

**Downtown Inglewood  
Management District  
Feasibility Committee**

**Creating the New Destination  
for Art, Entertainment  
and Dining**

Volume 1, Issue 3

December - 2003

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**Introducing the  
Downtown Marketplace  
Management District Formation Committee**

**Additional Property & Business  
Owner Supporters for the Formation  
of a Downtown Management District:**

- ❖ David Stewart, Inglewood Airport Area Chamber of Commerce
- ❖ Dr. Marc Simmons, O. D.
- ❖ Adrian Zetina, Little Belize Restaurant
- ❖ Kerry Davis, The Crown
- ❖ Charles Harkey, Inglewood Tickets
- ❖ Audrey Coley, Coley's Caribbean American Cuisine
- ❖ Heskel Shakerehi, Property Owner
- ❖ Sabrina Mitchell, Really Raw
- ❖ Trevor Graham, In the Cut Barber Shop
- ❖ LaShawn Chevalier, Orchid Med. Sup.
- ❖ Jeff Kern, Gold Mart Owner
- ❖ Lola Bateman, L & L Paralegal Serv.
- ❖ Emma Arrazola, Emma's Snack Shop
- ❖ Elizabeth Hoang, David's Shop
- ❖ Yoon W. Lee, Cox Menswear
- ❖ Derek Shawn Brown, Four Seasons Cosmetics
- ❖ Rita Smith, Toua African Fashions
- ❖ Alice Barton, Confidence 1st Med. Sup.
- ❖ Paul Jeon, Inglewood Vacuum
- ❖ Young B. Kim, Inglewood Large
- ❖ Aribo Akins, BMT School Uniforms
- ❖ Daniel Hansen, One Stop Center
- ❖ Corneta Kelley, Intercept Speech
- ❖ Mike Pipkins, Pacific Coast Financial
- ❖ Aida Carter, Florence Center
- ❖ Rob Thrash, Amassi Center
- ❖ Mahbubur Rahman, Indira Perfume Oil
- ❖ Lynn Woods, Property Owner
- ❖ Shawn Lagherci, Ing. Audio/Video



**Junius Johnson, Chair**  
Junius brings energy and focus to the committee. His motto "We are here to help businesses help their business grow." Junius is determined to help bring quality retailers and new development to Downtown and to help businesses capture their share of the market. ◀

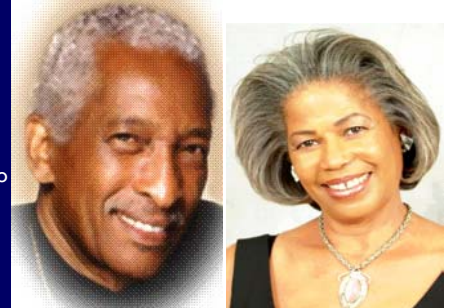


**Roderick McDaniel  
Co-Chair for Economic  
Development and  
Planning**  
Roderick will serve as our liaison to the City and other interested parties for planned development projects and parking facilities. ◀

**Aminah Muhammad  
Co-Chair for Special  
Events & Marketing**  
Aminah will also serve as the merchant liaison to the City for organizing Downtown events, special parking and safety services. ▶



**Adolf Dulan  
Co-Chair,  
Represented by  
Corine Fuller.**  
Adolf and Corine have organized area restaurants to focus on business management and marketing. ▶



**▲ Amelia Hernandez, Co-Chair**  
With 39 years as a business owner and 10 years as a Main Street Board Member, Amelia brings a wealth of marketing and business development expertise to the Committee.



**Eva Brown,  
Co-Chair**  
Eva's focus is to oversee management formation business and to work with the consultant to ensure that merchants and property owners are kept abreast of the plans and process. ◀



**▲ Tony Kim, Co-Chair**  
Tony will lend his years of expertise in retail business development to the committee to help create merchandising and marketing strategies for Downtown businesses.

**Ready to Take Action!**

After six months of meetings to review the feasibility of establishing a management district in Downtown Inglewood, six merchants and property owners have stepped up to the plate to lead the charge. Chaired by Junius Johnson, owner of 124 N. Market Street, the committee will take their plan for boosting Downtown sales to

every merchant and property owner in order to garner their support. While they know that not all will decide to join the team, the committee wants everyone to know that they are vested in Inglewood and are in this for the long haul! You can contact Junius Johnson at (310) 674-7480.

# Committee Guidelines for Future Market Street Festivals & Events

The Committee has vowed to only support festivals and events that serve to promote and enhance business for the Merchants who are vested in Downtown Inglewood. Based on feedback from the Merchants regarding the November Cultural Art Festival, the Committee will work in partnership with City Departments to implement the following festival and event recommendations:

1	<b>Booth Set-Up</b>	<ul style="list-style-type: none"> <li>Booths shall be aligned back-to-back down Market Street with the sidewalks used as the walk-way. This will prevent booths from blocking business owners from foot traffic and include the stores as part of the festival.</li> <li>Tables are to be provided to merchants for sidewalk sale displays.</li> <li>Booths selling like-kind products as merchants shall be set-up away from merchant with same products. If this is not possible, competing booths will not be allowed.</li> </ul>
2	<b>Shuttle Service and Parking Attendants</b>	<ul style="list-style-type: none"> <li>Shuttle service must be provided to and from the City Parking lot structures and parking attendants are to direct parking Locust Street and City Lots.</li> <li>Committee to develop parking agreement with Kaiser for special event parking.</li> </ul>
3	<b>Valet</b>	<ul style="list-style-type: none"> <li>Valet parking to be provided at Corners of Market and Manchester, Regent and Nutwood.</li> </ul>
4	<b>Entertainment</b>	<ul style="list-style-type: none"> <li>Entertainment to be disbursed along entire festival route in order to encourage patrons to walk up and down Market Street.</li> </ul>
5	<b>Advertisement</b>	<ul style="list-style-type: none"> <li>All advertisement shall promote the Shop Inglewood concept specifically focused on Downtown Inglewood.</li> <li>All advertisement shall provide an opportunity for Downtown Merchants to co-advertise.</li> </ul>
6	<b>Merchandising</b>	<ul style="list-style-type: none"> <li>Festival print materials and art work shall also be used as a merchandising strategy on gift bags, banners and store sale signs.</li> <li>Merchandising strategy to include pre-printed store discount coupons and gift certificates.</li> <li>Preprinted Discount Coupons are to distributed to a minimum of 40,000 households in 1 mile trade area surrounding Market Street.</li> </ul>

## *The Great Downtown Marketplace Holiday Blowout Sale!*

The Committee will launch the Great Downtown Marketplace Holiday Blowout Sale on December 12th specifically focused on helping to increase sales in Downtown Inglewood. **Our goal: 5,000 new customer sales!** The marketing strategy will include the distribution of over 40,000 flyers to area households, assistance to merchants in obtaining holiday specialty products, additional parking services and the First Annual Downtown Marketplace Holiday Music Caravan! For information on how to participate check out the flyer on the next page. ►

The Committee welcomes additional input on the guidelines from merchants and property owners. Please contact Committee Co-Chair, Aminah Muhammed at (310) 412-9110 for comments.

**The Downtown Marketplace Proposed Management District Budget**

The Committee has developed the budget for a proposed business and property based management district in accordance with the following two objectives:

**To improve the aesthetic environment in Downtown by providing maintenance services for the all service streets in the Downtown Business community.**

- The community would like to accomplish this **by expanding of the existing Downtown Maintenance Assessment to include La Brea Avenue, Nutwood, Queen, Regent, Locust and Hillcrest Streets and assuming its management and operation from the City.**
- Given that the existing maintenance district only includes 49 properties along Market Street, the proposed strategy in **include approximately 96 additional properties which could potentially reduce the cost of the maintenance assessment for the current businesses and at the same time improve the condition of the our streets and landscaping.**
- Reduction in cost could occur by privately contracting the services for maintenance and landscaping and by sharing the cost for services between a greater number of property owners. **Currently, the City of Inglewood is collecting \$79,000 from the property owners and contributing \$99,000 from its General Fund.** The committee is proposing that fees for the new and old assessment be based on three factors 1) location of the property, 2) type of business and 3) Length of street frontage (see budget below).

**To reduce the cost of businesses existing marketing, advertising and security services and at the same time structure services to help develop and retain business in Downtown Marketplace.**

- The committee understands that it is very difficult for businesses to survive without adequate advertisement and a clean and safe environment for customers to patronize. The management district will be able to **reduce the cost for such services by collecting funds to pay for a shared advertisement and cable ads as well as a foot patrol security team.**
- Proposed fees will be based on rental space square footage and location of lease space. Merchants will also be provided the opportunity to purchase additional ads in management district publications and during special events.

**We Will Spend Money Together to Save Money Together**

**Proposed Program Expenditures**

Description of Expenditure		Annual Budget
1	Security – 3 Foot Patrol Officers from 12-7pm-7 days week	\$94,000
2	Marketing – 40,000 flyers ea. mo., Cable Ads, Business Directory, Bags and Signs	\$80,000
3	Events – Black History, Cinco de Mayo, Back to School, Cultural Arts, Christmas, Kwanzaa	\$60,000
4	Parking – Valet and Shuttle Service for Special Events	\$10,000
5	Maintenance – Fee assessed to additional 96 properties	\$154,000
6	Administration—Business Development, Marketing and Program Coordination	\$35,000
<b>TOTAL (Does not include existing assessment or OEED expenditures for Downtown)</b>		<b>\$433,000</b>

DOWNTOWN INGLEWOOD  
MANAGEMENT DISTRICT  
FEASIBILITY COMMITTEE

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Fax: 310-671-5615  
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*This issue is dedicated to  
**Lee Sudman**, a  
businessman with a  
vision for Downtown  
Inglewood's future. Both  
he and his leadership  
will be missed.*

The Downtown  
Inglewood Marketplace  
Management District  
Feasibility Project is  
sponsored by the City of  
Inglewood:

Roosevelt Dorn  
Mayor

Curren Price, Jr.  
Councilman, District 1

Judy Dunlap  
Councilwoman, District 2

Eloy Morales, Jr.  
Councilman, District 3

Ralph Franklin  
Councilman, District 4

Mark Weinberg  
City Administrator

Hilda J. Kennedy  
Director, Office of Economic and  
Business Development

## City Council OK's Sidewalk Sales For Holidays

On November 25th, Inglewood City Council suspended the ordinance, IMC 10-13, which prohibits sidewalk sales for the period of November 29th through January 4th or to support our Great Downtown Marketplace Blowout Sale activities.

**So put your stuff out on the  
street and make some money  
honey!**

Please note that the City will not bag the parking meters this holiday season. Please join the efforts the committee to drop a dime in our patrons meters just for a little more time.

For more information contact the Office of Business & Economic Development (310) 412-8800.