



DISTRICT NEWS



SUMMERTIME FUN

DCBID presented two hot summer events

THE DTLA GRAND GIVEAWAY

This summer, we invited the community to relax, recharge, and rediscover Downtown with the DTLA Grand Giveaway. By giving away deluxe prize packages of staycations, meals, and shopping sprees, the online sweepstakes engaged with Angelenos and promoted numerous hotels, restaurants, and retail establishments within the District, ultimately receiving more than 12,000 entries and boosting enthusiasm for DTLA.

DTLA'S BIGGEST VIRTUAL DOG PARTY

The 14th Annual Dog Days went live this year to connect and support our animal-loving community and the local pet-related businesses that enliven our neighborhood. Virtual Dog Days featured two weeks of dog-friendly fun, including a doggie photo

contest and prize giveaways. We also created a virtual marketplace, highlighting more than 25 local pet-oriented retailers and non-profit organizations, and published an article on how DTLA became a haven for dog owners.



Top: DTLA Grand Giveaway included staycation prize packages; Above: Winner of the doggie photo contest

FEATURED EVENTS



Grand Central Market Bazaar

Thursdays - Sundays
grandcentralmarket.com

Come shop locally handcrafted candles, new fashion picks for fall, personal wellness products, and much more.



Light Spectrum

Through November 21
artsbrookfield.com/events

LA-based artist Jen Stark's vivid installation will accent FIGat7th with a playful kaleidoscope of colors.

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

DCBID BOARD

EXECUTIVE OFFICERS

Robert Cushman, *Chair*
Brookfield Properties

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

Sauli Danpour, *Treasurer*
Xyvest Holdings, Inc.

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*

Adam Daneshgar, *Langdon Street Capital*

Evan Grobecker, *CommonWealth Partners*

Eric Grossman, *Equity Residential*

Simon Ha, *Steinberg*

Robert Hanasab, *Robhana 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.*

Ken Pilgrim, *The Westin Bonaventure Hotel
and Suites*

Helen Simmons, *Omni Los Angeles Hotel*

Mark Spector, *Onni Group*

Richard Vogel, *Related Urban*

Winston Yan, *Greenland USA*

ALTERNATES

Travis Addison, *CommonWealth Partners*

Andrew Daneshgar, *Langdon Street Capital*

Peter Zen, *The Westin Bonaventure Hotel
and Suites*

DCBID STAFF

Suzanne Holley, *President & CEO*

Nick Griffin, *Executive Director*

Michael Ashkenasi, *Director, Administration
& Policy*

Kevin Begovich, *Art Director*

Annie Canada, *Senior Content Marketing
Specialist*

Jorge Castro, *Associate Director of Operations*

Mike Filson, *Director of Community Relations*

Cole Judge, *Program Manager*

Gerald Pierce, *Maintenance Superintendent*

Elan Shore, *Director, Research & Special Projects*

Kevin Thomas, *Executive Assistant*

Jacqueline Vaughn, *VP of Marketing
& Communications*



Custom sandwich boards to encourage foot traffic while promoting safety and shopping local


ONGOING BUSINESS ENGAGEMENT & SUPPORT

Downtown LA's small businesses have helped shape it into the community that we know and love. In an ongoing effort to support Downtown Center businesses, we began offering custom sandwich boards to encourage foot traffic while promoting safety and shopping local. We held weekly giveaways on social media, purchasing gift cards from local establishments as prizes, and continued to host virtual DTLA Marketing Roundtable meetings, providing a forum for local business owners to share news, concerns and successes in doing business in these challenging times. In addition, we published articles highlighting numerous District businesses, including features on new businesses owned by people of color, a guide to restaurants with outdoor dining, and the best hotels for a staycation.

A ONCE AND FUTURE PORTRAIT OF DTLA

Since 2006, we have asked residents, workers, and visitors for information to produce a detailed snapshot of Downtown LA and its ongoing transformation. In our DTLA 2020 Survey conducted last fall, 80% of residents were passionate about DTLA and 70% of residents and workers felt like they were part of the Downtown community.

As we now face challenges stemming from COVID-19, we launched a new multi-wave study to track sentiments about the pandemic and Downtown LA. Called the DTLA Recovery Compass, it will survey the community every two weeks to evaluate how its members are feeling on topics from working from home to safety protocols in an effort help guide recovery efforts.



DTLA 2020 SURVEY REPORT
Learn about DTLA demographics, attitudes and behaviors, and quality of life issues at DowntownLA.com/DTLA2020.

OPERATIONS STAFF OF THE QUARTER



Mayra Valle, *Safety Team*

Since Mayra Valle joined the Safety Team in December 2017, she has shown nothing but the utmost professionalism and respect towards her coworkers and the citizens throughout the District. Thanks to her hard work, dedication, and outstanding work ethic, she was recently promoted to Supervisor, and in this role, she has continued to excel in mentoring team members in the field. Please join us in congratulating Mayra on being named as Staff Member of the Quarter.



James Betts, *Clean Team*

James Betts joined the Clean Team in December 2019. His motivation and positive attitude have contributed greatly to the team, and he is appreciative of the continuous encouragement from his supervisors. According to James, he enjoys working with the Downtown Center BID because everyone holds a high standard of professionalism that makes him want to do better. We are proud to recognize James as Staff Member of the Quarter.

NEW DISTRICT BUSINESSES

Ave. 26 Taco Stand

816 W. 8th St.
originalave26.com

Mikaza Nikkei Sushi by Pablito

542 S. Broadway St.
mikazadtla.com

Milkcow Café

801 S. Hope St., Ste B
milkcowla.com



STAYING TOGETHER DTLA

As we navigate these uncertain times together, we have continued to provide support to the DTLA community through various programs. New initiatives in Q3 included:

- Supporting Downtown residents, office tenants, and businesses with the distribution of gift bags containing Together DTLA face coverings, touchless keyrings, gift cards to local restaurants, and more
- Implementing safety reminders throughout the neighborhood, including sidewalk stencils encouraging physical distancing and trash can placards with helpful health guidelines



Trash can placards with helpful health guidelines

OPERATIONS Q3 STATS

22,027

Officer Observations

6,811

Calls for Service

13,654

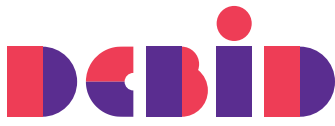
Maintenance Requests

267

Citizen Assists

20,053

Trash Bags Collected



DOWNTOWN CENTER BID

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

(213) 624-2146

DowntownLA.com

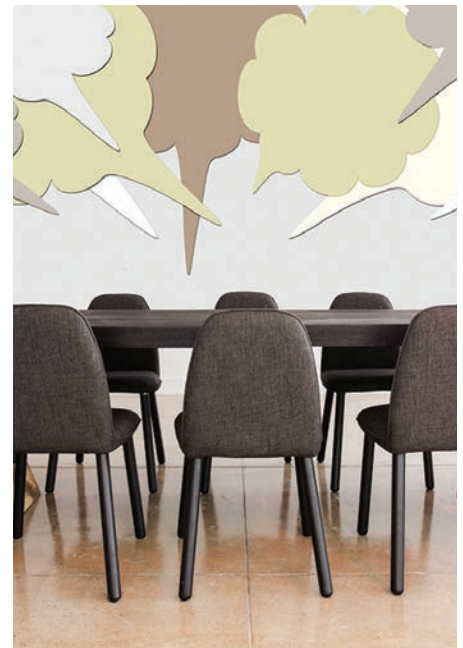


DCBID BOARD OF DIRECTORS NOMINATIONS

The annual meeting of the DCBID board of directors scheduled for the election of directors and officers is to be held on Wednesday, January 13, 2021 at 9:00 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 Wednesday, December 16, 2020 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/dcbidmap.

If you have any questions, please contact Kevin Thomas at (213) 624-2146 x214.



UPCOMING MEETINGS

NOV. 11, DEC. 9
Board of Directors Meeting
DowntownLA.com/Meetings

NOV. 16
DTLA Marketing Roundtable Meeting
DowntownLA.com/Roundtable