



DISTRICT NEWS



IT'S SUMMER IN THE CITY

DTLA for the Summer Campaign

The DCBID welcomed summer with our **DTLA for the Summer** promotional campaign. The campaign kicked off with the launch of the brand new DTLA Art Trail, a warm weather Iced version of the DTLA Coffee Trail, and the return of the BID's beloved DTLA Dog Days for its 15th year. All the details can be found at DowntownLA.com/dtla-for-the-summer, which also highlights exciting Downtown summer events, dining options, and a shopping guide.

The DTLA Art Trail is a walking tour of the many iconic and historic public artworks on display at various properties throughout the Downtown Center. Users can check-in along the way for the chance to win custom artwork from Viva LA. Our Coffee Trail, an interactive pass introducing users to the best coffee shops of DTLA, got a seasonal upgrade with the shift to iced coffee plus the inclusion of three new, in-District spots.

Dog Days also returned with a bang – or a bark – as an in-person event with tons of dog-centric fun, food, and vendors. Held at a new location, Pershing Square in the heart of the District, and expanded to two days – including a new “bring your dog to work” day – the event featured community dog walks, a pup photo booth, dog and human food trucks, a DJ, freebies like DCBID-branded dog bandanas, and 18 different DTLA dog vendors. The event proved to be just what the DTLA dog community needed, with nearly 1,400 Eventbrite sign-ups over the course of the two days.



BUILDING COMMUNITY & AWARENESS

Our long-standing **Marketing Roundtable** meetings were given an exciting revamp this quarter with updates like special rotating meeting locations to showcase our local businesses, featured speakers from the Jean-Michel Basquiat Exhibition at The Grand LA, LAPD, and LA Magazine, and helpful follow-up emails to provide actionable info and tools for participants. The Marketing Roundtable was created to build and support the community of DTLA businesses, and that mission has never been more important than it is today. For more information and to join the Roundtable, visit DowntownLA.com/Subscribe.



A recent Safety Meeting

The BID hosted two **Safety Meetings** in April and May designed for Downtown residents, workers, property managers, and business owners at The Bloc and Skyline Condos. The meetings were created to share safety information, increase awareness of the BID's services and provide a forum for Downtowners to meet and ask questions of local representatives from LAPD, Council District 14, PATH (People Assisting the Homeless), and others. For more information or to request the DCBID to customize a Safety Meeting for your location, contact Director of Operations, Jorge Castro at JCastro@DowntownLA.com.

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Johnna Hughes, *Senior Content Marketing Specialist*

Gerald Pierce, *Maintenance Superintendent*

Elan Shore, *Director of Economic Development*

Kevin Thomas, *Executive Assistant*

Bree von Faith, *VP of Marketing & Communications*

Q1 MARKET REPORT

We released our Q1 2023 Market Report in May, just as the official end of the State of Emergency for COVID-19 in California was announced, and it showed Downtown LA well into recovery mode with some sectors nearing or surpassing pre-pandemic levels. Notable highlights included Silverstein Properties' **\$60 million renovation of the US Bank Tower** and new leases by prestigious companies like McKinsey & Company and Conde Nast. Hospitality also gained momentum with the opening of the **AC/Moxy Hotel**, bringing DTLA closer to its goal of 10,000 hotel rooms. The residential sector continued to lead the DTLA market with Brookfield's new Beaudry tower at FIGat7th adding **785 new residential units**. Read the report here: DowntownLA.com/MarketReport.



ANNUAL PROPERTY OWNERS MEETING

The DCBID Annual Property Owners Meeting was held in person this year for the first time since 2019. The meeting was hosted on May 10th at The City Club where attendees were treated to breakfast as they listened to remarks from two panels. The first panel included DCBID department heads covering Operations, Economic Development, and Marketing, and was followed by DCBID partners including LAPD, PATH (People Assisting the Homeless), Chrysalis, and Council District 14.

OFFICE WORKER ENGAGEMENT

On May 31 the DCBID treated 150 District office workers to a free picnic lunch at Bank of America Plaza to celebrate the launch of our new DTLA Art Trail. Attendees were taken on a short, curated tour of public art around the District. After the tour, they returned to the plaza to enjoy lunch on picnic blankets in the shade as they listened to a live DJ. 50% of the attendants who don't work in the office on a daily basis shared that the DTLA Art Trail event was part of their decision to come Downtown that day.



OPERATIONS STAFF OF THE QUARTER



Carlos Molina, *Safety Team*

Carlos began working for the DCBID in August 2022. Since then, he has consistently demonstrated the ability to balance professionalism and compassion throughout all his responsibilities. Molina has provided lifesaving first aid without hesitation numerous times and has earned multiple awards for doing so. He is both a valued member of our Safety Team and the Downtown community.



Gilbert Giron, *Clean Team*

Giron joined the DCBID Clean Team in March 2023. Gilbert has shown a great working attitude with a spotless attendance record. He works as a street sweeper and tackles graffiti removal and enjoys working with the DCBID because he feels that he is making a difference every day in keeping the area clean and safe for the public to enjoy. We are very fortunate to have Gilbert on the Downtown LA team!

OPERATIONS UPDATES:

Bird Spikes

After tracking continual issues with excessive bird droppings below the light poles and traffic signals located on the corners surrounding Pershing Square, the BID successfully partnered with Council District 14 to install bird spikes on these fixtures. The result has been a drastic reduction in droppings and DCBID maintenance hours needed to keep these areas clean, allowing resources to be allocated to other locations.

New Operations Truck

The Clean Team added a shiny new work truck to its fleet of District vehicles. The new truck will operate as an all-purpose maintenance vehicle for pressure washing, graffiti removal, and general repairs.

Recycling Rings

The District had been experiencing the notable issue of garbage being strewn on the sidewalk adjacent to trash cans.



It was concluded that this was largely due to trash being removed in search of recyclables. To address this, DCBID employees developed the innovative solution of creating “recycling rings” – circular stickers fitted around the rim of trash cans with instructions on how to place recyclables on the sticker, making them easily accessible. Over 200 stickers have been installed in the District and there has been a dramatic decrease in the amount of displaced trash. Now that’s a win-win!

OPERATIONS Q2 STATS

26,741

Officer Observations

3,166

Calls for Service

131,354

Maintenance Requests

445

Citizen Assists

19,443

Trash Bags Collected

1,357

Merchant Contacts

NEW DISTRICT BUSINESSES

DTLA Cheese Superette

363 S Broadway

dtlacheese.com



Ike's Love & Sandwiches

523 W 6th St

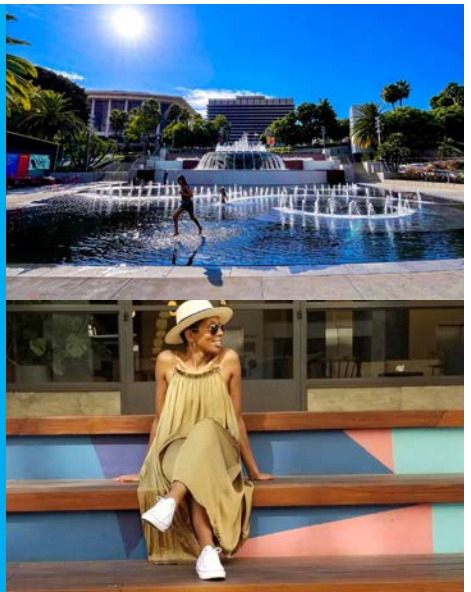
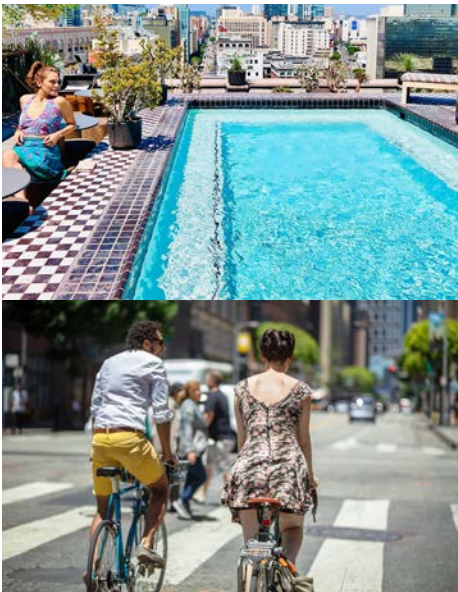
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SEE WHAT'S HOT AT DowntownLA.com/Summer

UPCOMING MEETINGS

JULY 26, AUG 30, SEPT 27

2:00 pm

DTLA Marketing Roundtable Meeting

DowntownLA.com/Roundtable

AUG 9, SEPT 7

8:30 am

Board of Directors Meeting

600 Wilshire Blvd., Suite 870

AUG 3, SEPT 13

10:00 am

Finance Committee Meeting

600 Wilshire Blvd., Suite 870