

# Leimert Park Village

## 20|20 Vision Initiative Survey 2014

Business & Residential Communities Surveyed January 6<sup>th</sup> to 22<sup>nd</sup>, 2014:

Leimert Park | View Park | Windsor Hills | Baldwin Hills | Baldwin Vista | Baldwin Village | Park Mesa | Hyde Park  
West Adams | Cameo Woods | Village Green | Jefferson Park | Chesterfield Square | Ladera Heights

Dear Residents, Businesses and Supporters:

The Leimert Park Stakeholders Committee has launched an exciting pivotal strategy to identify and develop an optimal “marketing brand” to attract commercial and cultural industries to Leimert Park Village. The Committee consists of property owners, businesses, residents, artist, musicians, special event planners and members of the Greater Leimert Park Village Crenshaw Corridor BID and the Empowerment Congress West Area Neighborhood Council. The strategy, entitled the **Leimert Park Village 20|20 Vision Initiative**, will drive the economic development of Leimert Park Village over the next 6 years in tandem with the Metro station installation.

**Tourism Market:** The survey will help identify economic development and promotion required to support creative industries and businesses that can uniquely flourish in Leimert Park Village. Once identified, travelers, conventions, conferences, family reunions, award shows, special events and celebrations can be attracted to expend a fair share of the estimated \$90 billion dollar impact they have on the national tourism economy here in Leimert Park Village. The attraction of diverse cultures as shoppers to Leimert Park Village will provide an even greater socio-economic impact on community development, job creation and cultural preservation.

**Creative Industries:** For the past 28 years, the Los Angeles Department of Cultural Affairs, LA Inc., the California Arts Council, the National Endowment for the Arts, Americans for the Arts, Otis Parsons, cultural tourism agencies, conventions and visitors bureaus, the African Diaspora Heritage Trails Summit and African American Meeting Planners have produced major studies to determine the economic impact of the creative industry. Many of the recent studies produced international findings you may already be familiar with: **America’s nonprofit arts and culture industry generated more than \$180 billion dollars in economic activity yearly and generated more than 5.7 million jobs. The recent Otis Report on the creative industry demonstrated an estimated 664,000 jobs and \$230.7 billion impact on the Los Angeles/Orange County region.** The question is: What role will Leimert Park Village play in the lucrative creative industry market in the years to come?

Branding a community is a unique process used by many cities, marketing firms and convention and visitors bureaus as a strategy to generate positive destination market growth. To brand Leimert Park Village, information will be gathered from the survey and a Planning Charrette process to be held at the Vision Theatre located at 3341 W. 43<sup>rd</sup> Place, Los Angeles, CA 90008 on January 25, 2014 from 8:30 am to 3:00 pm. By completing the attached survey, you will play a critical role in determining what needs to be done to transform Leimert Park Village into a vibrant center of commerce, culture and entertainment.

If you have any questions, please feel free to contact me at (213) 202-5508. To take the survey online or to join the Leimert Park Village community visit [www.LeimertParkVillage.org](http://www.LeimertParkVillage.org).

Sincerely,

**James V. Burks**

**Director, Special Projects, City of LA Department of Cultural Affairs**  
**Director, Leimert Park Vision Theater & Canoga Park Madrid Theater**  
**Founder/Executive Director, African Marketplace, Inc.**

## Introduction

The following 20|20 Vision Initiative Survey is an important component of the community branding research. Your input in this process is vital in helping understand what makes Leimert Park Village and the surrounding retail areas and cultural venues appealing to visitors, businesses and residents. The survey may take 10 – 15 minutes to complete. Please feel free to provide as much information and explanation as you see fit. Your Leimert Park Village 2020 Vision Initiative survey will remain confidential. Information gathered from all responders will be presented in total.

**Please complete and return your survey no later than January 22<sup>th</sup> 2014.** Completed surveys can be mailed to James Burks, Vision Theatre, 3341 W. 43<sup>rd</sup> Place, Los Angeles, CA 90008, delivered to Leimert Park Village establishments including: Community Build, Kaos Network, Sika or Eso Won Books or emailed to LPV@urbandesigncenter.com. Thank you in advance for your participation!

### Tell us a little about you:

1. What is your home zip code? \_\_\_\_\_ Work zip code? \_\_\_\_\_
2. Where do you reside?  Leimert Park  View Park  Windsor Hills  Baldwin Hills  
 Baldwin Vista  Baldwin Village  Park Mesa  Hyde Park  West Adams  
 Village Green  Cameo Woods  Jefferson Park  Chesterfield Square  
 Ladera Heights  Other: \_\_\_\_\_
3. How long have you lived in this area? \_\_\_\_\_
4. Are you a  homeowner  renter  local business owner?
5. How do you participate in your local community?  Church  Block Club  BID  
 Neighborhood Council  School Committee  Community Organization (Please Detail):  

6. What is your educational level?  GED  Trade School  High School Graduate  
 Some College  College Diploma  Some Graduate School  Masters Degree  Ph.D.
7. What is your work industry? \_\_\_\_\_ Occupation? \_\_\_\_\_
8. What is your age group?  14 - 18  19 - 30  31- 45  46 - 60  61 - 75  76 +
9. What is your annual income range?  under \$25,000  \$26,000 - \$45,000  
 \$46,000 - \$65,000  \$66,000 - \$80,000  \$81,000 - \$100,000  \$101,000 +
10. What is your marital status?  Single  Married
11. Do you have children?  Yes  No. If yes, how many boys \_\_\_\_\_ ages \_\_\_\_\_?  
How many girls \_\_\_\_\_ ages \_\_\_\_\_?
12. What is your ethnicity?  Black/African American  Hispanic/Latino  Japanese  Korean  
 Chinese  Native American  Asian Pacific Islander  Caucasian  Other: \_\_\_\_\_

**What are your thoughts about Leimert Park Village?**

13. How often do you visit Leimert Park Village?  Daily  2 - 3 times per week  Once a week  
 Monthly  Annually  Never? Why or why not have you visited?


14. Which Leimert Park Village establishments did you visit in 2013?

1.	4.
2.	5.
3.	6.

15. What events, celebrations or venues did you visit in Leimert Park Village in 2013?

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Martin Luther King, Jr. Festival   | <input type="checkbox"/> Art Walk             | <input type="checkbox"/> Black Music Month Celebrations |
| <input type="checkbox"/> Black History Celebrations         | <input type="checkbox"/> Book Fair            | <input type="checkbox"/> Cinco de Mayo Celebration      |
| <input type="checkbox"/> Juneteenth Festival                | <input type="checkbox"/> LALA Festival        | <input type="checkbox"/> Pan African Film Festival      |
| <input type="checkbox"/> NAACP Theatre Festival             | <input type="checkbox"/> July 4 <sup>th</sup> | <input type="checkbox"/> Low Riders Car Show            |
| <input type="checkbox"/> African Art & Music Festival       | <input type="checkbox"/> Tree Lighting        | <input type="checkbox"/> Kwanzaa Celebrations           |
| <input type="checkbox"/> Kaos Network                       | <input type="checkbox"/> Regency West         | <input type="checkbox"/> World Stage                    |
| <input type="checkbox"/> Barbara Morrison Performing Center |   | <input type="checkbox"/> Vision Theatre                 |
| <input type="checkbox"/> Other: _____                       |   |   |

16. What other types of events would you attend in Leimert Park Village?


17. Which aspects of Leimert Park Village attract you most?

- It's a Place Where People Meet  The Family Environment  The Arts and Culture  
 Drum Circle  Music  Connection to the African Diaspora  Special Events  Night Life  
 Nothing in Particular  Other: \_\_\_\_\_

18. What are your fondest, nostalgic memories of Leimert Park Village?


19. On a scale of 1 to 10 (1 being the worst), how would you rate the window merchandising (window shopping) in Leimert Park Village? \_\_\_\_\_

20. On a scale of 1 to 10 (1 being worst) how would you rate customer service in Leimert Park Village? \_\_\_\_\_

21. On a scale of 1 to 10 (1 being the worst), how would you rate your feeling of safety and comfort level with police presence in Leimert Park Village? \_\_\_\_\_

22. In your opinion, what would be the best way for Leimert Park Village to attract more shoppers and visitors? Check all that apply:

- More retail stores
- Greater pedestrian friendly environment
- More restaurants
- Better lighting
- More entertainment events
- Consistent hours
- Programs for youth
- Greater variety of products
- More night life events
- More advertisement
- Nothing

23. What types of new businesses would you desire in Leimert Park Village? Check all that apply:

- Sit Down Restaurant
- Grocery
- Health Food
- Coffee/Tea
- Bakery
- Technology
- Conference Space
- Office Space
- 99 Seat Theatre
- Movie Theatre
- Music Equip
- Hotel
- Museum
- Alternative Music Venue
- Night Club
- Fitness/Spa
- Furniture
- Contemporary Clothing.

Name 3 businesses that you think would perform well in LPV:

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

24. Do you prefer franchise businesses?  Yes  No or "Mom & Pop"  Yes  No or  Both

25. What types of businesses do you not desire to see in Leimert Park Village?

- Fast Food
- Barber Shops
- Wig Shops
- Beauty Supply
- Nail Shops
- Pawn Shops
- Medical Marijuana Shops
- Tattoo Parlors
- Other: \_\_\_\_\_

26. Would you support live/work space in Leimert Park Village?  Yes  No. For what purposes?


27. Would you bring your out-of-town guests to Leimert Park Village?  Yes  No

28. Does the identification name Leimert Park Village resonate with you?  Yes  No. If not, what name(s) would you suggest and why?


29. What types of marketing theme(s) would resonate with you for Leimert Park Village?

Cultural  Art  Green  Architectural  Retail  Other: \_\_\_\_\_

30. Which social media sites do you prefer?  Facebook  Twitter  LinkedIn  GooglePlus+

Pinterest  Instagram  DeviantArt  MySpace  Other: \_\_\_\_\_

### What are your thoughts about LPV Public Spaces, Venues and Services?

31. The Vision Theatre is undergoing a historic renovation and transformation from a movie theatre design to a full service professional performing arts center. Phase I of the renovation is complete and houses the Manchester Jr. Arts Center designed to provide creative industry skill development for youth. All phases of construction will be complete in 2016. What types of performances and events would you attend at the Vision?  Jazz Concerts  Musicals  R&B/Pop Concerts  Rap/Alternative Music Concerts  International Performances  Dance Performances  Orchestra Performances  Theatre  Movie Screenings  School Performances  Lectures  Town Hall Meetings  Other, please detail:


32. What comes to your mind when you see the Leimert Park Plaza (Park area with the fountain)?


33. Do you visit the Plaza now?  Yes  No. If not, what would attract you?


34. Activities in Leimert Park Plaza are governed by a covenant that does not allow vending. What recommendations would you make to enhance allowable passive activities in the Plaza?

- More Trees and Landscaping  More Lighting  More Furniture  Better Maintenance  
 Information Signage  Sculptures  Art  Fencing  Other, please detail:


35. How do you or would you travel to Leimert Park Village?  Walk  Bike  Vehicle  Taxi  
 Bus  LAX/Crenshaw Metro Light Rail  Other: \_\_\_\_\_

36. Would you use the new Leimert Park Village Metro light rail station to connect to other regional locations such as Long Beach, Compton, Pasadena or Inglewood?  Yes  No

37. Would you park in an underground parking structure in Leimert Park Village for:  
 Short-term visitor parking  Long-term Metro parking  No reason.


38. What are your concerns with traffic and parking in Leimert Park Village?


39. Would you support widening the sidewalks on Degnan Blvd. to create pedestrian-oriented concepts like sidewalk cafes or kiosks?  Yes  No or the closure of Degnan Blvd. to create a plaza?  Yes  No. Why or why not?


***Thank You So Very Much For Your Time! Your Input Is Invaluable!***

**[www.LeimertParkVillage.org](http://www.LeimertParkVillage.org)**