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Rena Masten Leddy Named Executive Director for LA Fashion District Business Improvement District (BID)

LOS ANGELES August 29, 2016 – The LA Fashion District Business Improvement District (BID), a non-profit organization that provides clean, safe, and marketing programs for the LA Fashion District, named Rena Masten Leddy as executive director. She had served as the BID's managing director since February 2015.

Leddy brings 24 years of experience as both a practitioner and a consultant. She most recently served as vice president of Progressive Urban Management Associates (P.U.M.A.), a national leader in consulting services to advance downtown and community development. In addition to her work with P.U.M.A, she served as executive director of Town Green Special Services District in New Haven, Connecticut and has held management positions at the Portland Downtown District in Portland, Maine; Stamford Downtown Special Services District in Stamford, Connecticut; Figueroa Corridor, Culver City and North Hollywood in Los Angeles, CA.

Leddy has worked in 39 cities in 19 states, including more than 16 years in executive management positions. Her specialties include business improvement district (BID) organizational development, formation and renewal as well as government relations, strategic planning, urban planning, public space management, marketing, event planning, and program development. She is on the board of the International Downtown Association (IDA) and an active member of the California Downtown Association (CDA). Leddy received a Masters of Public Administration from New York University and holds a bachelor's degree from the University of Connecticut.

She replaces Kent Smith who retired from the district after 17 years.

About the LA Fashion District

The LA Fashion District is the hub of the apparel industry on the West Coast. The 100-block area caters to the wholesale and retail communities with apparel and accessories for the entire family, textiles, flowers, and live/work lofts. The LA Fashion District Business Improvement District (BID) is a non-profit organization funded by nearly 1,000 property owners, dedicated to helping the community be a clean, safe and friendly place to work, shop, live and do business through cleaning, safety and marketing programs. For more information, visit www.fashiondistrict.org.

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