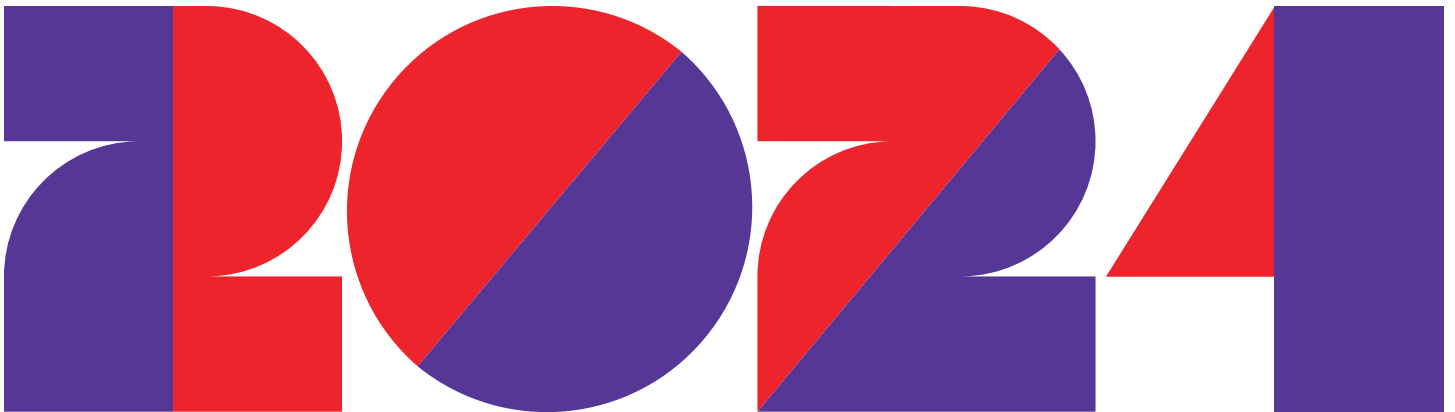


DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT

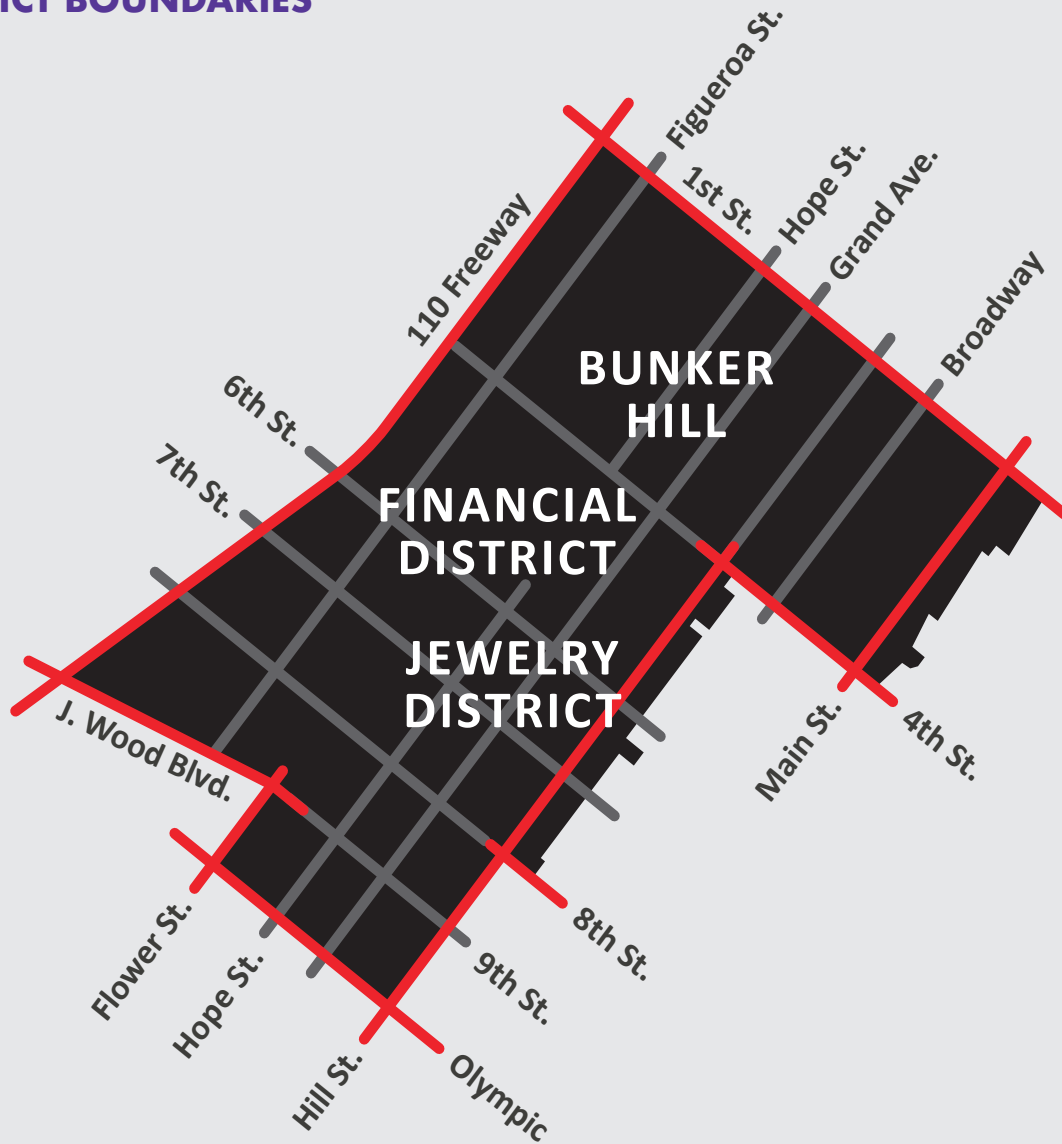


ANNUAL REPORT



ABOUT DTLA ALLIANCE

DISTRICT BOUNDARIES



Founded in 1998, the **DTLA Alliance** has been a catalyst in Downtown Los Angeles' transformation into a vibrant 24/7 destination. A coalition of more than 2,000 property owners in the Downtown Center, the DTLA Alliance members are united in their commitment to enhancing the quality of life in the Downtown Center, a now bustling commercial and residential hub in the heart of the city which includes Bunker Hill, the Financial District, and the Jewelry District. From 24/7 safe and clean operations to a range of economic development initiatives, marketing programs, and community events, the DTLA Alliance helps a vibrant community of business leaders, retailers, artists, and residents reach its full potential.

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DEAR DOWNTOWN STAKEHOLDER

2024 was a year of improvement for Downtown's economy, strengthening for the DTLA community, and innovation for the DTLA Alliance.

Downtown's residential, retail, and hospitality sectors all saw the green shoots of growth and new investment. Increasing tourist visitation, entertainment and culture offerings, and a steady stream of new restaurant and café openings set the tone. The office sector continued to struggle with structural changes, but appears to be finding a new equilibrium.

As expressed in our annual survey of Downtown residents, workers, and visitors, we see that public safety and homelessness remain the top concerns. Downtowners still love their neighborhood, but worry about slowing progress on these key issues.

For the DTLA Alliance, this was a year of great progress, guided by the key principles of our newly implemented strategic plan: 1) Improving the Place and Experience; 2) Building Community and Coalitions; 3) Telling the Story and Shaping the Narrative. The most visible change was our new name, which has been enthusiastically embraced by the community, our partners, and stakeholders. Beyond the rebrand, placemaking has become one of our essential strategies for revitalization, while advocacy has been elevated as a priority role for the organization.

New name and initiatives notwithstanding, the organization continued providing the core services – from security and maintenance to marketing and economic development – that have kept the Downtown Center District safe, clean, and vibrant for over 25 years.

Our Operations team enhanced its services with the introduction of a Safe & Clean app which allows users across the 65-blocks of our District to reach our Service Center online or by phone 24/7. In 2024, they responded to over 35,000 calls for service, and removed over 76,000 bags of trash and nearly 108,000 instances of graffiti. Our Homeless Outreach team also continued their critical work of connecting with and providing

housing and other much needed services to unhoused individuals in the District.

The Marketing team used a range of content and communication channels to promote DTLA, with new marketing programs like "Life is Better in Person" added to our traditional campaigns. We continued to leverage our industry-leading website DowntownLA.com, while adding the popular "Ask Johnna" column to our flagship This Week in DTLA newsletter, and launching a new 9-5ish newsletter targeted to Downtown office workers. Our robust PR and social media programs helped us engage the local community and promote DTLA as a prime destination for visiting, shopping, working, and living.

Our new placemaking program included our signature events like DTLA Dog Days and Halloween Festival for Kids, and new activations like Concerts at Colburn, Flowers on Flower Street, and DTLA Office Games. To enliven the streetscape and improve public safety, we installed café lighting in 29 trees along 7th Street, which we also decorated as a "Candy Cane Lane" for the holidays. At The Yard on Bunker Hill, we partnered with property owners and Grand Performances to produce Grand Illuminations, a 6-week holiday lights exhibition.

The economic development team maintained its position as the leading source of information about the Downtown market with the publication of our quarterly market reports, annual DTLA: Outlook & Insights, and our first ever DTLA Hospitality report. Leveraging these materials with our DTLA Business News & Insights newsletter and our public relations efforts, we were able to keep DTLA in the news with media coverage in publications including the Wall Street Journal and Los Angeles Times. We also used our first annual DTLA Trends & Outlook Breakfast to launch a major employer engagement initiative.

With all that was new in 2024 – and building upon a quarter century of our work in Downtown – the DTLA Alliance is excited for what is ahead as DTLA and the Downtown Center continue to evolve and improve.



Adam Daneshgar
*Chair,
DTLA Alliance Board of Directors*



Suzanne Holley
*President & CEO,
DTLA Alliance*



Figueroa Eight, completed in 2024, features 438 residential units.

Photo by: Hunter Kerhart

DTLA BY THE NUMBERS

DTLA POPULATION GROWTH



18,700

1999

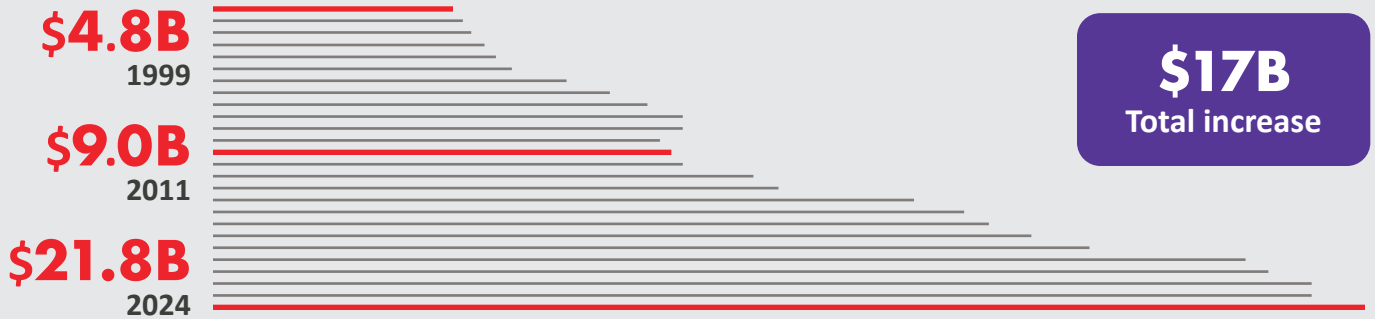


97,718

2024

Source: DTLA Alliance Downtown LA Market Reports

DCBID PROPERTY VALUE



\$4.8B
1999

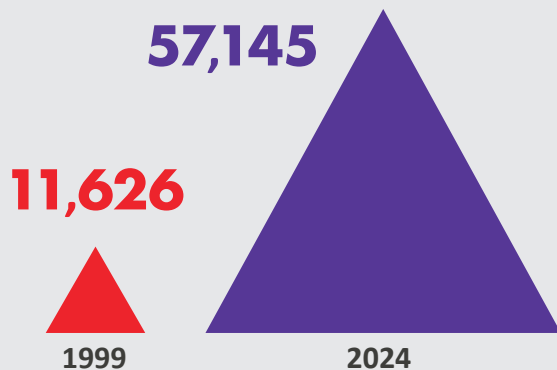
\$9.0B
2011

\$21.8B
2024

\$17B
Total increase

Source: Los Angeles County Office of the Assessor

DTLA RESIDENTIAL UNITS



11,626

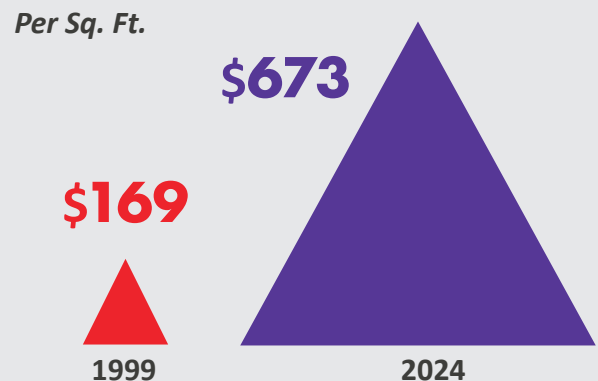
1999

57,145

2024

Source: DTLA Alliance Downtown LA Market Reports

DTLA AVERAGE CONDO PRICE



Per Sq. Ft.

\$169

1999

\$673

2024

Source: DTLA Alliance Downtown LA Market Reports

A VIBRANT COMMUNITY

\$98,000

Average household income of residents



62%

Residents between the ages of 25-54



67%

Residents with postsecondary education



325,000

Jobs



18M+

Visitors in 2024



181

Food & Beverage Businesses Per Square Mile



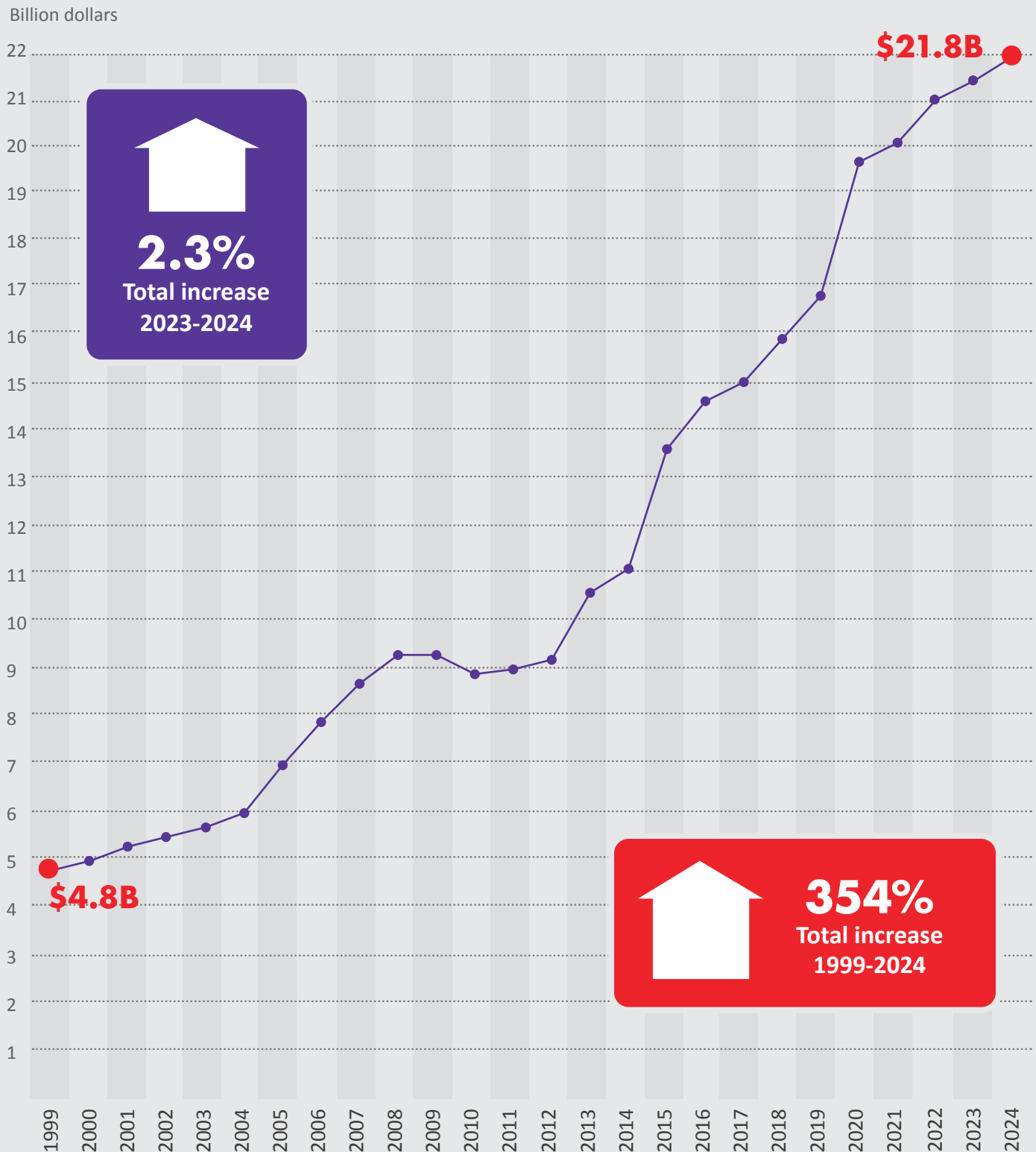
Source: DTLA 2024 Outlook & Insights Report

CONTINUED GROWTH

		Current Inventory	Under Construction	Pipeline
	HOTEL ROOMS	▶ 10,751	1,237	5,888
	RESIDENTIAL UNITS	▶ 57,145	3,286	28,912

Source: DTLA Alliance Downtown LA Market Report, Year-End 2024

DCBID PROPERTY VALUES 1999-2024



Source: Los Angeles County Office of the Assessor

DTLA MARKET OVERVIEW: COMMERCIAL

SIGNIFICANT OFFICE LEASES 2024

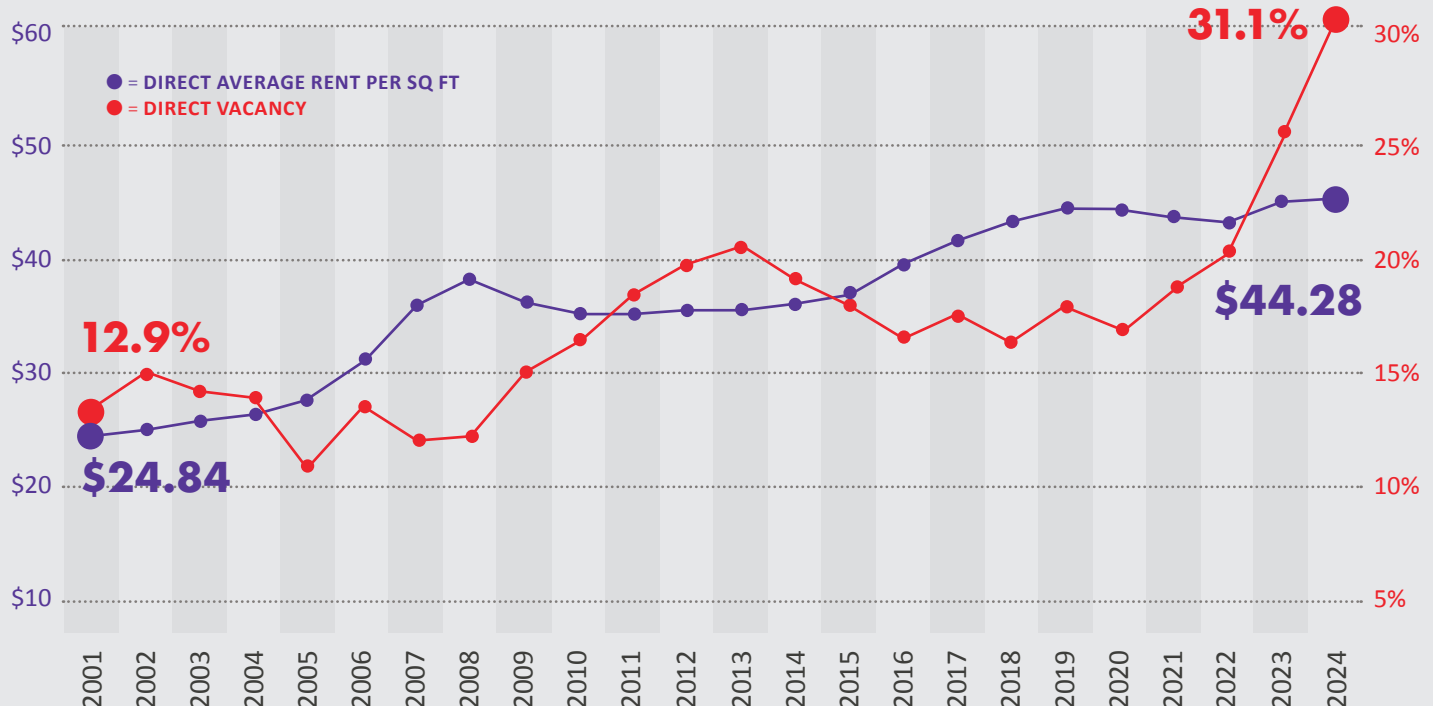
TENANT	BUILDING	ADDRESS	TYPE	SQ FT
SoCalGas	City National 2Cal	250 S. Grand Ave.	Relocation	198,553
LA28	South Park Center	1150 S. Olive St.	New	160,000
US Bank	US Bank Tower	613 W. 5th St.	Renewal	105,000
Bank of Tokyo-Mitsubishi UFJ	City National Plaza	555 S. Flower St.	Relocation	61,983
Industrious	FourFortyFour South Flower	444 S. Flower Ave.	Renewal	44,536
AXS Group	California Market Center	110 E. 9th St.	New/Expansion	41,534
Reed Smith LLP	City National Plaza	515 S. Flower St.	Relocation	41,129

1.8M

Total square feet office space
leased in 2024



OFFICE VACANCY & RENT TRENDS 2001-2024



Source: DTLA Alliance Downtown LA Market Reports

DTLA MARKET OVERVIEW: COMMERCIAL

DCBID SIGNIFICANT COMMERCIAL SALES 2024				
ASSET	ADDRESS	BUYER	SELLER	\$ PER SQ FT
The Gas Company Tower	555 W. 5th St.	County of Los Angeles	KeyBank	\$200,000,000
888 at Grand Hope Park	888 S. Hope St.	FPA Multifamily LLC	CIM Group, LP	\$186,000,000
777 Tower	777 S. Figueroa St.	Consus Asset Management	Brookfield Asset Management	\$145,000,000
G12	1200 S. Grand Ave.	Waterton	Affinius Capital LLC	\$122,000,000
Arrive Wakaba	232 E. 2nd St.	FPA Multifamily LLC	J.P. Morgan Asset Management	\$86,100,000
Union Bank Plaza	445 S. Figueroa St.	Washington Capital Management, Inc.	Waterbridge Capital, LLC	\$80,000,000

KEY DTLA RETAIL & HOTEL STATISTICS

800K

Square feet of retail space under construction

1,237

New hotel rooms under construction

FOOD AND BEVERAGE OPENINGS

33 Taps	Miss Cheese Tea Café
6xs Coffee	Muffin Can Stop Us
Adidas Originals DTLA	Northern Café
Bungraze	OneThing Coffee
Camelia	Settecento
Concierge Coffee	Sora Craft Kitchen
Dami K-Food	Squirrelor's Tavern
Deme	Taco Bell Cantina
Departamento	Tatsu Ramen
Duchess	Temaki Society
Flow Good Coffee	Tsujita Artisan Noodle
Goldburger	Villa's Tacos
Hushpuppies	Wax On Hi-Fi
Jumism	Whiskey Stiletto
Kazan Ramen	Wildbird
Kuramoto Shavery	Yamisha Boba Tea & Coffee DTLA
Lost DTLA	Zaya
Mafia Sushi	

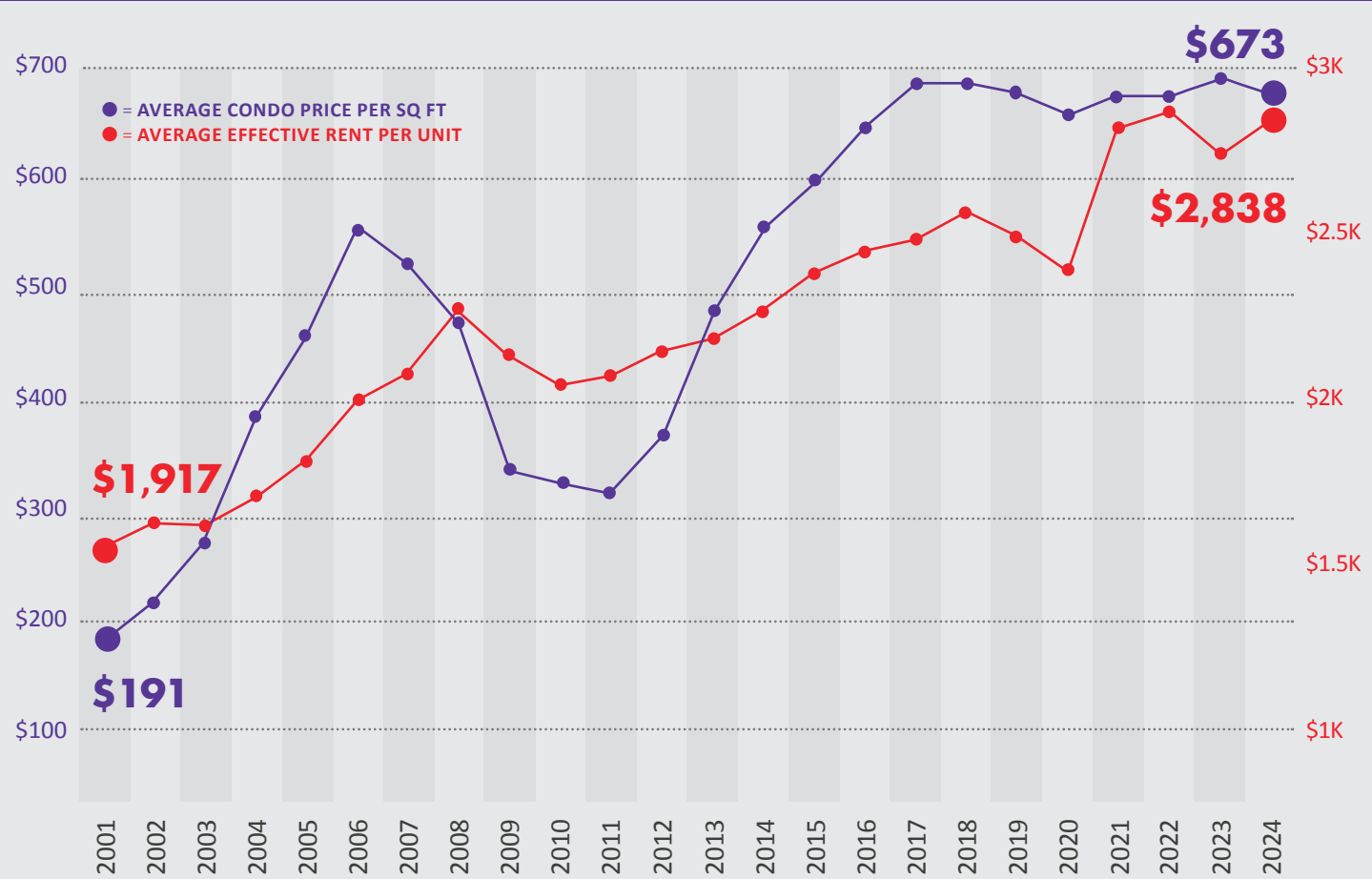
Source: DTLA Alliance Downtown LA Market Reports

DTLA MARKET OVERVIEW: RESIDENTIAL

NEW DTLA RESIDENTIAL OPENINGS IN 2024

ASSET	ADDRESS	NUMBER OF UNITS
Alloy	520 S. Mateo St.	475
Weingart Tower	554 S. San Pedro St.	278
Vida DTLA	1317 S. Grand Ave.	147
Hiro House	118 Astronaut Ellison S. Onizuka St.	77

DTLA AVERAGE CONDO PRICE & RENT



Source: DTLA Alliance Downtown LA Market Reports

KEY DTLA RESIDENTIAL STATISTICS

91%

Downtown residential
occupancy rate

28,912

Proposed
residential units

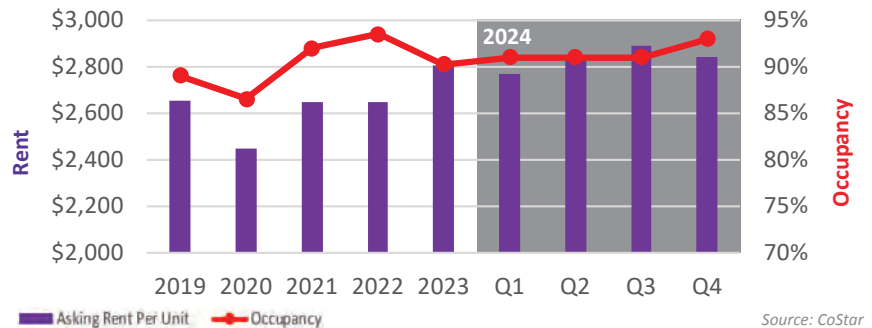
3,286

Units under
construction

QUARTERLY TRACKING STATISTICS

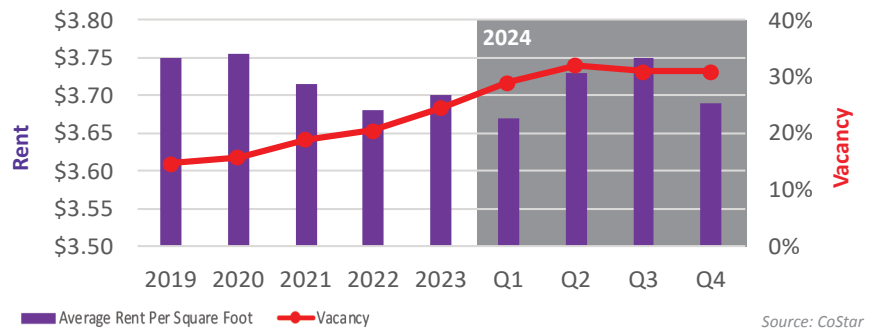
RESIDENTIAL

The residential market rebounded strongly after a short-term decline during the pandemic, with rent and occupancy returning to pre-pandemic levels. Although occupancy dipped during the first three quarters of 2023 due to delivery of over 2,000 new units, it has remained over 90% for four straight quarters.



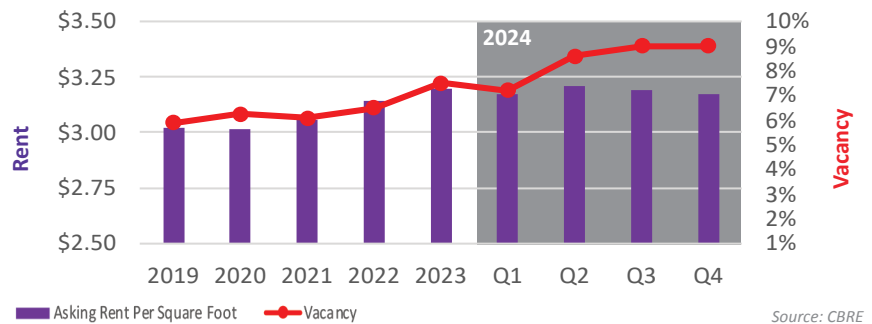
OFFICE

The impact of continuing uncertainty about return-to-work was felt across the region, with vacancy rates reaching a historic high in Q2 and remaining above 30% through Q4. Meanwhile, asking rents, have shown no clear pattern, falling through Q1 2024, then rising in Q2 and Q3, before falling again in Q4.



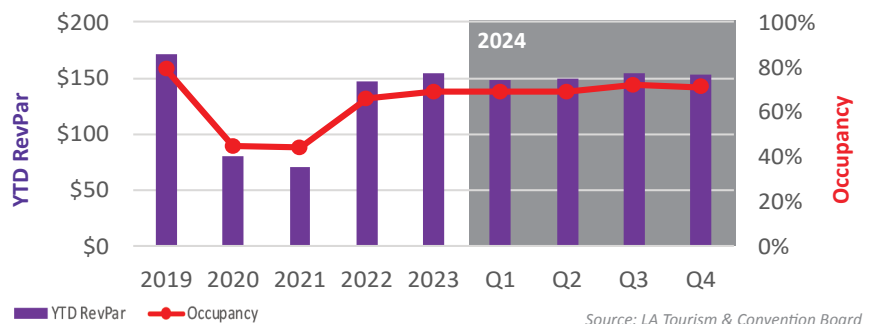
RETAIL

Retail rents have remained remarkably stable, indicating that interest in urban locations like Downtown LA has stayed strong. Although the vacancy rate has ticked up, much of that is due to the introduction of new inventory and the recent announcement of the closure of Macy's at The Bloc.



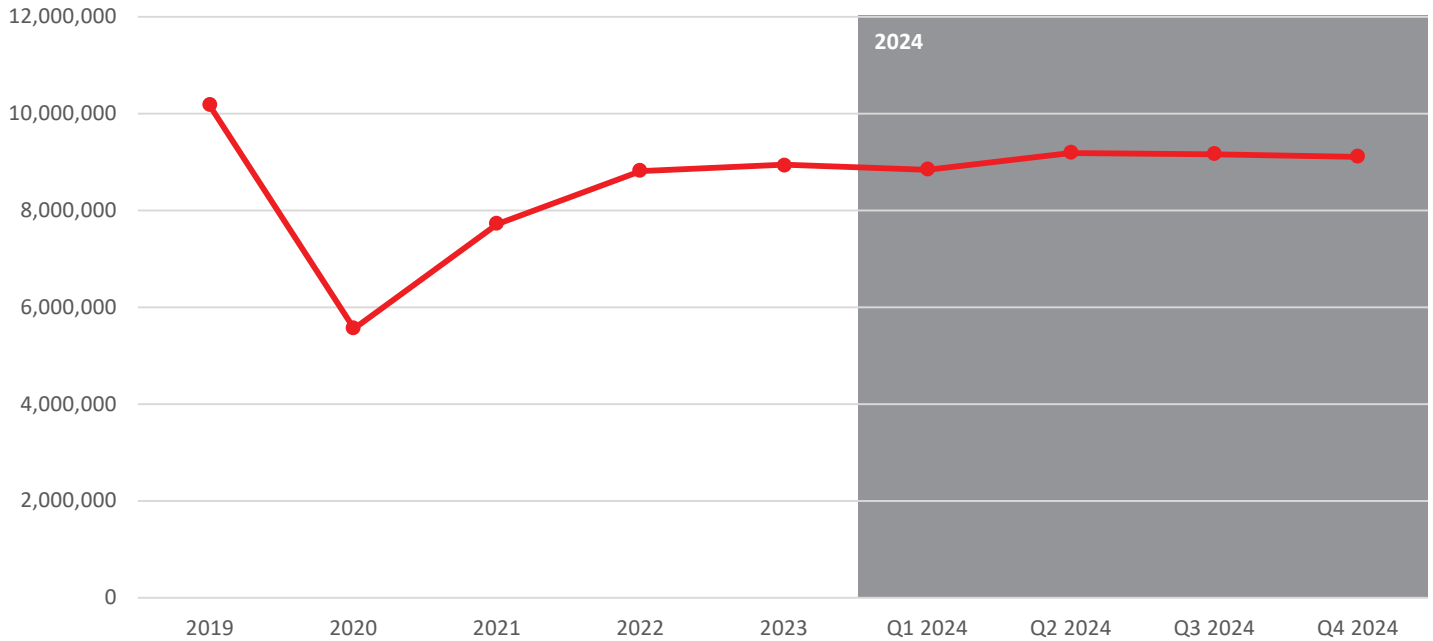
HOTEL

Both occupancy and RevPAR made significant gains in 2022 and ticked up even further to start 2023. Since then, both have remained mostly flat, sitting roughly 10% below their pre-pandemic levels.



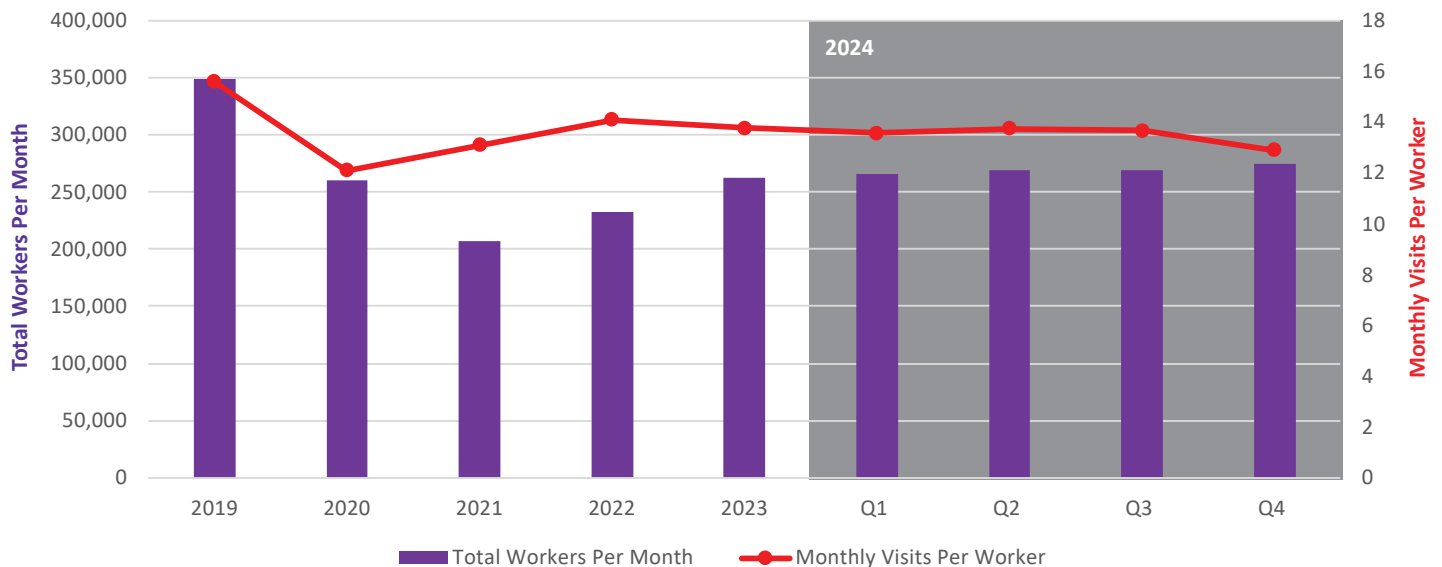
DTLA AVERAGE MONTHLY VISITS

After a significant recovery in 2020 and 2021, visits to DTLA have remained within a range of 8-10 million per month, which is just slightly below the average experienced prior to the pandemic.



MONTHLY WORKPLACE VISITATION

After mostly stalling in 2023, workplace visitation showed some positive signs in 2024. The total number of workers per month reach new a new post-pandemic high in Q4, through monthly visits per worker dropped to the lowest level since Q2 2021, though this was likely influenced by Christmas and New Years falling in the middle of the week.



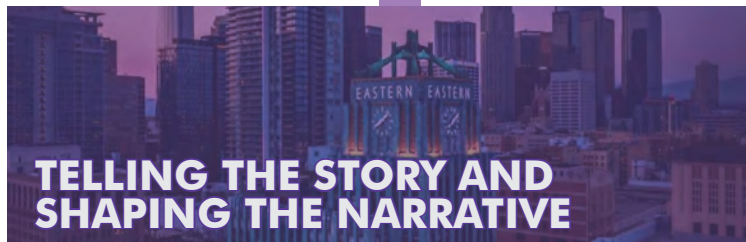
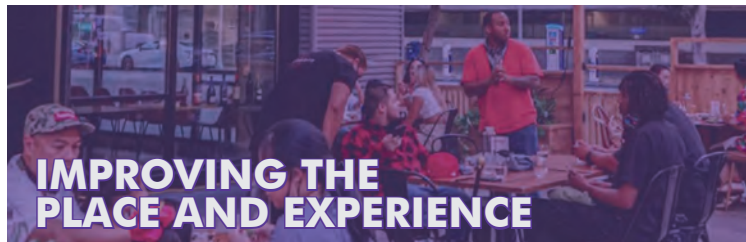
Source: Placer.ai

STRATEGIC PLAN

In 2024, the DTLA Alliance began implementation of our new Strategic Plan, developed the previous year with leading urban consultant, MIG, our Board of Directors and staff, with input from partners and stakeholders in key sectors of the Downtown ecosystem.

GUIDING PRINCIPLES

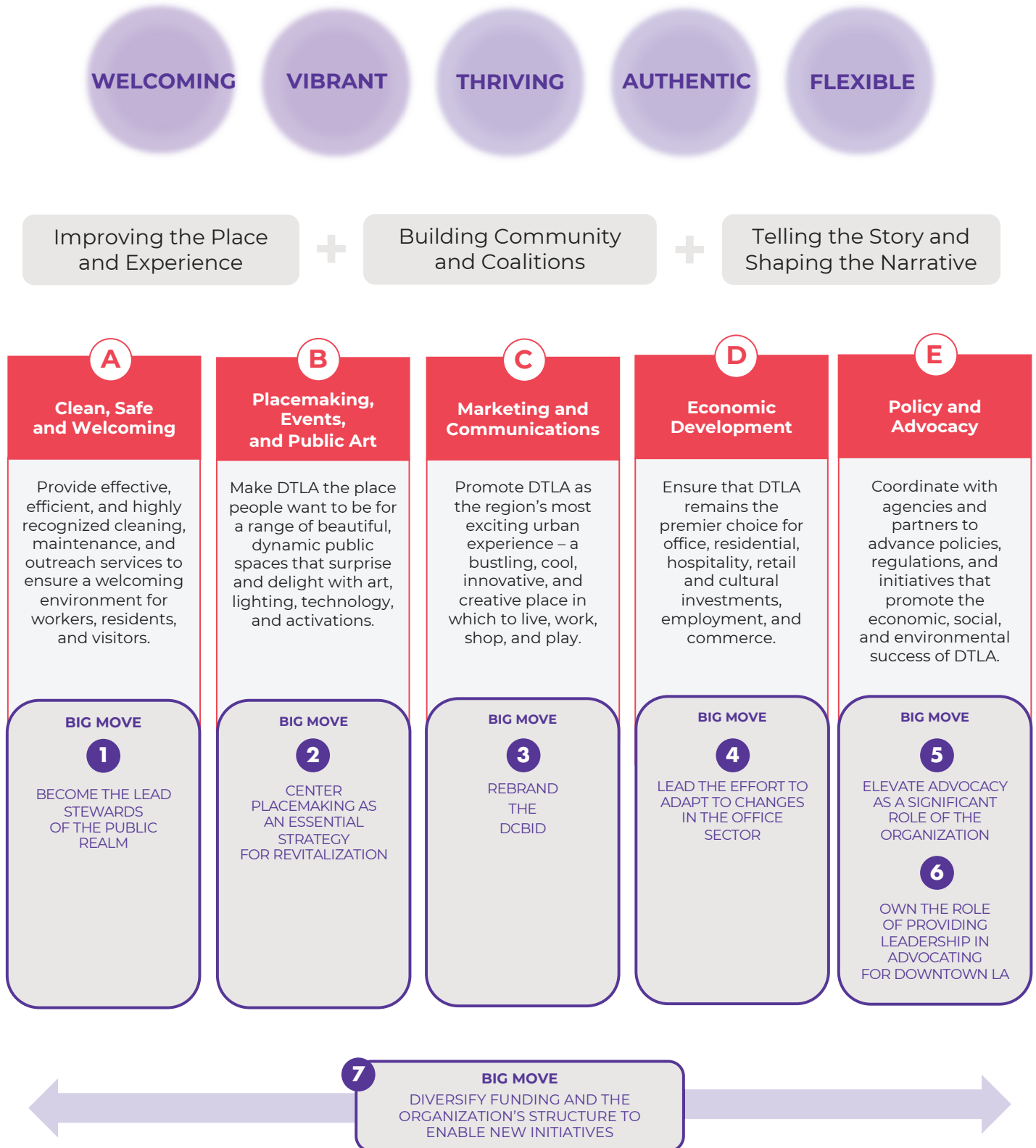
The strategic plan defines three Guiding Principles that provide a strategic focus for the organization’s key Goals, Strategies, and Actions. Those principles: Improving the Place and Experience, Building Community and Coalitions, and Telling the Story and Shaping the Narrative, grounded and guided our efforts across our areas of focus—from Operations, Placemaking, and Marketing to Economic Development and Advocacy. Several of the “Big Moves” identified in the strategic plan became central to our work this year, including rebranding the DCBID, elevating advocacy as a significant role of the organization, and centering placemaking as an essential strategy for revitalization.

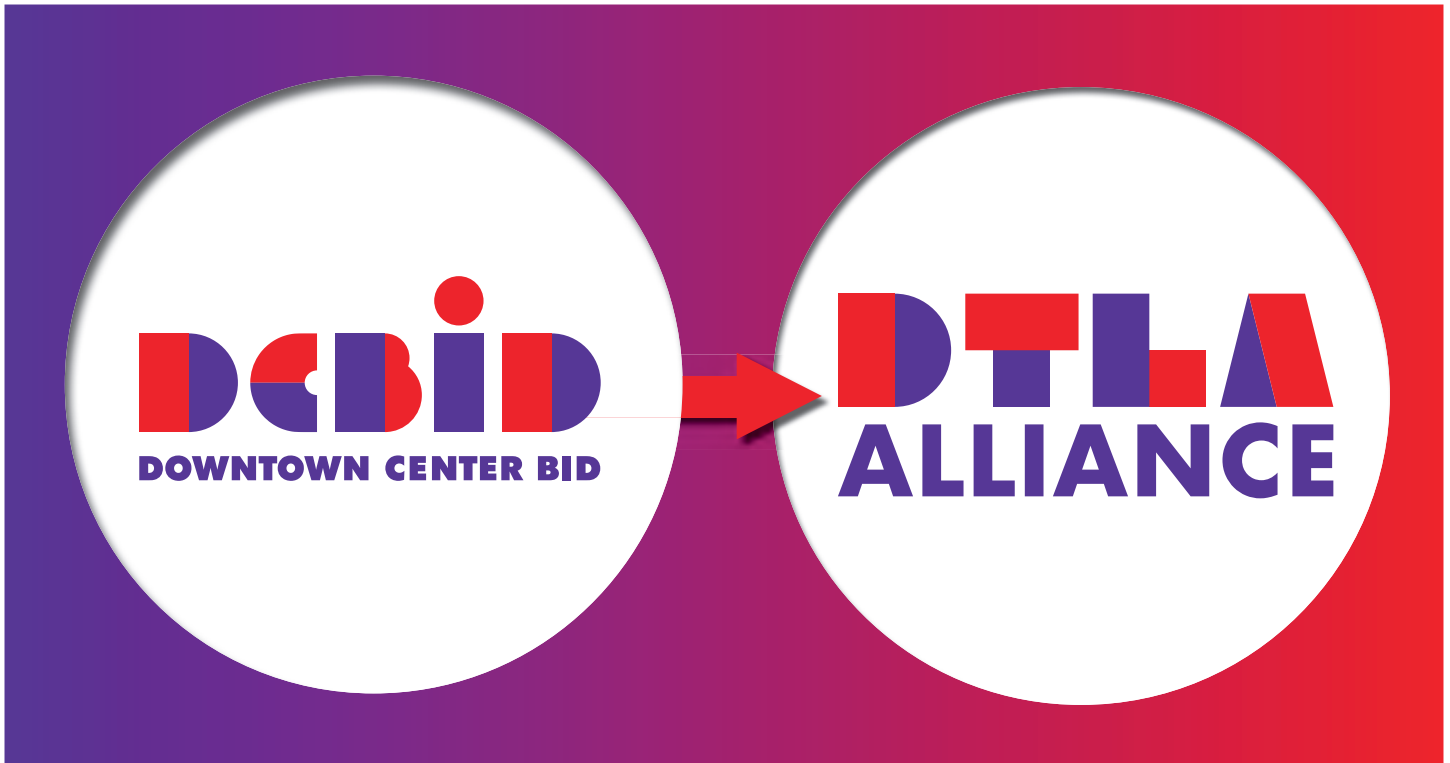


VISION AND STRATEGY FRAMEWORK

The Vision and Strategy Framework diagram on the following page provides a high-level overview of the Strategic Plan components. The Vision Elements and Guiding Principles are supported by specific Goals that align with the BID’s program areas. The Goals are supported by detailed Strategies and Actions that are focused on implementation. Each Goal also relates to one or more Big Moves that are necessary to advance both the organization and Downtown Los Angeles. All of the components of the Strategic Plan steered the work of the DTLA Alliance in 2024, and will continue to guide our efforts moving forward.

VISION AND STRATEGY FRAMEWORK





IN THE DTLA 2025 SURVEY

2024:
44%
familiar with DCBID

2025:
61%
familiar with DTLA Alliance

DCBID RENAME TO DTLA ALLIANCE

The most visible result of our new strategic plan was our re-branding from the Downtown Center Business Improvement District to the DTLA Alliance, which marked a new chapter in our ongoing journey. This shift aligns with the evolving dynamics of Downtown Los Angeles and reinforces our commitment to community and partnership. Since our inception in 1998, we have played a pivotal role in Downtown's transformation, shaping it into a thriving hub of commerce, culture, and community. This rename was supported by a yearlong awareness campaign including:

- A feature in This Week in DTLA, a press release, and a blog post on the website.
- Press coverage
- New decals on Operations equipment, new uniforms for the Safe & Clean team and Downtown Guides
- Updated signage on trash cans and Heart of Downtown LA signage on utility boxes, bus shelters, and vacant storefronts.
- Launched the new branding at the blood drive event in partnership with The Bloc and the American Red Cross with custom-branded cookies and new tote bags featuring the district, and Flowers on Flower St activation.
- Presentations and conversations at the DTLA Marketing Roundtable, Office Property Managers Meeting, Safety Awareness Meetings, and individual meetings with stakeholders.



Keeping the District Safe and Clean

The DTLA Alliance takes pride in ensuring that the Downtown Center remains welcoming through the provision of safe and clean services to those who live, work, play, and visit the 65-block District. To achieve this, the Safety and Clean Team provides services supplementary to those provided by the city and is accessible to the public through a dispatch center which is manned 24 hours a day, 7 days a week. In 2024, the Team was able to address 132,347 District issues, including responding to 35,155 calls for service. Additionally, the PATH (People Assisting the Homeless) outreach team, provided those experiencing homelessness with 973 support services and connected 25 individuals with housing services.

KEY OPERATIONS STATISTICS

35,155

Calls for service

132,347

District issues
addressed

973

Homeless services
provided

OPERATIONS OVERVIEW

SAFETY

The members of our Safety Team are contracted employees of Allied Universal Services and have undergone various training programs, including those on enhanced customer service and de-escalation techniques. Their presence acts as a deterrent and they serve as a support to local law enforcement.

CLEAN

To ensure the cleanliness of sidewalks and public areas in the District, we have a dedicated Clean Team. These team members are contracted through Chrysalis, a non-profit organization that provides transitional employment opportunities to individuals who were previously unhoused or have other barriers to employment. By working with Chrysalis, we support these individuals as they regain their footing and build a more stable future.

BID A.C.T.I.O.N.

Shortly after the DTLA Alliance was formed in 1998, we developed the BID A.C.T.I.O.N. (Ambassador Community Training for Intervention, Wellness, Outreach & Networking) program to better engage and provide services to individuals experiencing homelessness in the Downtown Center neighborhood. In 2015, we expanded this program by partnering with PATH (People Assisting the Homeless), an organization with more than 40 years of experience in helping homeless individuals find a path towards stable housing. Through this collaboration, we strive to make a positive impact on the lives of those in need in our community.



In 2024, the DTLA Alliance Safety Team continued to increase its visibility and strategically deployed its members to best support the continued return of office workers and visitors to the District. The goals were to act as a deterrent for illegal activity, as well as increase assistance to individuals and properties in need, and report maintenance-related issues. The team continued to patrol the District, ensuring that the area remained safe and clean for everyone who lives, works, and plays in the neighborhood.

DISTRICT SAFETY

In response to changing pedestrian activity throughout the year, the DTLA Alliance Safety Team deployments were continually adjusted to enhance public safety by providing higher visibility - both in vehicles and on foot. Also, in partnership with CD14, LAPD, LA Metro, and People Assisting the Homeless (PATH), we presented safety awareness meetings for residents and office workers in multiple locations throughout the District.

SAFETY TRAINING

The DTLA Alliance contracts for safety services through Allied Universal Services (AUS) who provides up-to-date training to the Safety Team. In 2024, this included scenario-based exercises, E-Bike safety, CPR/First Aid, Baton & OC Spray refreshers and Fentanyl awareness. Additionally, all our Safety Team members are trained in the Management of Aggressive Behavior (MOAB). This 16-hour course trains our team in how to respond to aggressive behavior using de-escalation techniques to effect peaceful resolutions.

In 2024, the DTLA Alliance Clean Team continued to address various maintenance issues throughout the District, focusing on trash removal, pressure washing, tree trimming, and graffiti removal. The Clean Team utilized two trucks, including one newly acquired hybrid, and two golf carts – all equipped with over 4,000 psi high-pressure washers - to respond to the high volume of sidewalk cleaning requests.

KEY OPERATIONS STATISTICS

76,200

Bags of trash removed

107,932

Graffiti clean ups

295,720

Sidewalk wash-downs



PRESSURE WASHING

To handle the increase in pedestrian traffic, the Clean Team carried out significant pressure washing efforts, resulting in 295,720 sidewalk cleanups in 2024.

TREE TRIMMING

Tree trimming is essential to managing overgrown trees that may block streetlights or grow into the sides of buildings, and it also helps to improve the cleanliness of the sidewalks below. In 2024, the DTLA Alliance Operations team trimmed 152 trees in the District. Since the DTLA Alliance began providing this service in 2014, nearly 1,900 trees have been trimmed within the Downtown Center.

In 2024, our Clean Team also began adding rocks as a decorative and durable feature in certain tree wells, removed buckling tree grates which were posing trip hazards, and through a partnership with Urban Forestry were able to plant 10 trees in the District at no cost.



Before



After



Before



After

GRAFFITI CLEANUP

Property and business owners in the District continued to face the challenge of graffiti. The Clean Team removed 107,932 instances of graffiti and stickers on buildings, fixtures, and light poles throughout the District. They also removed a significant amount of graffiti in the District following the high profile tagging at three adjacent towers under construction and after the Dodgers World Series championship and parade.

DTLA ALLIANCE OUTREACH



KEY PATH PARTNERSHIP STATISTICS

973

Services provided

25

Individuals connected to housing services

321

New individuals contacted

1,380

Contacts made

DCBID OUTREACH

The BID A.C.T.I.O.N. (Ambassador Community Training for Intervention, Wellness, Outreach & Networking) program was developed in 2000 to provide skills and tools to assist DTLA Alliance personnel in engaging and providing services to the homeless. In 2015, the program was expanded through a contract with PATH (People Assisting the Homeless). For over 40 years, PATH has been helping the homeless throughout California “find a path home” by providing permanent supportive housing, case management, medical and mental healthcare, employment training, and other services to help individuals maintain their homes. Since 2013, PATH has connected more than 24,000 people to permanent housing. The DTLA Alliance contracts with PATH to provide one full-time mobile outreach team who supports those experiencing homelessness within the District with a wide range of services - from access to medical and rehabilitation services to temporary and permanent shelter. The DTLA Alliance has dedicated over \$3.6 million on homeless outreach since 2000 and budgets over \$260,000 a year for these services.

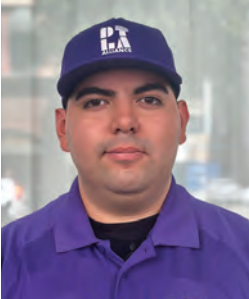
CHRYSLIS PARTNERSHIP

For over 25 years, the DTLA Alliance has contracted with Chrysalis to staff the DTLA Alliance Clean Team. The contract relationship between the DTLA Alliance and Chrysalis provides approximately 36 ongoing transitional employment positions. These positions provide valuable work experience which helps to remove barriers to permanent employment for individuals who have recently overcome life challenges, like incarceration, homelessness, or drug addiction. Since the DTLA Alliance’s formation in 1998, the DTLA Alliance has invested approximately \$26 million with Chrysalis Enterprises and approximately 2,600 Chrysalis clients have participated in transitional employment with the DTLA Alliance. Those clients have worked more than one million hours, and 67% of those who transition to permanent employment remain employed after six months.

TEAM MEMBERS OF THE YEAR

Each quarter, the DTLA Alliance recognizes Safety and Clean Team members who have gone above and beyond the call of duty.

Saul Torres, Safety Team



Since joining the DTLA Alliance in June 2023, Saul Torres has consistently demonstrated a strong work ethic and commitment to the DTLA Alliance's mission. He is a reliable team player who is always willing to assist colleagues and members of the public.

Tommy Legardy, Clean Team



Tommy Legardy has been a fixture at the DTLA Alliance for almost a year, consistently performing his duties with a positive attitude and unwavering dedication. His enthusiasm for the work he does is infectious, and he readily takes on any task, no matter the size.

Kevin Vu, Safety Team



Since joining the DTLA Alliance in October 2023, Kevin has consistently demonstrated exceptional value as a team member. He proactively takes on the responsibility of onboarding new employees, ensuring their smooth integration into the organization.

Robert Syas, Clean Team



Despite only joining the team this year, Robert has proven to be an invaluable asset to the District. His work ethic and positive attitude have made a tangible impact on everyone around him. Robert is passionate about his work, which shows in his strong team spirit.

Matthew Pendergrass, Safety Team



Since joining the DTLA Alliance in July 2023, Matthew has been a reliable and dedicated member of the Safety Team. Matthew takes pride in creating a secure environment for both residents and visitors, and his genuine dedication to community service.

David Viers, Clean Team



If you see a Clean Team member sweeping up the streets with a big smile, chances are it's David Viers. His passion for his work and commitment to maintaining the District are evident in everything he does. David's enthusiasm and work ethic are unmatched.

Daniel Leon, Safety Team



Since joining the DTLA Alliance in 2022 as an Ambassador, Daniel has consistently demonstrated dedication, professionalism, and a commitment to enhancing the community. His welcoming attitude has made a positive impact on the District.

Horacio Mendez, Clean Team



Horacio has been with the DTLA Alliance team since July 2024. Known for his reliability and strong work ethic, Horacio takes the initiative in helping others and training new team members. He also takes great pride in the quality of his work.

Revitalization & Growth

2024 brought a measure of stability and forward momentum to the Downtown market, providing a clearer picture of the opportunities and challenges that will define its future. Where the residential, hospitality, and retail sectors have returned to pre-pandemic levels and are beginning to grow again, the office sector has lagged, having been more structurally impacted by the advent of remote work. Arts & culture and education, along with dining, nightlife, and entertainment, are all on the rise and playing increasingly important roles in DTLA's economy and identity.

To tell this story and shape the narrative about DTLA, the Economic Development team produced two new reports this year. Our first-ever DTLA Hospitality Report showcases one of the most important sectors of the market, as we prepare to welcome the world for the 2026 FIFA World Cup and the 2028 Olympic Games. A completely updated and revised DTLA Arts & Culture Report highlights the diverse cultural ecosystem in DTLA and how it impacts other sectors of the local economy.

We also built on our position as the leading source of information about Downtown with the publication of four quarterly market reports and our third annual DTLA Outlook & Insights "State of Downtown" report, which includes our signature survey of Downtown residents, workers, and visitors. We promoted these and other DTLA Alliance reports and research through our digital and social media channels, twice-monthly newsletter: "DTLA Business News & Insights," and public relations efforts which helped generate media coverage in publications ranging from The Wall Street Journal and Los Angeles Times to The Real Deal and LA Downtown News.

As DTLA continues to evolve and adapt to the social and economic changes impacting cities around the world, it remains vital to the Los Angeles region – not only as its primary core of commercial activity and most significant job base, but also as a vibrant local community of over 90,000 residents; a dynamic global center of arts, culture, and entertainment; and the critical hub of its regional mass transit system. Maintaining that vitality continues to be the economic development team's core mission.



In 2024, the future of the Grand Avenue Cultural District was boosted by the start of construction on the new Colburn Center (top) and the announcement of a major expansion at The Broad (above).

ATTRACTION & PROMOTION

DTLA ARTS & CULTURE REPORT

We released an updated and re-designed edition of our DTLA Arts & Culture Report: How the Creative Economy Shapes Downtown Los Angeles. In addition to showcasing the diverse DTLA arts & culture ecosystem, ranging from major cultural institutions to independent art galleries, the report outlines how an urban environment of culture and creativity impacts all sectors of the Downtown economy.

DTLA HOSPITALITY

HOSPITALITY CLUSTER: BUNKER HILL/FINANCIAL DISTRICT

Dense, diverse, and dynamic, the Financial District is the heart of DTLA. Sitting at the center of the region's Metro rail system, and possessing an unparalleled selection of restaurants, it is the epitome of convenience. Rental and condo properties have added a residential community that keeps the neighborhood buzzing through the day and into the evening.

DTLA HOSPITALITY

DTLA HOSPITALITY MARKET OVERVIEW

The DTLA hospitality market has experienced tremendous growth having just passed the 10,000 room mark. The current inventory is also tremendously diverse, consisting of a broad range of major global operators, smaller boutique chains, and independent hotels. The strength of the market was affirmed with its strong recovery from the pandemic, setting the stage for another wave of growth leading up to the 2028 Olympic Summer Games.

QUARTERLY STAT TRACKING

Both occupancy and RevPAR made significant gains in 2022 and ticked up even further in 2023, now sitting roughly 10% below where they were in 2019.

DTLA HOSPITALITY

BY THE NUMBERS

LOS ANGELES

49.1M
VISITORS TO
LOS ANGELES

\$40.4B
ECONOMIC IMPACT

5.8M
INTERNATIONAL
VISITORS

17+M
VISITORS
TO DTLA

10,000+

2.4M

6,000
RETAIL, FOOD
BEVERAGE &
F&B

DTLA HOSPITALITY

A Guide to the Hospitality Market in DTLA

DTLA GROWTH

ROOMS ADDED	TOTAL
-	4,791
389	5,180
1,550	6,730
3,644	10,374

DTLA BRANDS

ROOMS	SHARE
4,216	40%
1,068	11%
1,239	12%
1,750	17%
1,261	12%
820	8%

DowntownLA.com/DTLAHospitality

DTLA HOSPITALITY REPORT

This year we published our first ever DTLA Hospitality Report, showcasing Downtown as a world-class destination for business and leisure travel, with a focus on conventions and events. It includes market stats, visitation data, and information on hotels and meeting spaces, along with details on DTLA neighborhoods and attractions, and a look-ahead to the LA28 Olympic Games and other global events coming to Los Angeles.

PTLA ARTS & CULTURE

ASSETS & CLUSTERS

GRAND AVENUE CULTURAL DISTRICT

GRAND PERFORMANCES

LA's longest-running public concert series enlivens The Yard at California Plaza every summer with a showcase of local and global acts, inspiring community among LA's diverse populations, and reflecting the range of culture across the region.

A state-of-the-art landmark of art and architecture fostering broad engagement through its extensive collection of resources. The library also hosts exhibitions, literacy programs, computer training, language learning, and events.

While there is great public art to be found throughout DTLA, the Grand Avenue/Bunker Hill area boasts a particularly impressive collection of artworks connecting the public realm and cultural institutions and providing an accessible and engaging experience for visitors and locals alike.

DTLA ARTS & CULTURE

DTLA ARTS & CULTURE ECOSYSTEM





DTLA TRENDS & OUTLOOK BREAKFAST

On March 20th, the DTLA Alliance held its Inaugural DTLA Trends & Outlook Breakfast at the Colburn School. Over 90 people attended the event, including representatives from some of the largest office tenants and property owners in DTLA. The presentation covered a range of topics, including market conditions, new restaurants and retail, key stakeholder issues, and the DTLA Alliance's placemaking and office worker activation programs.



MAJOR EMPLOYER ENGAGEMENT

The DTLA Trends & Outlook event kicked-off a new major employer engagement initiative involving communication and collaboration with targeted Downtown firms, large and small, to support return to office efforts. Several firms have subsequently become participants and partners in DTLA Alliance employee engagement programs, like our DTLA Office Games event in July.

RESEARCH & REPORTS



QUARTERLY MARKET REPORTS

Each quarter we produced and published our Downtown LA Market Report – including key market stats, development updates, and visitation data. The reports and related interviews received coverage in a variety of media outlets including the Los Angeles Times, Los Angeles Business Journal, LA Downtown News, Urbanize, Commercial Observer, Bisnow, and Connect CRE. The reports were also promoted on our website, newsletters, and social media channels.

INDUSTRY REPORTS

The DTLA Alliance creates and maintains industry-specific reports – including those for the office, retail, and arts & culture sectors – that provide investors, brokers, other professionals, and businesses with a deeper understanding of the Downtown LA market. In 2024, we produced our first-ever Hospitality Report and did a comprehensive overhaul of our DTLA Arts & Culture Report



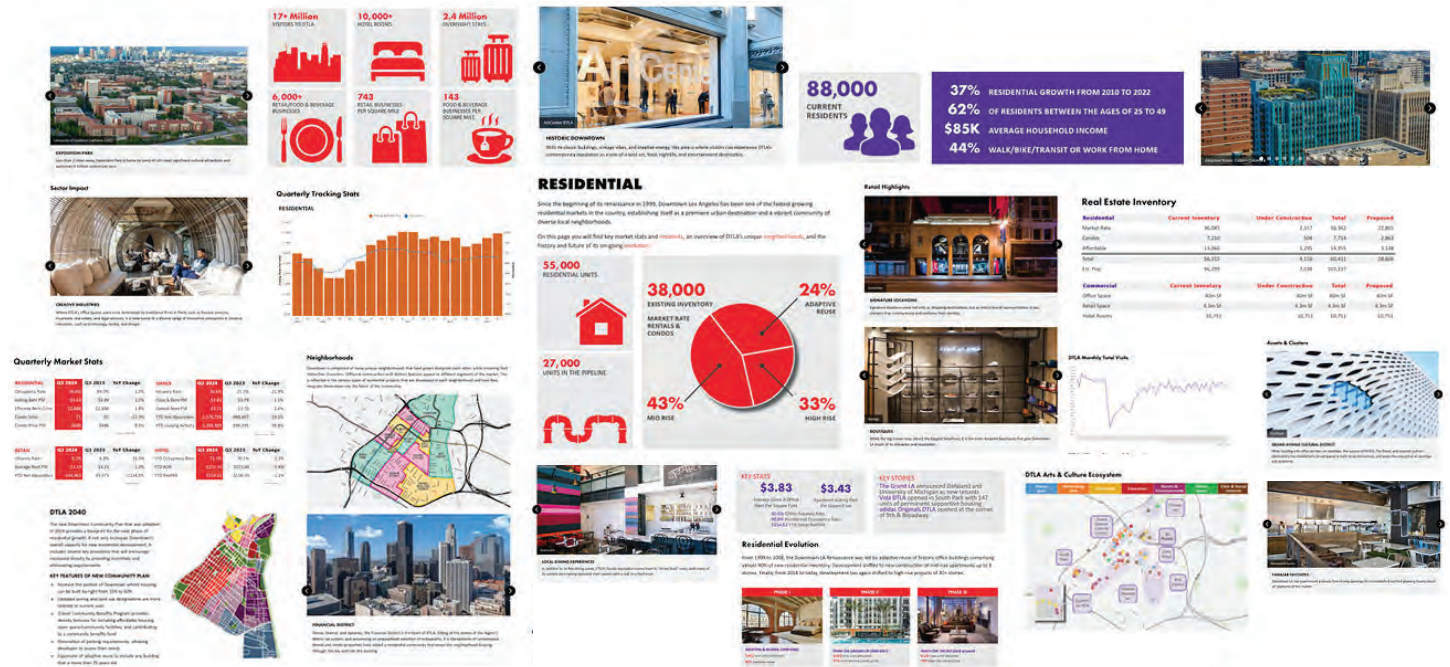
DTLA 2024 OUTLOOK & INSIGHTS



This year we produced the third edition of our Outlook & Insights Report, an annual “State of Downtown” report, incorporating demographic and economic data, consumer behavior trends, market analysis, location and visitation data, and information from our proprietary targeted survey of Downtown residents, workers, and visitors to provide a comprehensive and detailed picture of Downtown LA as a market and a community.

AN ALL NEW DOWNTOWNLA.COM/BUSINESS

We were thrilled to announce that the “Do Business Here” section of DowntownLA.com has been completely overhauled with dynamic data and interactive graphics, making it more intuitive, informative and engaging. Featuring content from our reports, these pages are your window into the DTLA market.



OUTREACH, RECRUITMENT & CONSULTING SERVICES

To promote Downtown’s economic vitality, the DTLA Alliance supports investment and development, and works to attract and promote businesses, by providing information, insights, and general assistance to a wide range of companies and individuals, including:

- Residential, Office, Retail, and Hospitality Investors and Developers
- Prospective Office, Retail, and Residential Tenants
- Existing Retailers, Restauranteurs, and Service Providers
- Cultural, Educational, and Non-Profit Institutions
- Commercial and Residential Real Estate Brokers



Fostering Community and Supporting Businesses

Downtown LA is a dynamic community of businesses, workers, visitors, and residents, and our marketing efforts in 2024 continued to build on the momentum of past successes while optimizing our strategies to drive engagement, visibility, and economic activity. Through a mix of digital outreach, in-person activations, and strategic partnerships, we strengthened our connection with key audiences and reinforced Downtown as a vibrant place to live, work, and visit.

Attracting and engaging office workers remained a top priority, and our initiatives expanded to include direct engagement with office workers and major employers. The “Life is Better in Person” campaign played a central role, with interactive activations, giveaways, and office worker-focused events. Additionally, we launched The 9-5ish, a monthly newsletter showcasing the best of Downtown for the workday, curated by fellow office workers.

We also evolved our successful marketing campaigns, including DTLA for the Summer and DTLA for the Holidays along with the DTLA Trails, which transitioned to a streamlined, interactive format on DowntownLA.com. Our partnerships with Yelp, DineLA, Locale Magazine, and Los Angeles Magazine, to name a few, expanded engagement, while new digital strategies amplified our **impact, leading to increased social media engagement, strong email marketing performance, and over 970,000 impressions from targeted advertising.**

Our email marketing efforts saw impressive engagement, with This Week in DTLA continuing to be a go-to resource and the Ask Johnna column maintaining high readership. We prioritized authentic marketing, ensuring that our messaging resonated with the real experiences of those who live, work, and visit Downtown. This approach helped elevate DTLA’s visibility, foster connections, and create genuine opportunities for businesses and workers to engage with the community in meaningful ways.

OFFICE COMMUNITY ENGAGEMENT

In 2024, our office worker engagement strategy expanded into an office community engagement strategy focused on office property managers, office workers, and major employers. This strategy was underpinned by the Life is Better in Person campaign, originating from Brookfield Properties, which included:

“LIFE IS BETTER IN PERSON” LUNCH GIVEAWAY

Office workers completed a short survey on why Life is Better in Person and why they like working in an office in DTLA for a chance to win a week of free lunch. There were over 390 submissions from over 20 buildings.



“LIFE IS BETTER IN PERSON” TRAVELING POP-UP

The DTLA Alliance Guides visited six properties with a hands-on activation and an interactive exhibit of “Life is Better In Person” quotes generated throughout the campaign. 98 downtown employees filled out Post-it notes to share their own quote, receiving a pair of DowntownLA.com sunglasses.



THE 9-5ish

Launched in May 2024, this monthly newsletter showcases the best of Downtown for the workday, curated by fellow office workers. This email has a 37.4% open rate and a 5.8% click rate with over 2,000 subscribers to date.

FLOWERS ON FLOWER STREET

To surprise and delight office workers on Valentine’s Day, the Purple Patrol offered free roses at six different properties on or near Flower Street. In total, 1,500 roses from the California Flower Mall were distributed over the lunch break.



MIDDAY MEDITATION

In partnership with Equinox and Brookfield Properties, 40 office workers participated in a communal moment of relaxation and rejuvenation during a sound bath meditation in March. Plus, participants enjoyed a free pressed juice to go.

OFFICE COMMUNITY ENGAGEMENT



Concerts at Colburn



DTLA Office Games

KEY OFFICE STATISTICS

2,045

Office worker email list

2,364

Total office worker
participated in 13 events/
activations

61%

Who don't come in daily
choose to come to DTLA
because of our events

CONCERTS AT COLBURN

In partnership with Colburn School, four lunchtime concerts serenaded Bunker Hill office workers, April 10 – May 1, showcasing the artistry of Colburn School students. To complement the series, the first 50 Downtown employees to arrive received a free coffee or pastry from the Colburn Café.

DTLA OFFICE GAMES

DTLA's signature employee appreciation event, the inaugural DTLA Office Games featured three days filled with friendly office competitions, team-building activities with coworkers, and the chance to earn incredible prizes and the ultimate bragging rights! Held July 23 - 25, nearly 300 employees from 36 DTLA companies participated in the games.

LUNCH & LEARN WITH OCTAVIA LABS

One of our most successful smaller activations, 44 office workers participated in a tour of the Octavia Butler Lab at the Central Library, followed by a brief crafting activity during their lunch hour. The accompanying social media reel for the event was one of our most viral campaigns to date, reaching 4,000 individuals, which represents a 300% increase over our typical viewership, and garnering nearly 500 shares and bookmarks.

LUNCH BREAK SKATES

Back for its third season, Lunch Break Skates at Holiday Ice Rink Pershing Square brought holiday cheer to 310 office workers with free ice skating, Santa hats, and hot chocolate from Capital One Café, over the course of 3 events in December.

TRAILS



24 THINGS TO TRY IN 2024

This interactive blog and map featured a curated list of 24 things for people to try in 2024 including food and cultural, health and wellness, and entertainment and nightlife experiences. In 2024, there were 2,346 users, 2,983 views, and 1 minute 17 seconds time spent on page.



DTLA ART TRAIL

This trail highlights public art installations in the Downtown Center and the interactive map provides visitors with an easy and mobile way to explore DTLA's art scene. In 2024, there were 2,098 users, 3,457 views, and 1 minute 16 seconds time spent on page.



DTLA COFFEE TRAIL

The DTLA Coffee Trail underwent a significant refresh in 2024, transitioning to a prominent feature on the our website. Participants were entered for a chance to win a \$10 gift card to a Downtown Center coffee shop. There were 1,709 users, 2,656 views, and 51 seconds time spent on page.

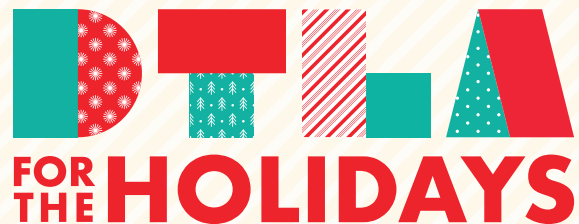


DTLA FOR THE SUMMER

Our DTLA for the Summer campaign ran June through August with the goal of driving traffic into Downtown and generating positive messaging through our promotional programs including the Treat Yourself Giveaway, Treat O'Clock passport promotion with Yelp, and the DTLA Art Trail. Our promotional campaign also included advertising on Instagram, Facebook, Yelp, and our website—which garnered over 970,000 impressions.

DTLA FOR THE HOLIDAYS

Our annual DTLA for the Holidays campaign launched in November with the goal of driving traffic into Downtown during the holidays with a focus on events. Our dedicated campaign page promoted retail, events, and dining for the holidays, in addition to our holiday giveaway and our Lunch Break Skates at Pershing Square.



NEWSLETTERS

QUARTERLY DISTRICT NEWS

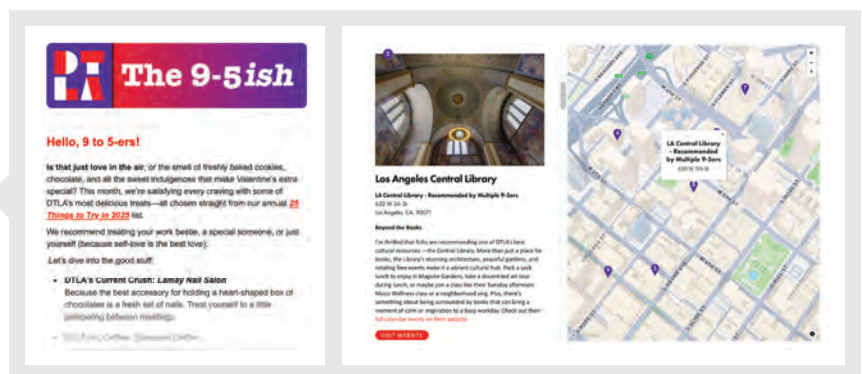
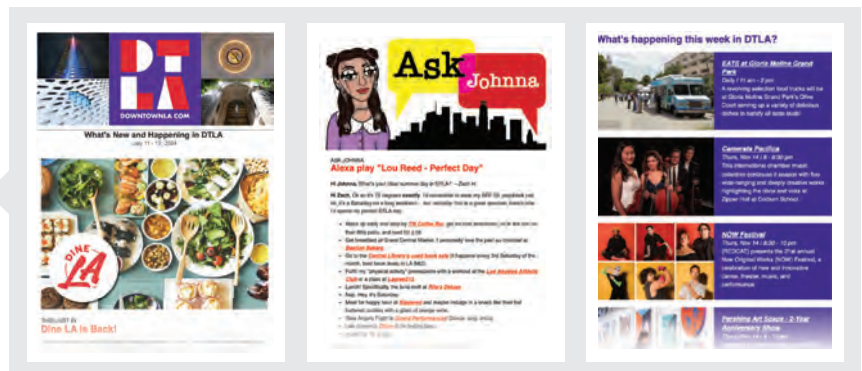
The DTLA Alliance published and mailed four quarterly newsletters to all property owners within the District. The District News newsletters provided information on DTLA Alliance programs, events, and Operations statistics to keep our stakeholders informed.

THIS WEEK IN DTLA EMAIL NEWSLETTERS

The weekly newsletter highlights new businesses, events, seasonal marketing campaigns, and exclusive specials. The “Ask Johnna” column, where subscribers could write in to ask questions to Johnna Hughes, Content Marketing Manager, continues to be a fan-favorite feature of the newsletter. To date, 279 in-district businesses have been featured in 1,011 articles. With over 1 million total sends, This Week in DTLA has nearly 24,000 subscribers weekly and had an average 41.7% open rate in 2024.

THE 9-5ish

New for 2024, The 9-5ish launched in May as a monthly newsletter geared towards office workers showcasing the best of DTLA for the workday as curated by fellow office workers. This also included a blog post with mapped top spots for the month.



MEDIA COVERAGE – KEEPING DTLA IN THE NEWS

DTLA Alliance content and programs resulted in 286 media placements garnering 3 billion unique visitors monthly (UVM) valued at \$14.5 million, and our PR efforts led to articles and mentions in publications including Los Angeles Business Journal, Bisnow, and the Los Angeles Times. With the marketing and economic development teams positioned as the leading sources of information about Downtown for consumer and business media respectively, we are able to maximize awareness of DTLA businesses, events, and trends, and shape the narrative and perceptions about Downtown’s ongoing revitalization.

Los Angeles Times

LOS ANGELES BUSINESS JOURNAL



▼ DOWNTOWN GUIDES

As residents, workers, and visitors kept returning to Downtown, our Downtown Guides were prepared to receive them warmly. The Downtown Guides play a crucial role in establishing a supportive community for our District businesses and individuals. Additionally, the Guides extend assistance for various DTLA Alliance and partner events throughout the year and act as an additional set of eyes and ears for our Safety Team.

▼ DTLA MARKETING ROUNDTABLE

The DTLA Marketing Roundtable meetings were held in a different venue each month and included an overview and tour (when possible). This year's meeting locations included hotels like The Biltmore and The Freehand, restaurants like Mrs. Fish and Engine Co. No. 28, and office buildings like PacMutual. The meetings focused on business support, and we used the opportunity to engage with local businesses, provide useful resources, and receive feedback about Downtown initiatives.

KEY MARKETING STATISTICS

1.12M

Website page views

29,556

Email subscribers

1.55M

Total emails sends

42.2%

Email open rate

585,000

Website users

▼ SOCIAL MEDIA FOLLOWERS



80,118

Instagram



45,382

Facebook



14,654

Threads



1,737

LinkedIn

Making our District inviting and vibrant

Identified as a key initiative in the DTLA Alliance Strategic Plan, the organization ushered in a new scope of work in 2024 aimed at creating a more vibrant and welcoming Downtown. Utilizing the principles of “placemaking” to bolster Downtown’s public realm, the DTLA Alliance continued longstanding community events, like Dog Days and the Halloween Festival for Kids, while adding a myriad of new activations, including Flowers on Flower Street, DTLA Movie Nights, 7th Street GLOW, Harmonies by LeMonde Studio, and Grand Illuminations by Liquid PXL. Together, these projects demonstrated the DTLA Alliance’s deep-rooted community partnerships and reinforced Downtown as vibrant place to live, work, and play.

An emphasis on nighttime activation brought Downtown to life after dark. Encouraging visitors to come see DTLA in a whole new light, the inaugural DTLA Movie Nights with Street Food Cinema attracted 1,250 visitors to Grand Hope Park over 3 events in the summer. Meanwhile, street lighting enhancements across the District provided for a safer user experience and encouraged walkability. Nearly a dozen blocks of street lighting were restored in partnership with the Bureau of Street Lighting, while new festival lighting added a welcome touch of ambiance in several neighborhoods. In the Downtown Center, 29 trees along 7th Street Restaurant Row received a glow up with festival lighting and programmable LED lighting in partnership with Council District 14. Plus, Broadway Night Lights, a popular one-night street festival, returned in October, attracting thousands of visitors and contributing to one of Grand Central Market’s largest sales days.

Closing out the year, the DTLA Alliance rolled out a series of festive events and activations to celebrate DTLA for the Holidays, including “Candy Cane Lane” on 7th Street and its hallmark Placemaking accomplishment, “Grand Illuminations,” a state-of-the-art holiday lights display at The Yard at Cal Plaza in partnership with Grand Performances and Plaza Commons, Inc. Over 100,000 twinkling lights dazzled 19,000+ visitors throughout the 6-week exhibition, establishing itself as a must-see holiday destination.



DTLA DOG DAYS

Showcasing Downtown's appeal as a dog-friendly community, the 16th Annual DTLA Dog Days returned to Pershing Square, on Friday, June 14, and Saturday, June 15. The two-day event entertained 1,000 guests (and their pups!), with a vendor marketplace, dog portraits and caricature drawings, and a morning puppy yoga class.



DTLA HALLOWEEN FESTIVAL FOR KIDS

Downtown's beloved not-so-scary Halloween tradition returned to ASU – Grand Hope Park on October 31. Designed for children aged 2-10 and their parents, the 17th annual event entertained 1,200 guests with an interactive Trick-or-Treat Trail, character meet and greets, carnival games, and live entertainment.



COUNCIL DISTRICT 14 PARTNERSHIP

In 2024, the DTLA Alliance entered into a contract agreement with Council District 14 to assist with several large-scale events, including Fiesta Broadway, Broadway Night Lights, and 7th Street GLOW.

NEW ACTIVATIONS



► HARMONIES BY LEMONDE STUDIO

Over Grand Ave. Arts: All Access weekend in October, the DTLA Alliance installed Harmonies by LeMonde Studio outside of the Omni Hotel at California Plaza. The interactive installation featured five musical instruments that engaged families throughout the event – played an impressive 19,700 times!



► DTLA MOVIE NIGHTS

A new partnership with Street Food Cinema brought DTLA Movie Nights to Grand Hope Park on three Saturdays between July and September. The event series, co-sponsored by Capital One Café and the DTLA Alliance, welcomed 1,200+ movie-goers with cult-classic fashion flicks, a nod to ASU FIDM.



► 7th STREET GLOW

2024 marked a glow up for 7th Street Restaurant Row, featuring new festival lighting and programmable LED lighting on 29 trees, between Figueroa Street and Hill Street. The lighting, funded by Council District 14, culminated with a one-night event, featuring a live band at The Bloc and a free silent disco at Figat7th. In addition, our Operations Team wrapped 30 lamp posts in the 700 and 800 blocks of 7th Street with tinsel, creating an Instagrammable “Candy Cane Lane” in December.



GRAND ILLUMINATIONS BY LIQUID PXL

In a brilliant partnership with Grand Performances and Plaza Commons, Inc., Grand Illuminations marked our first holiday lights display, transforming The Yard at Cal Plaza with over 100,000 lights! Featuring Electric Dandelions, Lumiverse, and a 25-foot custom-designed tree by LA-based artist Abram Santa Cruz and Liquid PXL, the spectacle drew nearly 600 visitors on opening night, while 19,000+ experienced the display throughout its 6-week run.



HEART OF DOWNTOWN

As part of DTLA Alliance's brand awareness campaign, "Heart of Downtown" brought playful imagery of Downtown landmarks to 10 utility boxes, two STAP bus shelters, and the vacant storefronts at the corner of Wilshire Boulevard and Hope Street.



ASU PICNIC WITH SANTA

In partnership with ASU, we hosted our first Picnic with Santa, a free Saturday morning family outing in Grand Hope Park on December 4. Activities included a meet-and-greet and photo-op with Santa, live puppet and magic shows, and arts and crafts. Best of all, it was completely free, down to the milk and cookies!

KEY PLACEMAKING STATISTICS

6,736

Event attendees

22

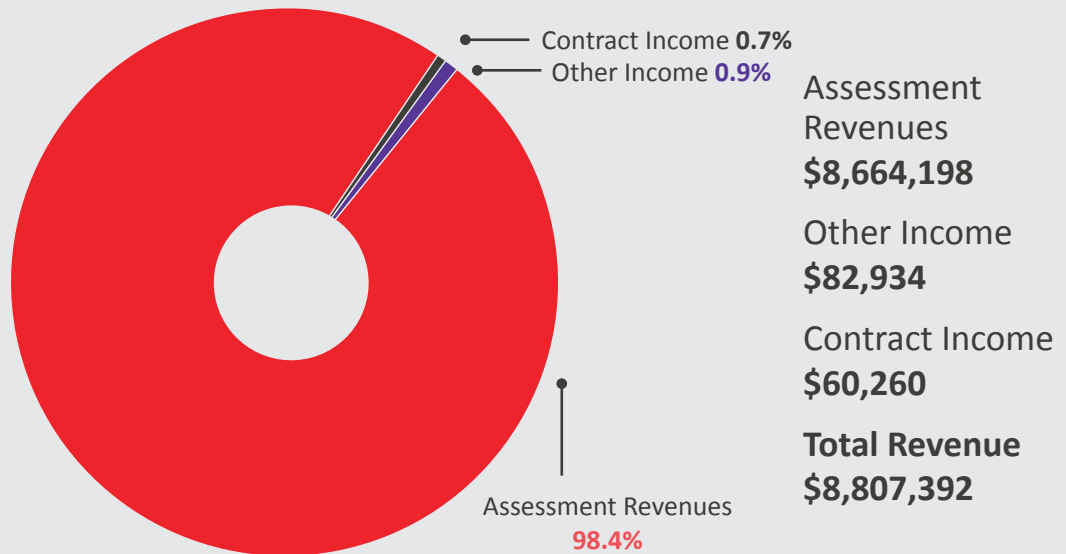
Special events



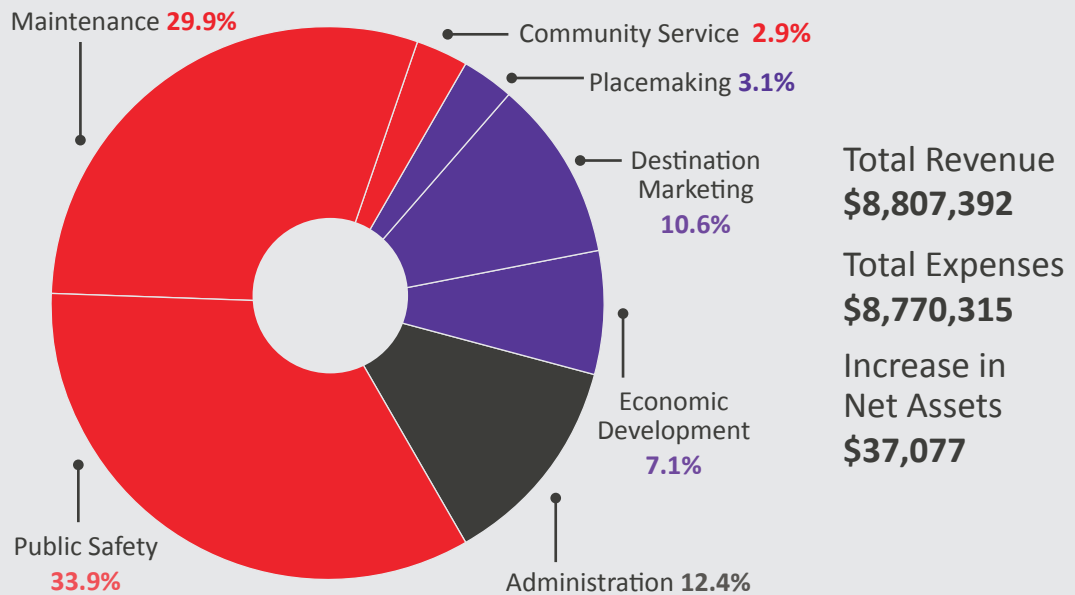
Statement of Activity

(For the Year Ending December 31, 2024)

REVENUES



EXPENSES



\$48K
YEAR-END NET ASSETS

DCBID ASSESSMENT REVENUES 2024 VS. 2023

2024

\$8.7 M

2023

\$7.8 M

DTLA ALLIANCE PROGRAM EXPENSES BREAKDOWN 2024 VS. 2023

PUBLIC SAFETY

\$2,976,171

\$2,729,064

MAINTENANCE

\$2,624,266

\$2,564,441

COMMUNITY SERVICE

\$252,141

\$193,817

DESTINATION MARKETING

\$932,488

\$973,428

ECONOMIC DEVELOPMENT

\$619,707

\$676,354

PLACEMAKING

\$274,229

\$0

ADMINISTRATION

\$1,091,313

\$1,093,509

2025 GOALS

The DTLA Alliance’s vision for the Downtown Center is that it be a welcoming, vibrant, thriving, authentic, and flexible place. In pursuit of that vision, our goals for this year are to:

OPERATIONS

- Provide a best-in-class clean and safe Downtown experience.
 - Be the catalyst for improvements to address safety and cleaning needs in the public realm.
 - Be a key resource to employers and businesses on urban safety.
 - Through our various partnerships, address the unique challenges facing individuals experiencing homelessness.
-

ECONOMIC DEVELOPMENT

- Leverage our position as the leading source of information about the DTLA market to:
 - Tell the story and shape the narrative about Downtown as a market, community, and destination.
 - Attract and promote investment, development, and commerce across all sectors.
 - Support and promote Downtown’s office sector as the best place in the region for employers.
 - Support and promote DTLA’s hospitality & tourism industry in advance of major events.
-

MARKETING

- Increase awareness of the DTLA Alliance and its services.
 - Amplify community and office worker engagement through campaigns, events, activations, and promotions.
 - Drive traffic to Downtown LA through innovative campaigns and partnerships.
-

PLACEMAKING

- Prioritize placemaking opportunities at key locations throughout the District.
 - Activate public spaces and outdoor sites with programming that draws visitors.
 - Center placemaking as an essential strategy for revitalization.
-

ADMINISTRATION

- Leverage alliances with key organizations to advocate for Downtown.
- Create collaborative partnerships with the City to enhance safety, cleaning, and homelessness resources in the public realm.
- Diversify funding and the organization’s structure to enable new initiatives.
- Plan for BID renewal process in 2026-2027.

BOARD OF DIRECTORS

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Langdon Street Capital

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Brookfield Properties

Stacy Lieberman, *Vice Chair*
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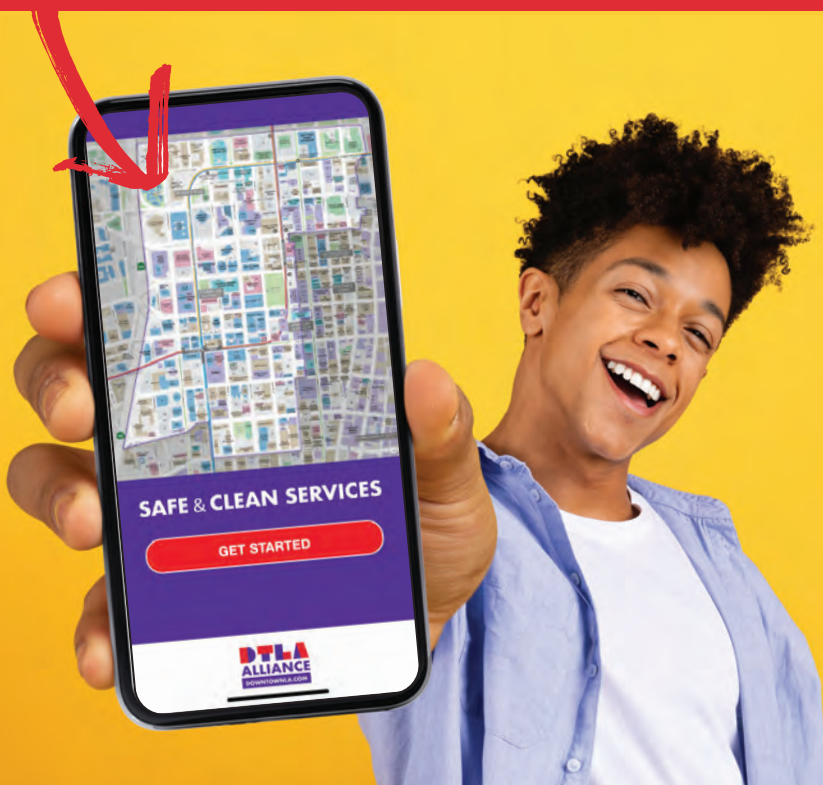


downtown_la



downtownla

THE NEW DTLA SAFE & CLEAN APP



*You can easily request assistance
(online or by phone) with:*

- Graffiti, trash, and safety issues with a brief description and the option of sending a photo
- A safety escort to walk with you within the Downtown Center district
- Homeless outreach services to support the unhoused community

SCAN HERE TO DOWNLOAD

APPLE



GOOGLE

