



# DISTRICT NEWS



## GOODBYE TO SUMMER

### *DCBID wraps up our seasonal promotional campaign*

This summer, the DCBID hosted a very popular **DTLA Summer Adventure** mobile-app scavenger hunt as part of our seasonal promotional campaign. Designed to be a 3-mile loop through the Downtown Center, the adventure included **30** fun, summer-themed challenges ranging from GPS check-ins to trivia questions to submitting user photos and videos. In total, over **550** participants completed **3,477** challenges including **1,000** photos submitted and **330** videos recorded. Those that participated provided great feedback

with **80%** saying that participating in the adventure improved their perception of Downtown. Many users also shared that the challenge encouraged them to spend more time enjoying DTLA and the local attractions—with **94%** indicating that they dined, shopped, or visited a museum or a performance in the area. Scavenger hunt winners were awarded gift cards to various in-district businesses and DTLA prizes like tote bags and sunglasses. Overall, the challenge proved to be a great way to inspire the public to explore Downtown this summer.

Here is some of the feedback shared with the DCBID:

***"It made me realize a lot more places in downtown had reopened. Also, tried a lot of new places!"***

***"I loved discovering places I had not seen and seeing the incredible developments in the Bunker Hill area since I was last there."***

## NEW DISTRICT BUSINESSES



**La Conde**  
800 W 6th St  
[laconderestaurants.com](http://laconderestaurants.com)



**Hotel Per La**  
649 S Olive St  
[hotelperla.com](http://hotelperla.com)



**Conrad Los Angeles**  
100 S Grand Ave  
[thegrandla.com](http://thegrandla.com)

## DCBID BOARD

### EXECUTIVE OFFICERS

**Dan Cote**, *Chair*  
The Bloc

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

**Cari Wolk**, *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

**Joy Brathwaite**, *MOCA*

**Barbara Bundy**, *FIDM*

**William Dacunto**, *Silverstein Properties*

**Adam Daneshgar**, *Langdon Street Capital*

**Evan Grobecker**, *CommonWealth Partners*

**Eric Grossman**, *Equity Residential*

**Simon Ha**, *Steinberg*

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

**Niles Harris**, *InterContinental Los Angeles  
Downtown*

**Jeff Herrera**, *Rising Realty Partners*

**Bonny Kirin-Perez**, *The Westin Bonaventure  
Hotel and Suites*

**Stacy Lieberman**, *Library Foundation of  
Los Angeles*

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

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

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

**Carol Pfannkuche**, *YMCA of Greater Los Angeles*

**Mark Spector**, *Onni Group*

**Michael Wilson**, *Related Companies*

**Jeffrey Yamashiroya**, *ManuLife Investment  
Management*

### ALTERNATES

**Travis Addison**, *CommonWealth Partners*

**Alexander Arroyo**, *The Grand LA*

**Nejdeh Avedian**, *Los Angeles United  
Investment Co.*

**Andrew Daneshgar**, *Langdon Street Capital*

**Meredith King**, *Museum of Contemporary Art*

**Kira Perez**, *Rising Realty Partners*

**Susan Perlas**, *Silverstein Properties*

**Brittney Sovich**, *The Bloc*

**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*

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

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

**Johnna Hughes**, *Senior Content Marketing  
Specialist*

**Gerald Pierce**, *Maintenance Superintendent*

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

**Kevin Thomas**, *Executive Assistant*

**Bree von Faith**, *VP of Marketing  
& Communications*



## STAY & PLAY IN DTLA!

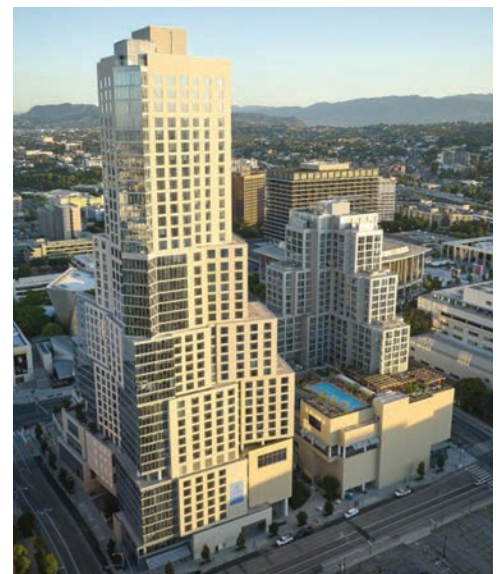
**DTLA Virtual** is the DCBID's award-winning, innovative platform that allows anyone to explore Downtown LA from anywhere in the world. It combines interactive technology, digital mapping, high-definition photography, and 360-degree drone video footage to provide both a bird's-eye view and a deep dive examination of the Downtown area. This quarter, the DCBID expanded the platform with two new offerings, the Stay and Play Tours, adding to the existing Property and Office tours.

The Stay Tour showcases the wide variety of hospitality offerings in DTLA—from upscale luxury stays to cool boutique hotels. Users can explore not only the hotels themselves in rich detail, but also their surrounding neighborhoods with useful information on nearby amenities, attractions, and activities.

The Play Tour offers an insider's look at the diversity of dining and entertainment experiences in DTLA from art galleries and museums to concert venues and theaters. It features shopping destinations, sports arenas, bars & nightlife, and the world-class culinary offerings that put DTLA on every foodie's radar. Find all the tours at [DowntownLA.com/VirtualTours](http://DowntownLA.com/VirtualTours).

## NEW & NOTEWORTHY

Related Companies' long-awaited project designed by Frank Gehry, **The Grand LA**, opened in Downtown LA this July. Situated across the street from the architect's iconic Walt Disney Concert Hall, the \$1-billion project signified a huge investment in DTLA. The two-tower project includes the 305-room Conrad Los Angeles hotel, 436 luxury residences at The Grand by Gehry, and a mix of retail and dining including five new bar and restaurant concepts from renowned chef, José Andrés. Learn more at [DowntownLA.com/TheGrandLA](http://DowntownLA.com/TheGrandLA).





# OPERATIONS STAFF OF THE QUARTER



**Daniel Ayon, Safety Team**

Daniel has been with the Safety Team for seven months. Throughout his time here, he has proven himself to be reliable and professional with his coworkers and citizens, extending a helping hand whenever needed. Daniel has recently taken the opportunity to mentor incoming employees and learn supervisory duties to further assist his coworkers.



**Elijah Gonzalez, Clean Team**

Elijah joined the Clean Team in August 2022. Elijah's strong work ethic has made him an invaluable asset to our team. His passion for our district transcends maintenance as Elijah promotes positive energy whenever interacting with the community. Elijah's insatiable desire to continue learning and provide optimal service to both the community and DCBID is inspiring.

**OPERATIONS Q3 STATS**

**21,305**  
Officer Observations

**3,388**  
Calls for Service

**70,255**  
Maintenance Requests

**444**  
Citizen Assists

**27,947**  
Trash Bags Collected

**996**  
Merchant Contacts

## E-BIKES ACCELERATE SAFETY & PATROLS

This quarter, the DCBID Safety team welcomed 15 new team members in the form of high-performance electric bikes (e-bikes). The addition of these e-bikes allows safety team members to beat the heat and navigate the District's hills with ease. This then provides for more frequent patrols and increased visibility, making the Safety Team more readily available for those in need of services.



## DCBID REPORT SHOWS DTLA WELL POSITIONED FOR THE FUTURE OF RETAIL

Highlighting \$5 billion dollars in annual retail sales, 4 million+ square feet of retail space, and 743 retail businesses per square mile, the DCBID's latest Retail Report paints a clear picture: DTLA is a dynamic and desirable location for retail businesses. The 2022 edition of the report examines the fluid and fascinating sector-wide evolution that the retail industry has undergone over the past several years. With these shifts in mind, the report uses relevant market data, local retail highlights, and in-depth neighborhood profiles to demonstrate how and why Downtown LA is uniquely positioned for the future of retail businesses. To learn more, download the report at [DowntownLA.com/Retail](https://DowntownLA.com/Retail).



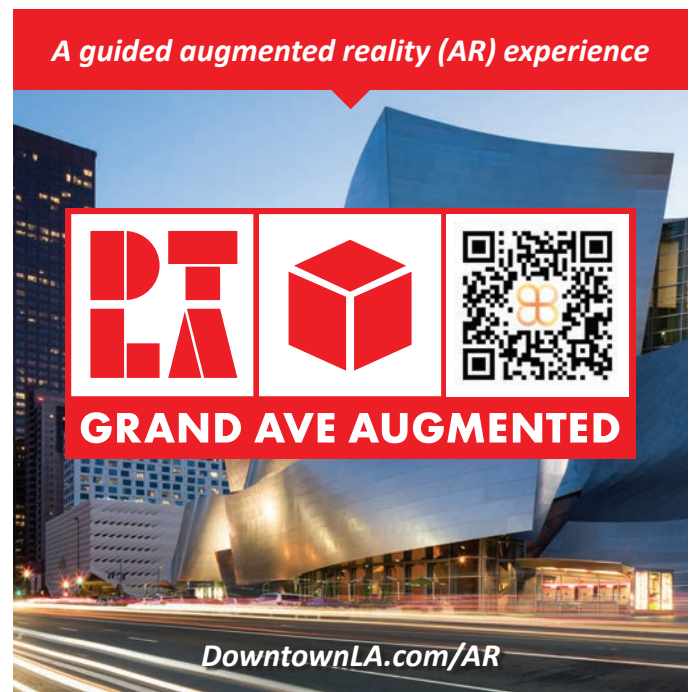
600 Wilshire Blvd., Suite 870  
Los Angeles, CA 90017-2915  
(213) 624-2146  
DowntownLA.com

downtown\_la DowntownLA.com

## DCBID BOARD 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 11, 2023, at 8:30 am at 600 Wilshire Blvd., Suite 870, Los Angeles, CA, 90017. Assessed property owners who own real property in the DCBID are eligible to submit nominations for qualified candidates to serve as directors for consideration at this meeting. All such nominations must be submitted in writing no later than December 14, 2022, to: Suzanne Holley, President & CEO, 600 Wilshire Blvd., Suite 870, Los Angeles, CA, 90017.

For a nominee to be qualified, the 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 and not related to any other director. A district map may be located online at [DowntownLA.com/about-us/who-we-are](http://DowntownLA.com/about-us/who-we-are). If you have any questions, please contact Kevin Thomas at (213) 624-2146 x214.



## UPCOMING MEETINGS

**NOVEMBER 14**  
2:00 pm  
**DTLA Marketing Roundtable Meeting**  
[DowntownLA.com/Roundtable](http://DowntownLA.com/Roundtable)

**NOVEMBER 9, DECEMBER 14**  
8:30 am  
**Board of Directors Meeting**  
[DowntownLA.com/Meetings](http://DowntownLA.com/Meetings)