



DISTRICT NEWS



WORKING TOGETHER

A message from DCBID President & CEO, Suzanne Holley

The COVID-19 outbreak has rapidly and dramatically impacted our Downtown community. The health and safety of Downtown Center residents, workers, and visitors, as well as our DCBID team, are our top priority, and we have quickly adapted the work we do to limit further spread of the coronavirus while continuing to provide critical support and essential services to the Downtown Center.

Our Safe & Clean Teams are working diligently to provide essential safety and sanitation services throughout the District, and our Homeless Outreach Teams are continuing to connect those experiencing homelessness with services needed now more than ever.

The Downtown Center BID's Economic Development, Marketing, and Administration staff are working remotely while maintaining critical support to the Downtown Center's business and residential community. We have cancelled all meetings and events through the month of April, including the Annual Property Owner's Meeting, and we will continue

to monitor the situation to determine if additional cancellations are required. Events will be rescheduled as soon as it is safe and appropriate to do so.

In order to further assist the community during this challenging time, we have compiled a list of federal, state, and local COVID-19 community resources that can be found at DowntownLA.com/COVID-19. Response to the coronavirus outbreak is rapidly evolving, so we encourage you to continue looking back at these resources for the latest information.

We are also looking at ways that we can address the economic impact of these unprecedented events, particularly on our local businesses. If you have questions, concerns, or would like to share information on programs, policies, or promotions, please reach out to us at econ@downtownla.com.

Most importantly, we want to minimize the impact of the virus on our Downtown community, so we will continue to support you, however we are able, now and in the weeks ahead.

Wishing everyone health and safety.

COMMUNITY RESOURCES

CITY OF LOS ANGELES
coronavirus.lacity.org

The city's response and recommendations

COUNTY OF LOS ANGELES
lacounty.gov/covid19

The county's response and recommendations

STATE OF CALIFORNIA
business.ca.gov/coronavirus-2019

The Governor's Office of Business and Economic Development information as it relates to the COVID-19 outbreak.

DTLA TAKE-OUT & DELIVERY
downtownla.com/dining-services

Downtown restaurants offering take-out, pick-up, and delivery services during stay at home.

For complete list of resources, go to
DowntownLA.com/COVID-19

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Peter Zen, The Westin Bonaventure Hotel and Suites

DCBID STAFF

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YEAR-END MARKET REPORT: DOWNTOWN'S SOLID FOUNDATION AND FUTURE

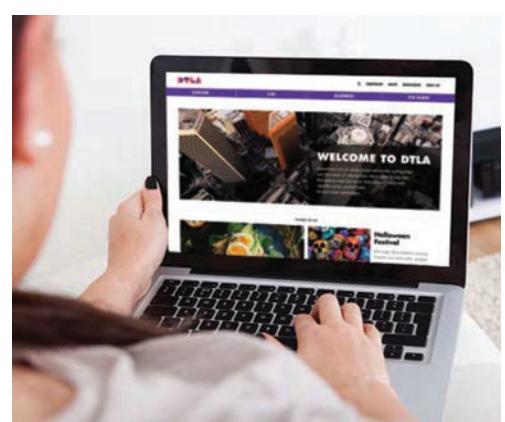
With Downtown's normally bustling streets quieter than any time in recent memory, its stores and restaurants operating at reduced capacity, and its huge weekday population working remotely in compliance with safer-at-home orders, our recently released Year-End Market Report – highlighting yet another year of record economic growth – might appear to be from a different time and place. But the current state is temporary. And while we will certainly face challenges in the coming weeks and months, the future of DTLA still holds

great promise because Downtown is built on stable foundations. It's not just the great bones of newly renovated historic buildings like 7th & Olive or the modern design of major mixed-use projects like Metropolis and The Grand – it's the growing community of residents, workers and visitors who live in those apartments, work in the offices, and patronize the stores. Their commitment has made DTLA what it is today and will continue to shape its future.

Download the full report at
DowntownLA.com/2019Q4Report

INTRODUCING THE NEW DOWNTOWNLA.COM

The DCBID launched a new version of DowntownLA.com in early March using a robust content management software built specifically for BIDs. Focused upon user experience and accessibility, the new DowntownLA.com features improved navigation, modern aesthetics, and extensive technical upgrades. In the new, simplified menu structure, favorite features remain, including extensive maps, robust resources, and a comprehensive events calendar.



Critically important at this time, the new web platform allows staff to easily modify and add content. As the COVID-19 outbreak ramped up in mid-March, the DCBID was able to quickly create a community resources page for businesses and individuals, which can be found at DowntownLA.com/COVID-19.

We will do everything we can to support the Downtown Center community during and after the pandemic, and we will utilize the new DowntownLA.com as a trusted source of information about DTLA and a valuable outlet for business promotion.

OPERATIONS STAFF OF THE QUARTER



Yvonne Taylor, Safety Team

Yvonne has been a member of the DCBID safety team since October 2006 and is responsible for ensuring that dispatch personnel are well trained and prepared to manage the various requests for DCBID services. The dispatchers high quality of service reflects Yvonne's sound leadership and supervisory principles. Yvonne is constantly focused on ensuring that calls for service are addressed through proactive problem solving. This positive approach has further been exemplified in her role as a trainer and mentor, which impacts all aspects of DCBID operations.



Rita Foster, Clean Team

Rita has been at the DCBID since September 2019 and has excelled at her position on the clean team. She is always there to step in when needed and has shown great leadership amongst her peers. When asked what the best part of her job has been, Rita said "This job has helped me grow as a person. Since working at the Downtown Center BID, I have learned how to be financially responsible. I am grateful for Chrysalis and DCBID for giving me this opportunity."

NEW DISTRICT BUSINESSES



Sajj Mediterranean

630 W 6th St

sajjstreeteats.com



The Wayfarer

813 S Flower St

wayfarerdsla.com

A SPECIAL THANK YOU

We are proud of and grateful to our Clean, Safe, and Homeless Outreach teams who continue to offer their essential services to the Downtown Center community during the Stay-at-Home state-wide directive. Keeping the District safe and clean during the COVID-19 outbreak has created new challenges that have been met with resolve and pride in the value of the work to the Downtown Center community. A huge thank you to CD14 for delivering over 360 hand sanitizers to our Operations Teams when our need was high and supplies low. Battling the pandemic and its aftermath will continue to be a team and community-wide effort, and we look forward to continuing to do our part.



OPERATIONS Q1 STATS

20,302

Officer Observations

6,417

Calls for Service

3,203

Merchant Contacts

6,755

Maintenance Requests

328

Citizen Assists

19,101

Trash Bags Collected



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#TOGETHERDTLA

Win gift cards to great DTLA businesses

Throughout April and May the DCBID is giving away gift cards while promoting local of DTLA businesses. Be sure to follow us on our social channels, and sign up to receive our DTLA Insider text messages for a chance to win!

DOWNTOWNLA.COM/TOGETHERDTLA

YOUR RESPONSE MATTERS



Complete your form online, by phone, or by mail when your invitation to respond arrives.

To begin, visit my2020census.gov

UPCOMING MEETINGS

MAY 13, JUNE 10, AUG. 12
Board of Directors Meeting
DowntownLA.com/Meetings

MAY 18
DTLA Marketing Roundtable Meeting
DowntownLA.com/Roundtable