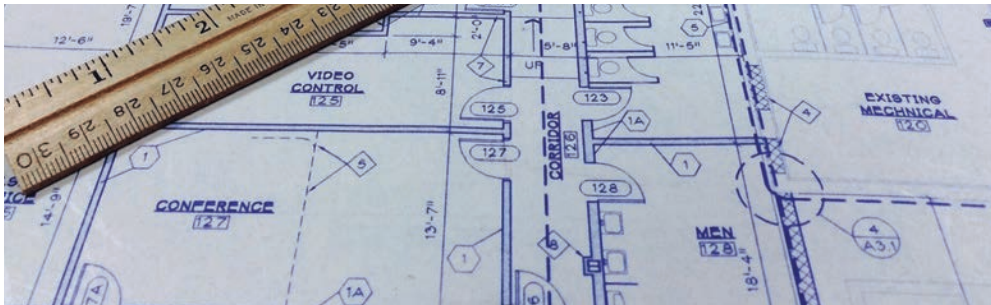




DISTRICT NEWS



DTLA BUILDING BOOM SETS A NEW RECORD

The **DCBid** released its Q4 2017 Downtown Market Report, revealing that the Downtown Los Angeles (DTLA) Renaissance continues to grow even stronger, with substantial gains made across all sectors. Residential development led the way, bringing a record-breaking 2,831 new units to market across 11 projects in 2017. With nearly 10,000 units currently under construction and almost 30,000 more units proposed, standing records are likely to be surpassed in the coming years.

Many retailers arrived in DTLA during 2017, but none were bigger than Nordstrom Rack, which opened at **FIGat7th**. Additional high-end fashion retailers that opened their doors include COS, **The Loit**, and Le Box Blanc. New restaurants such as **Giulia**, Rossoblu, **Spire 73**, and **Broken Shaker** expanded DTLA's impressive dining options.

The end of the year brought an announcement that signals an even brighter future for DTLA. In December, the LA City Council approved a \$1.2 billion development proposal at the **Angels Landing** site, which will include the tallest tower in Downtown, at 88 stories high.

The project will include the SLS and Mondrian Hotels, condos, and a new elementary charter school.

In addition to the strong multi-family numbers, the report highlights a thriving hospitality market. During 2017, DTLA added 1,400 hotel rooms from national brands to luxury boutiques, while increasing occupancy levels, room rates, and revenues. Much like the residential market, there is more to come.

Both the retail and office markets remained strong, with increased activity and absorption that countered new deliveries. Office rents continue to climb, increasing 5.4% year-over-year, and more than 15% over the past two years. Since 2016, DTLA's retail market absorption rate has increased tenfold.

Highlighting the increased office activity was **Brookfield** signing Bank of America to a lease renewal and expansion at its namesake tower, bringing the deal to a total of 218,000 square feet.

Download the full report at DowntownLA.com/Q42017

FEATURED EVENTS



Mother's Day Champagne Brunch
May 13
millenniumhotels.com

Celebrate the special woman in your life and enjoy a free-flowing champagne brunch buffet in the opulent Crystal Ballroom.



Soft Power
May 3 – June 10
centertheatregroup.org

A Chinese executive visiting America falls in love with a good-hearted U.S. leader, among tensions between their countries.



FIGFest 2018
June 1, 8, 15, 22
figat7th.com

FIGat7th transforms their outdoor plaza into an intimate summer concert venue with performances by leading hip hop, rock, pop, and soul artists.

For complete event listings, go to DowntownLA.com/Calendar

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Downtown Center BID

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ALTERNATES

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- Nick Griffin**, *Vice President, Economic Development*
- Joan Noble**, *Staff Accountant*
- Brian Raboin**, *Vice President, Operations*
- Elan Shore**, *Associate Director of Economic Development, Research & Special Projects*



SURVEY SAYS ...

In Q1, we released our **2018 Downtown LA Survey** report. The responses of DTLA residents, workers, and visitors that participated, capture the Downtown Los Angeles Renaissance in full bloom. Conducted every two years, the survey is designed to chronicle and quantify the characteristics, attitudes, preferences, and behaviors of Downtown residents, workers, and visitors.

With a residential population that has grown 30% since 2015, median income, professional accomplishment and educational attainment have maintained the impressive levels seen in previous surveys.

Our 2018 Survey captures a special moment in Downtown, where, thousands of new residents and hundreds of new stores, restaurants, and companies are now excited to call DTLA home. The pace of change remains breathtaking, with new development projects growing in size and sophistication, new tenants arriving on a regular basis, and prestigious national brands rushing to plant their flags.

Interestingly, the survey shows that DTLA residents trend younger and are more likely to work in the creative industries, while the established workforce population tends to be slightly older and more likely to be employed in finance, insurance, and real estate. But individuals who both live and work in DTLA skew the youngest, have the highest income, and are most likely to be self-employed own a business.

Download the full report at:
DowntownLA.com/2017survey

SURVEY HIGHLIGHTS

LIVE

65,000
Residents

\$98,900
MEDIAN INCOME

38
MEDIAN AGE

47%
MARRIED/PARTNERED

59%
FEMALE

41%
MALE

WORK

500,000
Weekday Population

\$97,800
MEDIAN INCOME

39
MEDIAN AGE

52%
MARRIED/PARTNERED

65%
FEMALE

35%
MALE

VISIT

19 Million
Visitors

\$71,300
MEDIAN INCOME

40
MEDIAN AGE

44%
MARRIED/PARTNERED

70%
FEMALE

30%
MALE

OPERATIONS STAFF OF THE QUARTER



Angel Lomeli
Safety Team

Angel has been with the DCBID since February 2016 and has proven to take initiative to be able to perform his job duties without a supervisor's directive. As Senior Safety personnel, he uses his experience and guidance to mentor incoming safety team members and shows them the correct way of going about daily procedures.



Marshall Jackson
Maintenance Team

Marshall can be found working hard in the District with a big smile on his face, always ready to help anyone who needs directions or assistance. His supervisors know that whenever Marshall is on the job, it will get done correctly. He is a team player and exudes pride when discussing his job, saying "I love Team Purple! It's the best!"

NEW DISTRICT BUSINESSES

Hatch Yakitori & Bar
700 W. 7th St.
hatchyakitori.com

DTLA Acupuncture
819 S. Flower St.
dtla-acupuncture.com

Shake Shack
400 W. 8th St.
shakeshack.com

Modern Times
830 S. Olive
moderntimesbeer.com



Hatch Yakitori & Bar

INTRODUCTION

DCBID Welcomes Miranda Edwards, Senior Director of Marketing & Communications

Miranda joins the DCBID after serving as the Director of Marketing for Downtown Tempe Authority, the BID in Tempe, AZ. It was her mission to connect people to Downtown Tempe, using everything from traditional marketing and advertising campaigns to creative placemaking and public space activations.

"I am so honored to join the DCBID and be among a key group of people who have led Downtown LA through its renaissance and continue to help cultivate the community and culture here in DTLA. I am confident that my passion for people and place will be fulfilled as we continue to raise awareness and tell DTLA's story to the rest of the world."



OPERATIONS Q1 STATS

26,690

Officer Observations

7,138

Calls for Service

4,197

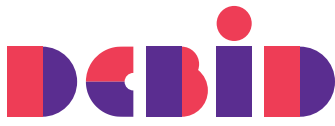
Merchant Contacts

5,695

Maintenance Requests

256

Citizens Assists



DOWNTOWN CENTER BID

600 Wilshire Blvd., Suite 870
Los Angeles, CA 90017-2915

(213) 624-2146
DowntownLA.com



ANNUAL PROPERTY OWNERS MEETING

Wednesday, May 2, 2018 • 7:45 to 10 am
Intercontinental Hotel, 900 Wilshire Blvd.

The DCBID invites you to join us for our Annual Property Owners Meeting. Get your day started with a complimentary continental breakfast and be the first to see the DCBID's 2017 Annual Report. Hear from City and BID leadership, and learn how your contributions make a tangible difference in the city in which we all work and play. We hope to see you there.

RSVP today with Mike Filson at (213) 416-7524 or mfilson@downtownla.com

UPCOMING MEETINGS

MAY 21, JUNE 18, JULY 16

2:00 pm

DTLA Marketing Roundtable Meeting

DCBID Offices, 600 Wilshire Blvd., Suite 870, Los Angeles

JUNE 6, JULY 11, AUGUST 1

8:00 am

Board of Directors Meeting

DCBID Offices, 600 Wilshire Blvd., Suite 870, Los Angeles