eagle Rock	2 (3%)
East LA	1 (1%)
Lincoln Heights	1 (1%)
So. Pasadena	2 (3%)
NA	23 (34%)

Table 6c: Business Account

Yes	50 (75%)
No	9 (13%)
NA	8 (12%)

Table 6d: Problems Getting

Loans?

Yes	5 (7%)
No	49 (73%)
NA	13 (19%)

Table 6e: Problems Getting

Insurance?

Yes	3 (4%)
No	56 (84%)
NA	8 (12%)

BUSINESS ASSISTANCE:

Table 7a: Interest in Obtaining Assistance from the Highland Park BA Center

	Yes	No	NA
Free Business Consulting	29 (43%)	31 (46%)	7 (10%)
Acquiring Business Loans	27 (40%)	35 (52%)	5 (7%)

Table 7b: Interest in Entrepreneurial Training Workshops

	Yes	No	NA
Business Planning	26 (39%)	30 (45%)	11 (16%)
Marketing/Merchandising	24 (36%)	34 (51%)	9 (13%)
	17 (25%)	39 (58%)	11 (16%)
	21 (31%)	37 (55%)	9 (13%)
	22 (33%)	37 (55%)	8 (12%)

OTHER BUSINESS ISSUES:

Table 8a: Where do your customers come from? (in order from 1 to 4)

Area	1	2	3	4	NA
Highland Park	56 (84%)	3 (4%)	0 (0%)	1 (1%)	7 (10%)
Mt. Washington	10 (15%)	13 (19%)	17 (25%)	11 (16%)	16 (24%)
Eagle Rock	13 (19%)	18 (27%)	15 (22%)	8 (12%)	13 (19%)
Outside of NELA	11 (16%)	6 (10%)	7 (10%)	24 (36%)	18 (27%)

Table 8b: Support Film/TV

location shootings?

Yes	48 (72%)
No	17 (25%)
NA	2 (3%)

Table 8c: Problems Advertising?

Not a Problem	54 (81%)
Somewhat of a Problem	3 (4%)
Major Problem	4 (6%)
NA	6 (9%)

Table 8d: Interested in Advertising

	Yes	No	NA
Arroyo Seco Journal	18 (27%)	47 (70%)	2 (3%)
On-Line Community Websites	16 (24%)	50 (74%)	1 (1%)

Table 9c: Interested in Forming a BID?

Yes	27 (40%)
No	34 (51%)
NA	6 (9%)

Sources

Economics Research Associates. *Transit Oriented Districts*, April 1997.

Los Angeles Neighborhood Initiative. *Work Plan for the Highland Park Recognized Community Organization*, January 1995.

Rivera, Eddie. "One More Second Chance for Figueroa Street," *Arroyo Seco Journal*, 1, 2 (Winter 2000): 2.

Romney, Lee. "Highland Park Comeback May Be Model of Urban Revival." *Los Angeles Times*.

"Tell of Highland Park's Growth in Eighty Years," *Highland Park Journal*, November 1947.

United Way. *American Dream Makers: Executive Summary*, 2000.

United Way. *A Tale of Two Cities*, 1999.

United Way. *State of the County Report*, Los Angeles County 1996-97.