



# DISTRICT NEWS



## MAKING SPIRITS BRIGHT

### Handmade Holiday Marketplace Spreads Cheer

On December 6th, the DCBID partnered with OUE, the owner of US Bank Tower, to produce the first annual **Handmade Holiday Marketplace** in Maguire Gardens. This Downtown LA gem was magically transformed into a winter holiday market that attracted shoppers and seasonal spirit to the park.

Tucked away next to the Central Library and surrounded by iconic office towers, Maguire Gardens welcomed over 500 shoppers who perused the unique arts and crafts created by local artists and makers like **Piece by Piece**, **DTLA Candle Company**, **Vena Vena**, and many more. Local



restaurants **Border Grill** and the **Urban Mayan Café** took care of hungry holiday shoppers with homemade hot chocolate and holiday-themed bites. Strolling carolers and an electric violinist kept the crowd entertained with festive music.

The DCBID gave away limited-edition canvas DTLA gift bags and distributed Holiday Guides to help attendees make the most of the season Downtown. We look forward to partnering with OUE to further activate this wonderful space.

## FEATURED EVENTS



### Heart of the City 5K

March 28  
[heartofthecity5k.org](http://heartofthecity5k.org)

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



### Grand Park Lovers Rock

February 14  
[grandparkla.org/calendar](http://grandparkla.org/calendar)

This Valentine's Day grab your sweetheart and groove to soulful reggae in romantic surroundings.



### L.A. STYLE

March 26  
[theblocl.com/events](http://theblocl.com/events)

Fashion and beauty inspiration and exclusive pop-ups with leading brands come to The Bloc.

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

## DCBID BOARD

### EXECUTIVE OFFICERS

**Robert Cushman**, *Chair*  
Brookfield Properties

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

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

**Saul 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*

**Dan Cote**, *The Bloc*

**Evan Grobecker**, *CommonWealth Partners*

**Simon Ha**, *Steinberg*

**Robert Hanasab**, *Rohana Group, Inc.*

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

**Stacy Lieberman**, *The Broad*

**Joan McLane**, *USC Institute of Urology*

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

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

**Kate Motonaga**, *Museum of Contemporary Art*

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

**Toni Reed**, *Wilshire Grand Center*

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

**Mark Spector**, *Onni Group*

**Richard Vogel**, *Related Urban*

### 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**, *Director,  
Project Management & Policy*

**Kevin Begovich**, *Art Director*

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

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

**Joe Bannon**, *Vice President of Operations*

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

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

**Christopher Smith**, *Content Marketing  
Specialist*

**Kevin Thomas**, *Executive Assistant*

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



## 2020 SURVEY LOOKS TO THE FUTURE

The DCBID recently completed its seventh biennial survey of Downtown LA residents, workers, and visitors. Over the course of six weeks we received almost 3,500 responses, including significant representation from several key target demographic segments, such as Downtown families, arts & culture patrons, and potential new residents, among others.

Taken together, these survey responses have given us over 250,000 individual data points with which to better understand, promote, and serve the Downtown Center Business Improvement District community and its stakeholders.

The DTLA 2020 Survey Report – highlighting key demographic, lifestyle, and employment trends – will be published in February, and broadly distributed and promoted to local, regional, and national audiences. The survey results, and the insights they provide, will inform our organization’s marketing and economic development campaigns, security and maintenance operations, and community engagement initiatives in the coming years.

## HALLOWEEN FUN FOR ALL

With 1,500 people in attendance, the 12th Annual Halloween Festival for DTLA Kids was a terrifying success! Grand Hope Park in Downtown LA was a frightful sight as hundreds of pint-sized superheroes, diminutive monsters, little ghosts, and petite princesses swarmed the annual spooktacular extravaganza.

Facepainters, bounce houses, elaborate arts & crafts tables, whimsical puppet shows, and fun trick-or-treat doors thrilled young and old alike and there was something for every wide-eyed kid and camera-wielding parent. This year’s event even featured surprise character meet-ups and photo-ops and fun new theme areas that helped keep the excitement going strong for hours. As one of the DCBID’s most popular events for DTLA kids, this is a great way for Downtown LA families to meet their neighbors and connect with the community.



## OPERATIONS STAFF OF THE QUARTER



**Michael Rivera**, *Safety Team*

Michael joined the DCBID in July 2019 and quickly demonstrated a high degree of professionalism and strong leadership skills. He consistently takes initiative and seldom needs supervisor assistance when responding to calls. Always available as a skilled resource to his co-workers, Michael often works understaffed shifts to help manage department workload. Known for his reliability and dedication, Michael has become an important part of the Safety Team and is a key contributor to the overall efficiency of the department.



**Don Mosley**, *Maintenance Team*

Don joined the DCBID as a Street Sweeper in March 2019 and was quickly promoted to Driver based on his strong performance and productivity. He shows considerable leadership by taking time to share ideas with his colleagues, and he is constantly motivating his coworkers to do their best. Don exudes a positive attitude that impacts his colleagues and is appreciated by the Downtown community. Don enjoys working with the DCBID and likes to be part of a team that feels like a family.

## DCBID LAUNCHES DTLA WORKS AND ART OF RETAIL

The DCBID has two new programs for attracting commercial tenants in two of its most important sectors – office and retail. These initiatives highlight the business opportunities and competitive advantages the District offers, from desirable customers and top talent, to unrivaled office and retail space options.

**DTLA Works** showcases the new generation of companies, including world-class architecture firms, pioneering technology startups, popular fashion brands, and new media companies, that are moving Downtown to capitalize on its robust inventory of office space, rich talent pool, and extensive lifestyle and transit amenities. DTLA is rapidly evolving as

a place of innovation and creativity, and DTLA Works highlights the driving forces behind the trend.

**Art of Retail** combines a targeted digital advertising campaign promoting the vibrant DTLA market with a program of storefront billboard displays designed to promote specific retail spaces and beautify their street locations. By connecting the digital and physical, Art of Retail provides property owners and brokers a unique opportunity to engage prospective tenants and promote their retail spaces.

Art of Retail and DTLA Works are being promoted to highly targeted industry audiences who are encouraged to download the DCBID's Guide to Downtown LA Office Space and the Downtown LA Retail Report as an introduction to the business benefits and competitive advantages of the DTLA market.

## NEW DISTRICT BUSINESSES

### Red Herring

770 S. Grand Ave.  
[RedHerringLA.com](http://RedHerringLA.com)

### Paper Source

700 W. 7th St. (The Bloc)  
[Papersource.com](http://Papersource.com)

### California Chicken Café

809 S. Hill St.  
[CalifChickenCafe.com](http://CalifChickenCafe.com)



Red Herring

## OPERATIONS Q4 STATS

**23,032**

Officer Observations

**6,688**

Calls for Service

**4,190**

Merchant Contacts

**9,453**

Maintenance Requests

**450**

Citizen Assists

**20,420**

Trash Bags Collected



**DOWNTOWN CENTER BID**

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

(213) 624-2146

DowntownLA.com

downtown\_la DowntownLA.com

## 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 11 at 8:30 a.m. 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 12 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 [DowntownLA.com/DCBID](http://DowntownLA.com/DCBID). If you have any questions, please contact Kevin Thomas at (213) 624-2146 x214.



## UPCOMING MEETINGS

**JAN. 27, FEB. 24, MARCH 16**

2:00 pm

**DTLA Marketing Roundtable Meeting**

DCBID Offices, 600 Wilshire Blvd., #870

**FEB. 12, MARCH 11**

8:30 am

**Board of Directors Meeting**

DCBID Offices, 600 Wilshire Blvd., #870

**APRIL (TBD)**

7:45 am

**Annual Property Owners Meeting**

Location TBD