



DISTRICT NEWS



TOGETHER DTLA

We can best overcome today's challenges together

We may practice social distancing and shelter-at-home separately during the pandemic – but as a community, we are in this together. That is why we created #TogetherDTLA. We have provided support to the community in numerous ways, including a social media campaign with giveaways to District businesses, an ad campaign promoting take-out and delivery from Downtown restaurants, and by using our channels to celebrate local businesses reopening throughout June.

We also implemented a new section at DowntownLA.com/TogetherDTLA featuring Dining Services, Retail Offerings, Virtual Arts, and Community Resources to provide information and assistance to both

individuals and businesses in this time of need. Last, but not least, we designed and distributed custom-made “Together DTLA” face masks to promote the health and safety of everyone within our District. We are proud to stand together.



TOGETHER DTLA FEATURES



Dining Services

Order takeout or delivery in DTLA. Enjoy the same quality food from your favorite Downtown restaurants while supporting local businesses and workers.



Retail Offerings

Buy from your local favorites. From e-commerce to gift cards to virtual classes, there are many ways you can continue to support the stores, gyms, and spas that you've grown to love.



Arts Go Virtual

Cultural organizations stay vital by going virtual. Downtown is home to an amazing assortment of world-class arts. They have used their creativity to continue to bring their artistic gifts to the public.

For complete listings, go to DowntownLA.com/TogetherDTLA

DCBID BOARD

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ALTERNATES

Travis Addison, *CommonWealth Partners*

Peter Zen, *The Westin Bonaventure Hotel
and Suites*

DCBID STAFF

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Michael Ashkenasi, *Director, Administration
& Policy*

Kevin Begovich, *Art Director*

Annie Canada, *Senior Content Marketing
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Jorge Castro, *Associate Director of Operations*

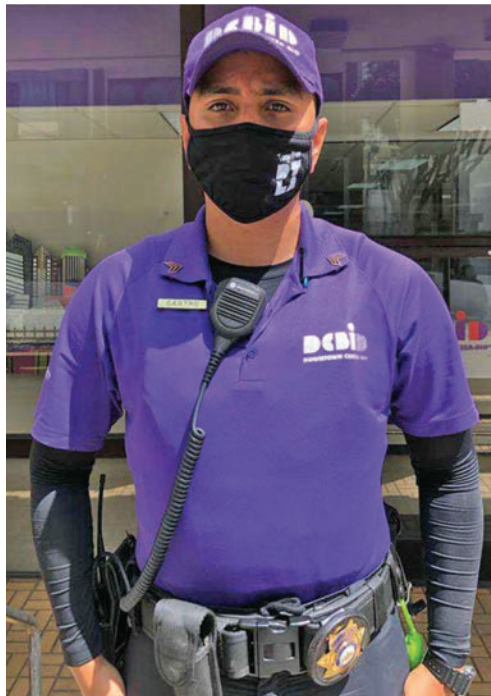
Mike Filson, *Director of Community Relations*

Cole Judge, *Program Manager*

Elan Shore, *Director, Research & Special Projects*

Kevin Thomas, *Executive Assistant*

Jacqueline Vaughn, *VP of Marketing
& Communications*



KEEPING UP WITH ESSENTIAL SERVICES

The DCBID's Clean and Safety Teams have been committed to providing essential services to our District throughout the County of LA's Safer at Home and State of CA's Stay at Home orders. In the second quarter, our Clean and Safety Team members assisted 171 citizens and completed 9,721 maintenance requests and 5,783 calls for service. In addition, our Clean Team worked tirelessly to remove graffiti, broken glass, and trash following the civil unrest in Downtown to maintain a clean and safe environment for the Downtown Center.

BUSINESS ENGAGEMENT AND SUPPORT

During California's Stay at Home order, we focused on providing support to the many businesses within our District as they navigated through COVID-19 and civil unrest Downtown. As businesses began to reopen, we launched several new initiatives including the Business Engagement Program — a hands-on project to connect with small businesses and learn about the challenges they are facing and how we can help--and the Businesses Owned by People of Color page on DowntownLA.com — highlighting shops and restaurants and encouraging people to patronize the diverse establishments that make up our community.

We connected with local business owners at our monthly DTLA Marketing Roundtable meetings, which have gone



Social distancing at Installation Coffee

virtual, sharing news and receiving feedback on their needs and concerns through targeted surveys. Our website was frequently updated to provide the latest information on reopening guidelines, face coverings, and insurance coverage on our Business Resources page.

OPERATIONS STAFF OF THE QUARTER



Chris Cortes, *Safety Team*

Chris Cortes joined the Safety Team in March 2020 and has excelled in his role ever since. His professionalism and positive attitude are exemplary, and he is extremely reliable when assisting fellow officers, whether in a situation on the field or covering a shift when understaffed. Chris is an extremely welcome addition to the team, and we are thrilled to recognize him as Staff Member of the Quarter.



Mario Borunda, *Clean Team*

Mario Borunda joined the Clean Team in February 2020 and has exceeded expectations. He quickly took ownership of a streetlamp and electrical box refurbishment project, and his hard work is evident throughout the streets of the District. Mario says, "I love seeing community members smile, and I know they appreciate us for keeping their neighborhood clean." Please join us in congratulating Mario on being named Staff Member of the Quarter!

NEW DISTRICT BUSINESSES



Petite Peso

419 W. 7th St.
petitepeso.com



The Donut Man

317 S. Broadway
(Grand Central Market)
thedonutmanca.com



TREE TRIMMING CONTINUES

Between May 18 and June 5, our personnel trimmed 214 trees throughout the District in an ongoing effort to keep the sidewalks and streets clean and safe.



2019 ANNUAL REPORT RELEASED

Learn about our accomplishments from 2019, including programs, events, market overviews, and more at DowntownLA.com/AnnualReport.

OPERATIONS Q2 STATS

20,885

Officer Observations

5,783

Calls for Service

9,721

Maintenance Requests

171

Citizen Assists

15,407

Trash Bags Collected



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We're celebrating Downtown LA by giving away some fun, fabulous prizes! Enter to Win a Staycation at one of our fabulous DTLA hotels, a Shopping Spree and Dinner, or some dazzling DTLA Glam. Enter to win at DowntownLA.com/GrandGiveaway

UPCOMING MEETINGS

AUG. 12, SEPT. 9, OCT. 7
Board of Directors Meeting
DowntownLA.com/Meetings

AUG. 24, SEPT. 21, OCT. 19
DTLA Marketing Roundtable Meeting
DowntownLA.com/Roundtable