



# DISTRICT NEWS



## DTLA...IN REAL LIFE

### *DCBID presented a Holiday Pop-Up in the heart of Downtown*

For the holiday season, DCBID presented DTLA//IRL – an elaborate pop-up experience on the ground floor of the **Los Angeles Athletic Club**. Equal parts retail store, visitors center and event space, the initiative highlighted the vibrant culture, community, and commerce of DTLA.

The project was conceived as a proof-of-concept and launch of the DCBID's new Pop-Up Connect program, which is designed to connect brands and businesses with vacant retail spaces, and our Storefront Billboards program, which was developed to promote the downtown retail market by activating storefronts with creative window displays.

For the IRL project, the DCBID commissioned artists Tre Borden and Phil America to produce an original installation based on the modern poem, *I Am Alive in Los Angeles!*, by local writer Mike Sonksen. The piece wrapped the building's entire street level facade, visually activating

the prime location of 7th & Olive.

Holiday shoppers were treated to free goodies from local businesses like **Rice Bar**, **Installation Coffee**, and **Massage Envy**, and a selection of DTLA-related products curated by **Handcrafted LA**, all set in a lounge space furnished by West Elm. The event space, co-produced by JoyMode, engaged the local community with complimentary movie screenings, karaoke nights, and fitness classes, all...IN REAL LIFE!



*Inside the event space, artist Ethan Lipsitz adorned the walls with his abstract work.*

## FEATURED EVENTS



### **Heart of the City 5k**

March 30

[heartofthecity5k.org](http://heartofthecity5k.org)

Bring your friends and family (and dog) as you join over 3,000 other runners and walkers to fill the streets of DTLA in support of CHMC.



### **The Other Art Fair**

March 28-31

[la.theotherartfair.com](http://la.theotherartfair.com)

Following a successful launch in Los Angeles in 2018, The Other Art Fair returns for another spectacular edition.



### **Cinderella**

February 5 – March 10

[centertheatregroup.org](http://centertheatregroup.org)

Matthew Bourne transforms the classic fairy tale into a wartime romance with a twist of Hollywood glamour.

For complete event listings, go to [DowntownLA.com/Calendar](http://DowntownLA.com/Calendar)

## DCBID BOARD

### EXECUTIVE OFFICERS

**Robert Cushman**, *Chair*  
Brookfield

**Cari Wolk**, *Past Chair*  
Athena Parking, Inc.

**Eric Bender**, *Secretary*  
Downtown Properties

**Sauli Danpour**, *Treasurer*  
Xyvest Holdings, Inc.

**Barry Altshuler**, *Executive Vice Chair*  
Equity Residential

**Peklar Pilavjian**, *Executive Vice Chair*  
Los Angeles United Investment Co.

**Suzanne Holley**, *President & CEO*  
Downtown Center BID

### BOARD MEMBERS

**Barbara Bundy**, *FIDM*

**Carl Cade**, *Tribune Real Estate Holding*

**Dan Cote**, *The Bloc*

**Evan Grobecker**, *CommonWealth Partners*

**Simon Ha**, *Steinberg*

**Robert Hanasab**, *Robhana Group Inc.*

**Steven Hathaway**, *The Los Angeles Athletic Club*

**Stacy Lieberman**, *The Broad*

**Joan McLane**, *USC Institute of Urlogy*

**Robert Morgan**, *Coretrust Capital Partners, LLC*

**Stuart Morkin**, *Mitsui Fudosan America, Inc.*

**S. Chris Park**, *Hanjin International Corp.*

**Ken Pilgrim**, *The Westin Bonaventure Hotel and Suites*

**Helen Simmons**, *Omni Los Angeles Hotel*

**Mark Spector**, *Onni Group*

### ALTERNATES

**Travis Addison**, *CommonWealth Partners*

**Peter Zen**, *The Westin Bonaventure Hotel and Suites*

## DCBID STAFF

**Suzanne Holley**, *President & CEO*

**Nick Griffin**, *Executive Director*

**Michael Ashkenasi**, *Marketing & Economic Development Manager*

**Kevin Begovich**, *Art Director*

**Steph Bernstein**, *Director of Administration*

**Jorge Castro**, *Associate Director of Operations*

**Eric Davis**, *Vice President of Operations*

**Mike Filson**, *Director of Community Relations*

**Elan Shore**, *Director, Research and Special Projects*

**Kevin Thomas**, *Executive Assistant*

**Jaqueline Vaughn**, *VP of Marketing & Communications*



## A SPOOKY GOOD TIME FOR ALL

On the evening of October 31st, over 1,500 Downtown LA kids and families attended our Halloween Festival at **FIDM Grand Hope Park**. Now in its 11th year, this community event was created by the DCBID to support the Downtown families that have helped us create a vibrant community and to provide the opportunity to have a safe and fun Halloween party right in their own backyard. Families were able to meet with Downtown service providers such as **Metro Charter School**, **Bright Horizons Preschool**, and the **Los Angeles Library Foundation**. Event highlights included puppet shows, face painters, bounce houses, arts and craft tables, and trick-or-treat doors. Attendees enjoyed hot dogs, cotton candy, and snacks donated by **Ralph's**. New this year was the addition of themed areas and character meet and greets from pirates to fairies. Thank you to our Title Sponsors, **FIDM**, **The Bloc**, and **Ralph's Fresh Fare**.

## INTRODUCTIONS



Davis



Vaughn



Bernstein

The DCBID is excited to welcome three new additions to our staff. **Eric Davis**, **VP of Operations**, served the citizens of Los Angeles as a member of the LAPD culminating his 33-year career as the Area Commanding Officer of the Wilshire area. Eric was noted for his reputation for community outreach, leadership, and his ability to build and foster relationships with the public and private sectors. **Jaqueline Vaughn**, **VP of Marketing & Communications**, comes to the DCBID with over 15 years of marketing and communications experience. She has managed a full-range of both B2B and B2C marketing programs at several small and mid-sized companies. **Steph Bernstein**, **Director of Administration**, joins the DCBID from NYC, where she spent over a decade managing business operations for companies in the financial and creative industries.

## OPERATIONS STAFF OF THE QUARTER



### Melvin Morataya

*Safety Team*

Melvin has been with the DCBID since June 29, 2017 and during this time he has shown professionalism while interacting with the general public in assisting with directions and answering questions. He makes himself available and ready to assist fellow members at any moment. He's demonstrated a high level of professionalism and has proven to take the initiative to help keep the District safe.



### Derrick Smith

*Maintenance Team*

After almost three years of wearing purple, during which time Derrick was promoted from sweeper to driver, his supervisors recognize him as their "go-to-guy" because of his flexibility and willingness to do whatever is needed. Derrick says that he enjoys the team atmosphere at the BID and respects the entire staff for what they do each and every day.

## NEW DISTRICT BUSINESSES

### Moa Kitchen

611 W. 7th St.  
[moakitchen.com](http://moakitchen.com)

### Spoil Me Nails & Spa

517 S. Olive St.  
[spoil-me-nails-spa.business.site](http://spoil-me-nails-spa.business.site)

### Kues Restaurant

800 W. 6th. St.  
[kuesrestaurant.com](http://kuesrestaurant.com)

### Installation Coffee

421 W. 7th St.



Kues Restaurant

## DCBID BOARD OF DIRECTORS NOMINATIONS

The annual meeting of the DCBID board of directors scheduled for the election of directors and officers is to be held on Wednesday, March 6 at 9:00 am at 600 Wilshire Blvd., Suite 870, Los Angeles, California. Assessed property owners who own real property in the DCBID are eligible to nominate qualified candidates to serve as directors. All such nominations must be submitted in writing no later than February 6 to Suzanne Holley, President & CEO, 600 Wilshire Blvd., Suite 870, Los Angeles, CA, 90017. In order for a nominee to be qualified, an individual must be an owner of real property or an authorized representative of owners of real property located within



the Downtown Center Business Improvement District. They also may not be related to any other director. A district map may be located online at [www.downtownla.com/about-us/who-we-are](http://www.downtownla.com/about-us/who-we-are). If you have any questions, please contact Kevin Thomas at (213) 624-2146 x214.

## OPERATIONS Q4 STATS

**28,133**

Officer Observations

**7,874**

Calls for Service

**7,713**

Merchant Contacts

**5,472**

Maintenance Requests

**307**

Citizens Assists

**16,702**

Trash Bags Collected



**DOWNTOWN CENTER BID**

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

(213) 624-2146  
DowntownLA.com



**DOWNTOWNLA.COM**

**EVENTS | MAPS & GUIDES | RESTAURANTS | RESEARCH & REPORTS**

## UPCOMING MEETINGS

**FEB 25, MARCH 18, APRIL 22**

2:00 pm

**DTLA Marketing Roundtable Meeting**

DCBID Offices, 600 Wilshire Blvd., #870

**MARCH 6, MAY 1**

9:00 am

**Board of Directors Meeting**

DCBID Offices, 600 Wilshire Blvd., #870

**APRIL (TBD)**

7:45 am

**Annual Property Owners Meeting**

Location TBD