Downtown Center Business Improvement District

Downtown LA

Looking Up, Moving Forward

2009 Annual Report

Dear Downtown Stakeholder,

We are proud to present to you our 2009 annual report for the Downtown Center Business Improvement District (DCBID), which summarizes the success of our twelfth year of operation.

The DCBID has had a very strong year of accomplishments and continues to lead the renaissance of Downtown LA by providing crucial services including safety, maintenance, economic development, and marketing.

Thanks to your support, the DCBID continues to ensure that Downtown is safe, clean and vibrant. The Purple Team received over 100,000 calls for service and provided security to thousands of Downtown visitors in 2009.

Our Downtown Guides have brought a new level of informational services to the streets, providing directions, recommendations, and promotions of Downtown businesses to visitors and residents alike. In 2009, they distributed over 200,000 pieces of collateral to visitors and businesses. Our media campaigns have successfully helped attract new visitors to Downtown with appealing and affordable hotel packages and other attractive offers, substantially increasing revenue for many businesses.

Through our Economic Development programs, we were instrumental in recruiting a number of exciting new businesses that signed deals or opened in 2009, including Bottega Louie, Chaya Downtown, Magnolia, Rivera Restaurant, Rosa Mexicano, Tommy Pastrami, and Trader Vic's. The Downtown Living Housing Tours, offered twice every month, are as popular as ever. Additionally, the DCBID toured and introduced several potential new office tenants to the Central Business District.

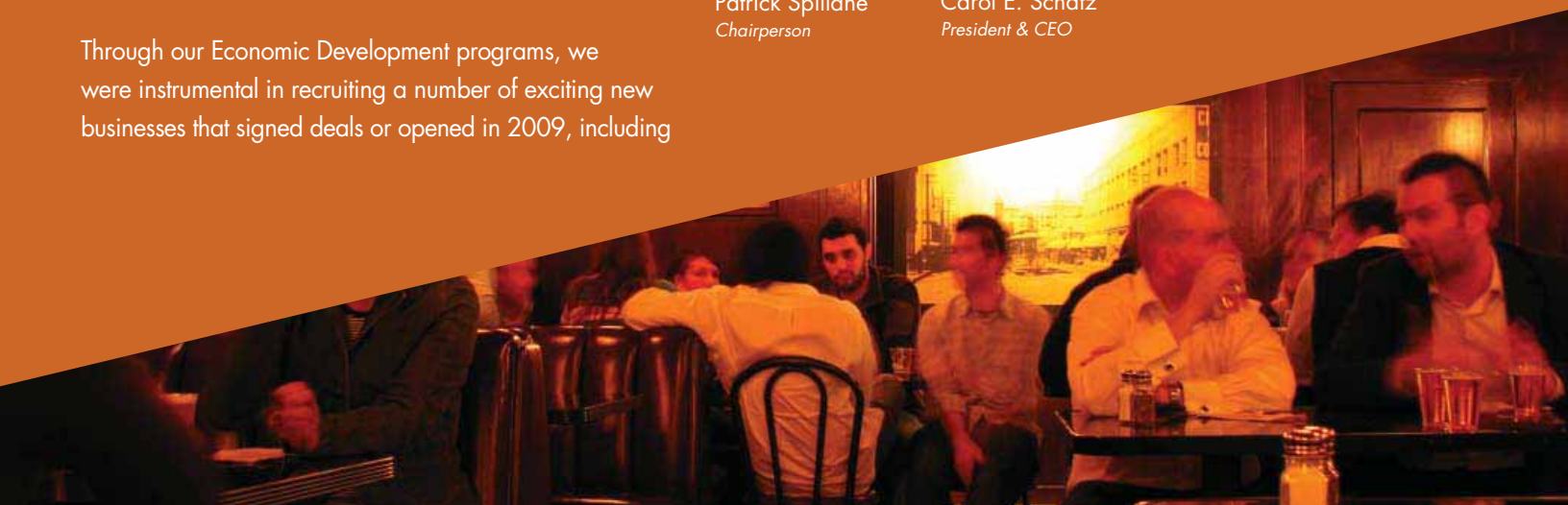
The DCBID continues to be the number one Los Angeles-based BID by budget and has set ambitious goals for 2010, including a strong office/retail tenant recruitment program, increasing people and investment to Downtown, and ensuring that the center of Downtown remains safe and clean for all of us. As always, we seek your input in our efforts to stay true to our mission.

As one strong community, we are looking up and moving forward.

Sincerely,

Patrick Spillane
Chairperson

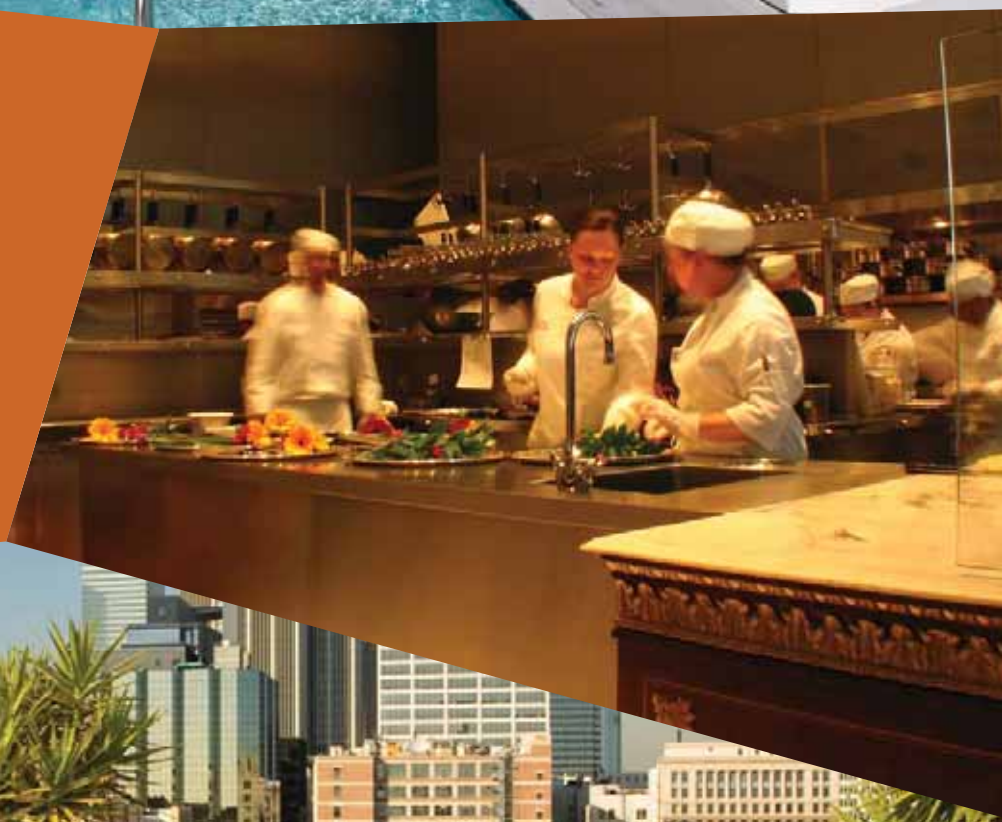
Carol E. Schatz
President & CEO



As one strong community, we are looking up and moving forward.

The Downtown Center Business Improvement District is a coalition of nearly 1,200 property owners committed to enhancing the quality of life in Downtown Los Angeles. The organization helps the 65-block Central Business District achieve its full potential as a great place to… **Live, Work & Play.**

Economic Development



Despite a very challenging economic year, Downtown Los Angeles held steady as a sustainable and viable Southern California hub. We continued to open unique businesses and residential properties. The completions of the entertainment, restaurant, and nightlife portions of L.A. LIVE have attracted local and international tourists to Downtown. Additionally, Downtown inaugurated the new Police Administration Building, saw the completion of the Metro Gold Line Eastside Extension, opened a new high school, and welcomed a subtle stream of diversified office tenants into the Central Business District.

We are pleased to showcase the Economic Development highlights of 2009.

Market Information

We continue to be the leader in market research for Downtown Los Angeles. We have compiled a diversified library of data and statistics related to various markets—including residential, retail, and office—and have produced various custom reports and projects this year. Our research department responded to thousands of requests for market information from developers, real estate brokers, appraisers, bankers, students, and press. This information has been instrumental in recruiting businesses and residents to Downtown LA.

Outgoing Outreach

We have been active on outreach in 2009 with our trade show booth at the ICSC Western Division Conference, the Urban Land Institute Urban Marketplace meeting, and at numerous speaking engagements to civic, business, and media groups in Southern California.

Retail, Restaurants, Amenities and Nightlife

We recruited and/or facilitated a number of new businesses that signed deals or opened in 2009, including:

Big Man Bakes cupcake bakery
Bolt Barbers
Bottega Louie full-service restaurant, bar, and specialty deli and market
BottleRock full-service restaurant and wine shop
CASA Cocina Y Cantina full-service restaurant and bar
Chaya Downtown full-service restaurant and bar
Corkbar full-service restaurant and wine bar
Crocker Club bar
Famima!! upscale convenience mart–2 locations
Magnolia full-service restaurant and bar
Mendocino Farms artisan sandwich shop–2nd location
Rivera Restaurant full-service restaurant and bar
Rosa Mexicano full-service restaurant and bar
Sandella's Flatbread Café quick-service restaurant
Soi 7 full-service restaurant
The Gorbals full-service restaurant and bar
Trader Vic's full-service restaurant and bar
Tommy Pastrami quick-service deli
Urban Life Cleaners

Office Tenant Recruitment

We have updated our comprehensive Downtown marketing package and distributed it on a consistent basis to potential office tenants and commercial real estate brokers in the community. Tours have been given to a number of major end users, and we continue to be of assistance to both landlord and tenant brokers in Downtown LA. We have also been successful in helping the brokerage community recruit various tenants into Downtown LA office spaces.

Downtown Residential Occupancy rate

Number of Projects **119**

Number of Units **17,545**

Occupancy Rate **84.27%**

Includes completed lofts, apartments and condominiums and excludes Single Room Occupancy.

DCBID Property Value Increase

YEAR	TOTAL ASSESSED DCBID VALUE	Percent + / -
1997	$4,211,364,587	
1998	$4,480,598,392	6.39%
1999	$4,838,421,305	7.99%
2000	$5,025,431,988	3.87%
2001	$5,260,525,694	4.68%
2002	$5,544,496,087	5.40%
2003	$5,688,391,189	2.60%
2004	$6,045,596,904	6.28%
2005	$7,002,900,943	15.83%
2006	$7,853,144,506	12.14%
2007	$8,695,487,916	10.73%
2008	$9,301,781,581	6.97%
2009	**$9,326,410,136**	**0.26%**

Percentage increase in value from 1997 to 2009: **121.46%**

Investment in Downtown Los Angeles 1999–2009

PROPERTY TYPE	PROJECT COST TOTAL
Arts & Entertainment	$1,036,800,000
Civic & Institutional	$2,041,700,000
Commercial	$451,000,000
Mixed-Use	$4,372,000,000
Residential	$5,927,100,000
Figueroa Corridor/Expo Park	$1,500,000,000
Grand Total	**$15,328,600,000**

Includes money secured for projects starting or approved for construction through 2009

Economic Development (continued)

Tours

For the eighth consecutive year, the DCBID gave semi-monthly **Saturday Housing Bus Tours** and **Friday Business Walking Tours.** These tours have been instrumental in recruiting new businesses and residents to the DCBID and greater Downtown. In 2009, over 1,500 people visited Downtown through these tours. Downtown Los Angeles continues to generate residential and professional interest, in spite of an evolving economy.

7TH Annual Fall Downtown Los Angeles Program & Tour

On November 10, nearly 300 professionals—including commercial and residential real estate brokers, bankers, developers, investors, retailers, restaurateurs, and hospitality tenants—visited Downtown Los Angeles to experience the great progress Downtown LA made in 2009. The event was produced by the DCBID with help from 9TH District Councilmember Jan Perry's Office.

The day began at Club NOKIA, at L.A. LIVE. Carol E. Schatz, President & CEO, presented an overview of the Downtown Renaissance, followed by remarks from Councilmember Perry. Hal Bastian, Senior Vice President & Director of Economic Development, then introduced a panel of experts who gave presentations detailing various market sectors, including:

- **Office Space:** Steve Marcussen, *Cushman & Wakefield*
- **Residential:** Alan Mark, *The Mark Company*
- **Retail:** Derrick Moore, *CB Richard Ellis*
- **Investment Sales:** Richard Plummer, *Grubb & Ellis*
- **L.A. LIVE:** Tammy Billings, *AEG*

Following these presentations, guests boarded buses for a comprehensive tour of Downtown LA, including:

- JW Marriott and Regal Cinemas Stadium 14
- 7+FIG Shopping Center and Ernst & Young Plaza
- Bottega Louie
- The Association Bar, Cole's, and The Varnish
- The New Police Administration Building
- EVO Residences

At each stop, speakers recounted their project or property's success story. The day ended with a lunch on the Target Terrace at L.A. LIVE, with a view of the Downtown skyline. Participants left with a positive outlook on Downtown, and the DCBID is already seeing potential new transactions resulting from this very productive day.

Events

2ND Annual Halloween Party for Downtown LA Kids The DCBID, Ralphs Fresh Fare, and the Fashion Institute of Design & Merchandising (FIDM) again collaborated to produce the 2ND Annual Halloween Party for Downtown LA Kids. Over 500 children and 600 adults gathered at FIDM's Grand Hope Park from 5–8pm to celebrate Halloween. Courtesy of Ralphs Fresh Fare, party-goers were treated to crafts, candy, hot dogs, water, cotton candy, as well as raisins and carrots. Children and parents participated in a costume parade, a pre-carved pumpkin contest, trick-or-treating at a series of decorated doors, an interactive video arcade, and a bouncy house.

Children are an integral component in Downtown's sustainability, and the party's resounding success highlights our achievement of creating a family-friendly community.

3RD Annual Dog Day Afternoon at the Cathedral
On July 28, from 6–9pm, the DCBID and the Cathedral of Our Lady of the Angels hosted its 3RD Annual Downtown Dog Day Afternoon at the Cathedral. The event was attended by 364 dogs and 708 humans for a festive evening of mingling, music, pet-related vendor displays and great food. Dogs are a very important component in creating a livable community and this event is designed to bring people together for a wonderful social experience.

Housing Units New to Market in 2009

For-sale properties	# of Units
655 Hope	80
Barker Block Lofts - Building 2	116
The Rowan	206

For-rent properties	# of Units
Factory Place Arts Complex	180
Great Republic Lofts	72
Haas Building	68
Rosslyn Lofts	297
Sakura Crossing	230
SB Spring	190
	Total 1,439

Condo Sales 2000–2009

	Year	Average Price PSF	Percent + / -
1BR			
	2009	**$340.31**	**-28.4%**
	2008	$475.49	-9.9%
	2007	$527.54	-5.6%
	2006	$559.09	20.9%
	2005	$462.51	18.8%
	2004	$389.29	41.3%
	2003	$275.59	25.4%
	2002	$219.78	14.8%
	2001	$191.44	13.5%
	2000	$168.61	
2BR			
	2009	**$348.19**	**-28.3%**
	2008	$485.86	-8.1%
	2007	$528.86	-5.3%
	2006	$558.66	6.2%
	2005	$525.82	19.4%
	2004	$440.42	38.3%
	2003	$318.36	41.2%
	2002	$225.48	13.6%
	2001	$198.50	13.7%
	2000	$174.56	
3BR			
	2009	**$476.52**	**-2.9%**
	2008	$490.52	-7.5%
	2007	$530.52	-8.0%
	2006	$576.47	4.1%
	2005	$553.95	19.8%
	2004	$462.50	40.8%
	2003	$328.46	23.4%
	2002	$266.18	26.2%
	2001	$210.93	20.6%
	2000	$174.93	

Office Vacancy / Rent Trends
Class A

Source: Cushman & Wakefield Research Services

Economic Development (continued)

Ralphs Tree Planting On a warm October 3RD morning, the DCBID, Central City Association of Los Angeles (CCA), Ralphs, Million Trees LA, and 70 volunteers partnered to plant 25 new trees in empty tree wells and large planters in Downtown. Ralphs donated the new trees, the DCBID recruited volunteers, and Million Trees LA procured the trees and supervised the planting. The DCBID has also committed to watering the trees for two years until they take root.

At the kick-off ceremony, Mike Donnelly, President of Ralphs, and Kendra Doyle, Group Vice President of Public Relations and Government Affairs, presented a $100,000 donation to Million Trees LA as part of a five-year, $500,000 commitment of support to the organization. Carol Schatz was instrumental in recruiting Ralphs to Downtown and opened the program.

Studies and Property Owners Communications

Demographic Study Released On April 15, the results of the 2008 Downtown LA Demographic Study were released. This highly successful and ambitious study targeted those who live, work, and play in the greater Downtown area. DCBID, Carol Schatz and Lauren Schlau of Lauren Schlau Consulting (LSC) provided key findings and addressed media questions and inquiries. The results of this study have since allowed the DCBID to recruit new retail, restaurants, and amenities to Downtown, as well as reach out to potential tenants.

For this study, we received the *2009 International Downtown Association's Achievement Award in Economic & Business Development.*

Second Saturdays

In 2009, the DCBID announced "Second Saturdays: Downtowners' Dinner Parties," a new awareness campaign to promote the wealth of dining options in Downtown LA. On the second Saturday of each month, Downtown residents are encouraged to be ambassadors for Downtown LA by inviting their non-Downtown friends to dinner parties in their homes and at local restaurants. "Second Saturdays" also encourages Downtowners to take their friends out for a night out on the town at our local arts and entertainment venues. The DCBID posted listings of markets, restaurants, and nightlife & entertainment at DowntownLA.com/2nd-Saturdays.

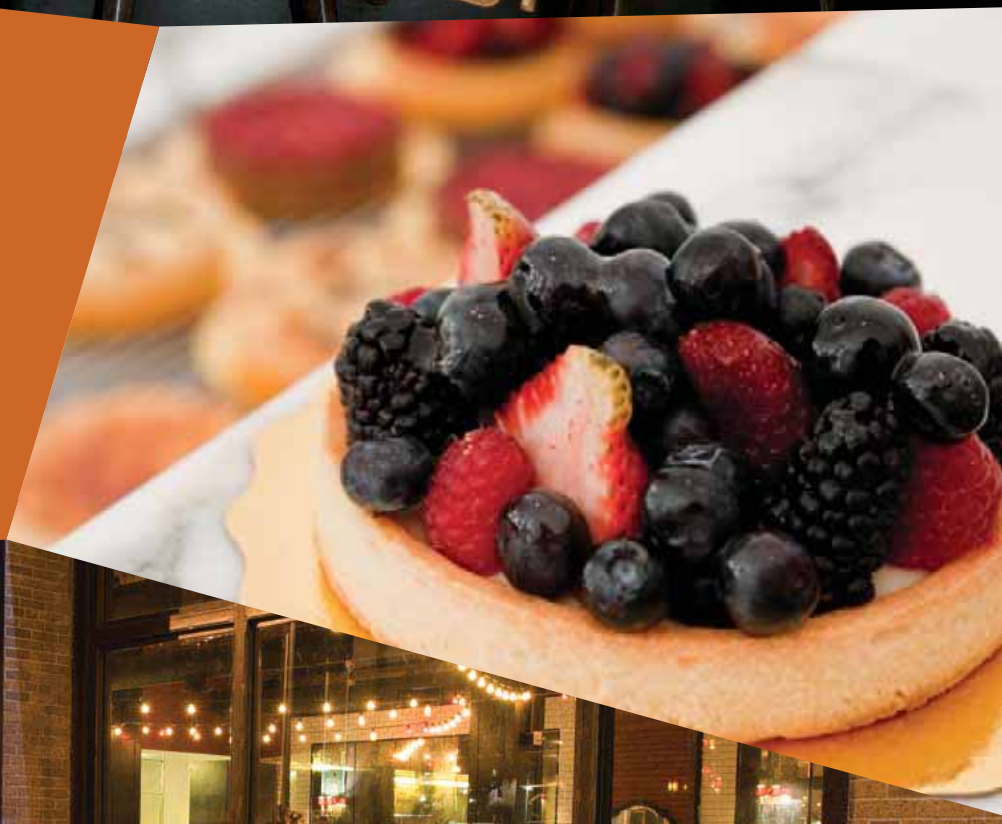
Weekly E-mail Newsletters

Throughout 2009, the Economic Development team continued to distribute key notices, promotions, and information to our constituents through weekly e-mail roundups. These messages have afforded businesses and organizations in Downtown LA the opportunity to highlight their key events and offer special promotions.

Significant 2009 Leases

BUILDING	ADDRESS	TENANT	LEASED SF	RENEWAL / NEW
555 West 5th	555 West 5th Street	Regent Systems	54,000	Renewal
617 West 7th	617 West 7th Street	Cyber Defender	15,882	New
777 Tower	777 South Figueroa Street	UBS Financial	33,804	Renewal
800 Wilshire Building	800 Wilshire Boulevard	Oran & Thomas	10,156	New
801 South Grand	801 South Grand Avenue	Pitney Bowes	10,437	New
	801 South Grand Avenue	Girl Scouts	10,614	New
801 Tower	801 South Figueroa Street	Fineman West & Co LLP	11,232	New
	801 South Figueroa Street	Blue Cross of California	24,196	Renewal
811 Wilshire	811 Wilshire Boulevard	Los Angeles Community College District	16,627	New
AON Center	707 Wilshire Boulevard	Booth Mitchel & Strange	11,908	Renewal
Bank of America Plaza	333 South Hope Street	Seyfarth & Shaw	54,194	New
	333 South Hope Street	Kirkland & Ellis	78,966	New
City National Bank Building	606 South Olive Street	Affiliated Computer Services	38,000	Renewal
City National Bank Building	606 South Olive Street	Executive Office for Immigration Review	72,210	Renewal
Ernst & Young Plaza	725 South Figueroa Street	Monteleone & McCrory LLP	14,359	Renewal
	725 South Figueroa Street	Ernst & Young	120,817	Renewal
Figueroa Tower	660 South Figueroa Street	Lindahl Beck	12,000	New
Fine Arts Building	811 West 7th Street	Hall & Partners USA Inc	10,566	Renewal
Manulife Plaza	515 South Figueroa Street	McCune & Harber	10,000	New
Mellon Bank Center	400 South Hope Street	Protiviti Risk Consulting	12,600	New
	400 South Hope Street	Ogletree Deakins	26,437	New
One Bunker Hill Building	601 West 5th Street	One Bunker Hill Law, LLP	15,874	Renewal
One California Plaza	300 South Grand Avenue	Colburn School of Music	10,000	New
	300 South Grand Avenue	University of Southern California	12,943	New
	300 South Grand Avenue	Deutsche Bank	15,514	Renewal
	300 South Grand Avenue	McKenna Long Aldridge	61,595	New
	300 South Grand Avenue	Bank of the West	76,696	Renewal
Pacific Center	523 West 6th Street	American Business Bank	22,569	New
Pacific Financial Center	800 West 6th Street	Sullivan Group	24,034	Renewal
Paul Hastings Tower	515 South Flower Street	Crowell & Moring LLP	27,230	New
	515 South Flower Street	RSM McGladrey	27,230	New
TCW Building	865 South Figueroa Street	Quinn, Emanuel, Urquhart, Oliver & Hedges LLP	166,000	Renewal
Two California Plaza	350 South Grand Avenue	Pond North LLP	15,900	Renewal
U.S. Bank Tower	633 West 5th Street	Jenner & Block, LLP	11,247	New
	633 West 5th Street	Thomson Reuters	24,228	New
Union Bank Plaza	445 South Figueroa Street	International Commercial Bank of China	12,000	Renewal
Verizon Center	700 South Flower Street	Stern Agee	24,000	Renewal
		Total Square Feet Leased	**1,196,065**	

Marketing



2009 was a strong year for the Marketing Department, featuring several successful campaigns which promoted Downtown LA as a premier destination for visitors and Angelenos alike. The DCBID marketing team has expanded and refined its channels of communication with those who live, work, and play in Downtown LA, and has achieved an even greater level of participation from Downtown LA businesses.

Summer Freedom: Discover Downtown LA

The DCBID launched a summer vacation campaign in mid-June through September to attract visitors to Downtown LA from throughout LA County and Southern California. Creative packages from nine Downtown Center hotels offered an affordable way to discover Downtown LA, and were promoted through targeted media outreach, a monthly e-newsletter to over 13,000 subscribers, messages to over 1,000 followers on Twitter, and an ad campaign which included lamag.com, latimes.com, mydesert.com, *KCRW*, *Performances Magazine* in San Diego, and more. The DCBID also distributed 10,000 cards in Sherman Oaks, Long Beach, Anaheim, Riverside, and Santa Monica.

Participating hotels reported a substantial increase in revenue due to this campaign, including one property which reported over $300,000 in additional revenue, and others reporting between $50,000 and $100,000 in additional revenue.

Other Media Campaigns

Valentine's Day Campaign The DCBID promoted a list of fun and romantic ideas in Downtown as the "Top 10 Valentine's Activities." Promotion included media outreach and advertising with LAtimes.com, *Downtown News*, Curbed L.A., and Angelenic.com. As a result of this campaign, the GRAMMY® Museum reported 89 additional visitors on Valentine's, and the Hilton Checkers reported an additional $2,450 in spa revenue and an additional $1,047 in room bookings for that day. The landing page on DowntownLA.com received over 3,800 pageviews.

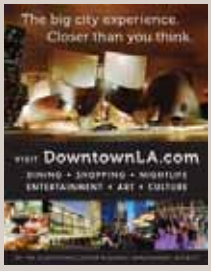
Mother's Day Campaign The DCBID crafted another list of "Top 10 Activities" for Mother's Day in Downtown LA — including brunches, afternoon teas, spa treatments, and museum exhibits. Several participating merchants created exclusive specials for DowntownLA.com, and reported an increase in business up to 50% due to this campaign. Restaurants noted a 20% increase in Mother's Day brunch reservations.

Holiday Top Ten To attract visitors during the Holiday Season, the DCBID launched the "Top 10 Winter Holiday Activities in Downtown LA." A landing page on DowntownLA.com featured exclusive offers from hotels, restaurants, gift shops, and more. The campaign ran from mid-November through December, and was promoted through media outreach, DCBID marketing channels, and online advertising. Clear Channel promoted the campaign on eight LA-area radio stations, prompting listeners to enter an online sweepstakes for several Downtown LA vacation packages, worth over $8,000 in total.

We produced a Downtown LA Holiday Calendar ad, which was placed in the *LA Times* and *Downtown News*. We also distributed 5,000 copies of the calendar in the Downtown Center, on the Westside, and in the San Fernando Valley. The campaign generated over 35,000 pageviews on DowntownLA.com, and participating merchants reported a noticeable increase in business.

Restaurant Promotion To promote Downtown Center restaurants during slower summer months, the DCBID launched a campaign in late July to promote dining hotspots. Outreach was performed through DCBID marketing channels and ads in the *LA Times*, LATimes.com, *Daily Candy*, *Downtown News*, *Eater LA*, *NBC* local online, *KCRW* (radio and online), a variety of local papers for adjacent neighborhoods, and others.

The campaign landing pages on DowntownLA.com received over 12,600 visitors and according to feedback from 12,000 surveys distributed to patrons of participating restaurants, an estimated 17% of all guests visited as a result of an ad (print or online) or a referral from one of our Downtown Guides.



General Downtown LA Advertising General ads promoting Downtown LA were placed in the *Downtown News, Where Magazine* and in the *StarLine Tours Guide* throughout the year.

Social Media The DCBID has regularly utilized Facebook and Twitter to broadcast messages about Downtown LA events and promotions.

Marketing (continued)

Downtown LA Directory

The DCBID's directory of Downtown LA businesses was completely updated and 200,000 copies were printed. Businesses in the Downtown Center were listed in bold and in color for additional exposure, and include a website URL. We created limited advertising opportunities for DCBID businesses at highly discounted rates. Western Brochure Distributors and Certified Folder Display are continuously distributing the Directory to over 500 locations throughout Southern California. The Ambassadors distributed the new guide to all businesses in the Downtown Center and fulfilled additional copy requests throughout the year.

DCBID Website

In order to maximize the benefits of online marketing, the DCBID's website received a complete redesign. Updated content and functionality have made DowntownLA.com a more useful and user-friendly resource. New features include an enhanced calendar, business search engine, interactive map, and more. In addition, the website was optimized for search engines and advertising space was made available to Downtown businesses. Listings of events, businesses, discounts, and available housing are updated on a continuing basis. Promotions for the new website generated over 247,500 visits in 2009, with over 728,600 pageviews.

Newsletters

To keep the DCBID's stakeholders informed, a **printed newsletter** was published three times in 2009. The DCBID also redesigned the more consumer-oriented **monthly e-newsletter**, which lists new businesses, upcoming events, and deals from Downtown businesses. In 2009, this newsletter grew to over 13,000 subscribers. Each month, the Downtown Guides also distributed 1,000 copies of a **teaser handout** which included the most popular content.

Ambassador Program

The DCBID Downtown Guides Program has been very successful in outreach to both visitors and businesses. We have received over 60 individual testimonials praising the Guides' performance.

Quick Stats for 2009:

• Directions given:	21,600
• Businesses contacted:	4,800
• Directories distributed:	120,000
• Welcome Maps provided:	32,200
• Welcome Bags provided:	2,400

We strived to continue to perfect the Guides' performance through quarterly training sessions and check-ups throughout the year.

10TH Annual Public Safety Appreciation BBQ

For the past ten years, the DCBID has hosted an annual BBQ to thank public safety entities — including the LA Police Department, LA Fire Department, and other public safety organizations — for their tireless efforts to keep Downtown LA safe. This year's event was attended by over 2,000 guests, including Chief Bratton, Chief Tyler, Chief Peaks, and Councilmember Jan Perry. The event raised $5,000 for the **Sheriff's Youth Foundation**, which supports crime prevention programs focused on empowering youth.

Event Sponsorships

Each year, the DCBID supports events which promise to enhance the Downtown community. In 2009, the DCBID supported the Jules Verne Festival, the Grand Performances Summer Series, the Shakespeare Festival/LA, and Hope for Firefighters.

Concierge Tour

In order to educate and inform concierges in and around Los Angeles about Downtown LA and the resources provided by the DCBID, a concierge tour was organized in October in collaboration with ***Where Magazine***. The Concierge tour was attended by over 150 concierges and brought great exposure to the venues in Downtown LA.

dineLA Restaurant Week

In both January and September of 2009, the DCBID again collaborated with LA INC. to promote **dineLA Restaurant Week**, with a focus on participating Downtown restaurants.

Live, Work & Play
Downtown L.A.
INFORMATION
Welcome Map
DOWNTOWN
LOS ANGELES

Safe and clean streets are the foundation of a vibrant Downtown. The DCBID's Safe & Clean team is proudly committed to assisting those who live, work, and play in the Downtown Center and Historic Downtown. This highly-visible team and well-trained staff of purple-shirted safety officers and maintenance personnel continue to provide daily, 24-hour supplemental services to maintain safety and cleanliness within the district. In 2009, these teams responded to over 100,000 calls for services related to safety and maintenance. In addition, the DCBID's specially trained BID ACTION Team has continued to assist the homeless community, working closely with service providers.

Operations

Safety

In 2009, the DCBID continued to champion a strong working relationship with the City of Los Angeles and local law enforcement entities in an effort to keep our streets safe and clean. The Central Area saw a slight decrease in "Part I crimes," which include assaults, thefts, and rapes.

To better serve the district, we provided advanced training and technical support for the Safety staff. Additionally, we adjusted the Safety Deployment Schedules to address special needs in the district identified by the CAD system, Safety Patrol staff observations, and LAPD statistics. We also increased staffing during the late evening and early morning hours, to better fulfill our safety mission to accommodate a growing Downtown.

For the 4th year, the DCBID ran the BID Academy. This 10-day program provided extensive classroom training and advanced field and physical training for new employees. Approximately 30 safety professionals completed this program in 2009. The training included report writing, criminal law, cultural diversity, first aid and CPR application, drug abuse recognition, and homeless outreach skills.

In 2009, the Safety Team:

- Received 11,445 unique calls for service—a 13% increase over 2008
- Dealt with 133,845 incidents—a 31% increase over 2008
- Of those 145,290 incidents, 32 resulted in an arrest for misdemeanor or felony crimes

Maintenance

The streets of the DCBID are maintained and kept clean by the efforts of our Clean Team. On a daily basis, the members of the team remove graffiti, discard trash, and sweep sidewalks. The Clean Team was responsible for removing 98,169 bags of trash from district receptacles. Additionally, approximately 1,000 bags of trash were removed from the sides of the surrounding freeways as participants in the state's Adopt-A-Highway cleanup program.

In 2009, 250 trash receptacles were refurbished within the district. The maintenance team:

- Removed 334 abandoned shopping carts
- Removed or assisted in the removal of 412 instances of graffiti
- Conducted 1,232 sidewalk wash downs
- Cleaned over 300 miles of sidewalks with mechanical devices
- Pressure-washed approximately 56,880 square feet of sidewalks

BID ACTION (Outreach Program)

BID ACTION has focused on increasing teamwork and partnerships with service providers in order to find new and innovative ways to better assist in outreach and placement. The campaign focused on meeting with our service providers to exchange ideas, information, and resources. We also look forward to updating our BID ACTION resource guide and partnering with agencies for ACTION staff training.

For the past 8 years, the DCBID's specially trained Outreach Team has assisted the homeless community with a variety of services, providing clothing, bus tokens, blankets, transportation, medical facilities, and assistance with entry into rehabilitation programs. In 2009, the BID ACTION team made contact with 603 homeless individuals and successfully provided services to 565 individuals, 25 of whom were placed in housing or drug and alcohol programs.

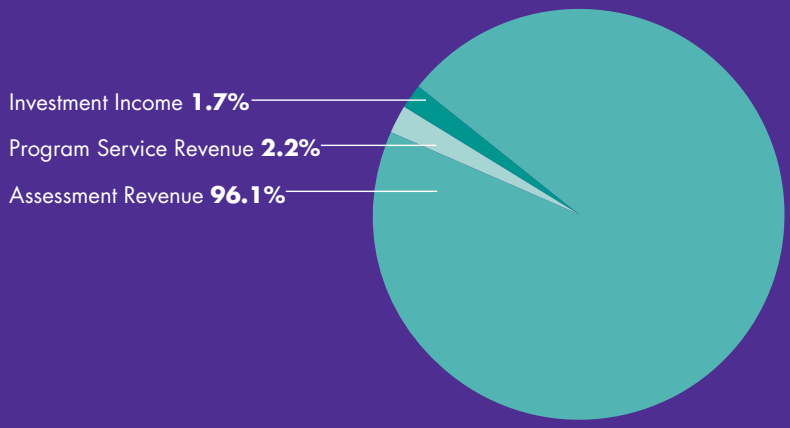
Financials

Statement of Activity

For the Year Ended December 31, 2009

	Total
REVENUES	
Assessment Revenue	$ 5,440,586
Total Revenues	**5,440,586**
EXPENSES	
Public Safety	1,906,991
Maintenance	1,120,386
Community Service	82,122
Destination Marketing	1,029,516
Economic Development	716,372
Management and General	927,706
Total Expenses	**5,783,093**
Net Income (Loss) from Operations	(342,507)
OTHER INCOME (EXPENSE)	
Program Service Revenue	123,252
Interest Income	91,004
Gain on Disposal of Fixed Assets & Investments	7,295
Total Other Income (Expense)	221,551
Increase (Decrease) in Net Assets	(120,956)
NET ASSETS	**$ 1,227,236**

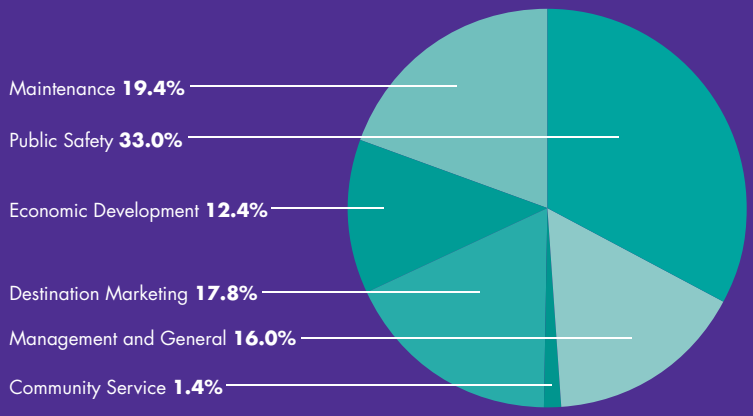
DCBID 2009 Revenues



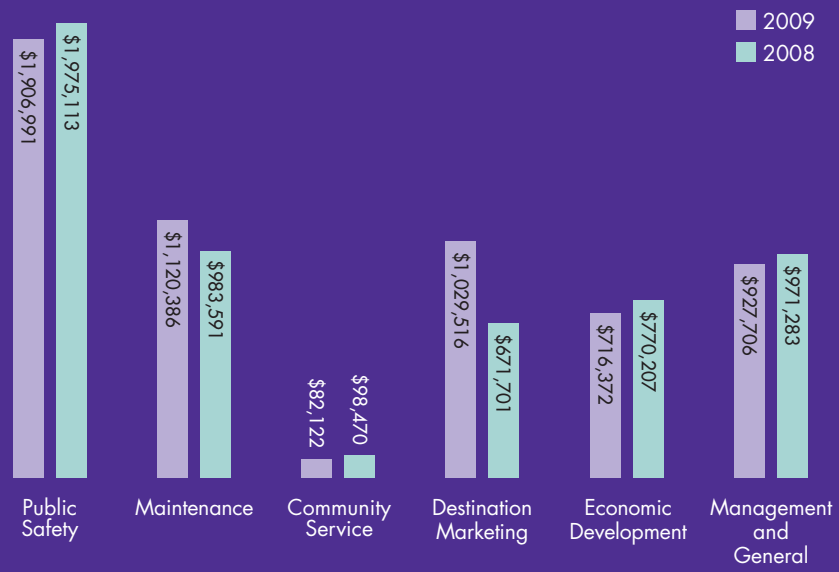
DCBID Revenues 2009–2008 (Comparison)

Financials continued

DCBID 2009 Expenses



DCBID Program Expenses 2009–2008 (Comparison)



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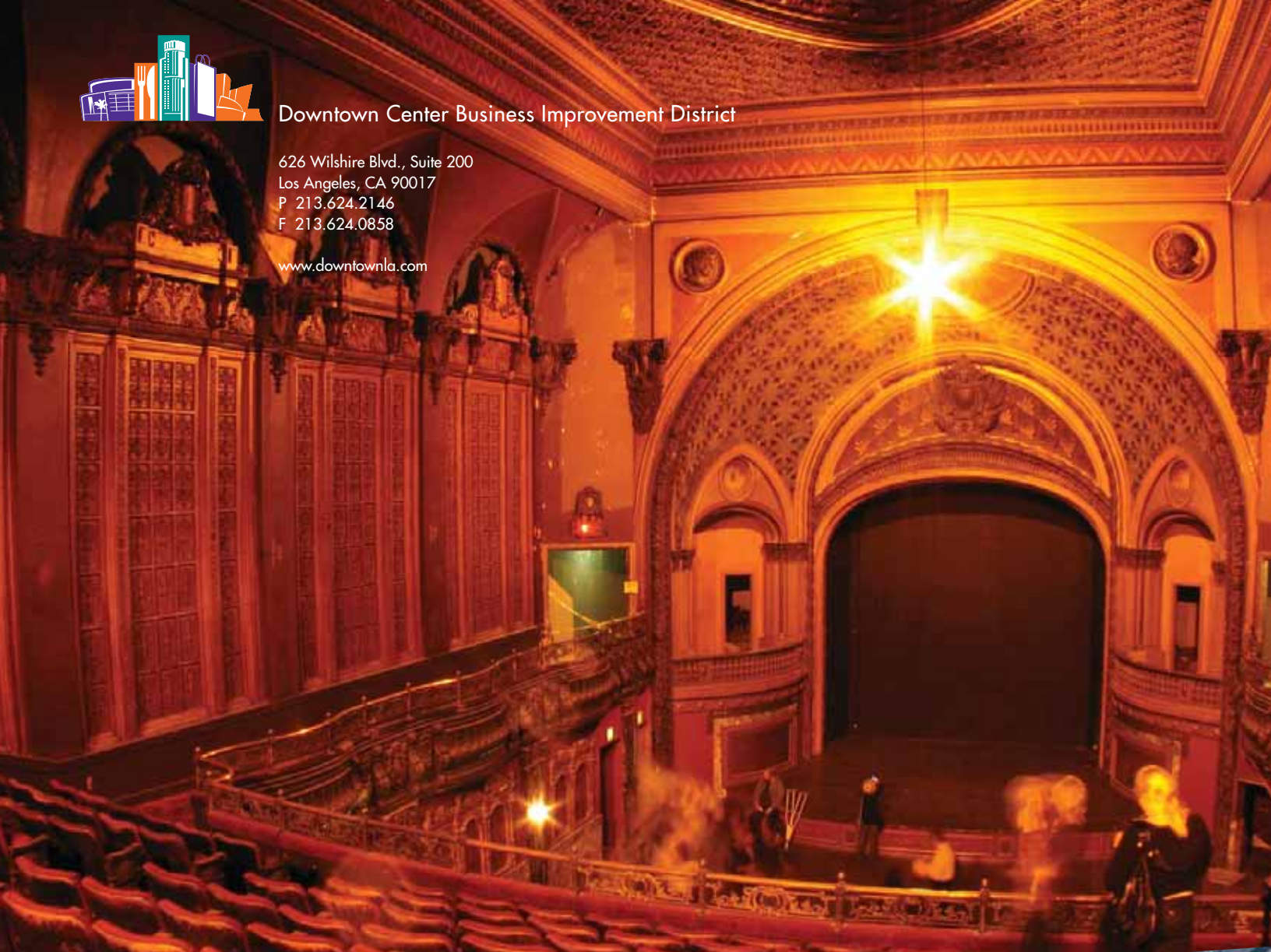

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