2016

ANNUAL REPORT

Building the Future

DCBID
DOWNTOWN CENTER BID

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DEAR DOWNTOWN STAKEHOLDER

We are pleased to share with you the Downtown Center Business Improvement District's (**DCBID**) Annual Report, outlining the accomplishments of **2016**. This year marks our 19th year in operation. Your continued support has allowed for much to be accomplished during the year: from our safety and maintenance programs, to our economic development outreach, and to our innovative marketing initiatives. **DCBID** programming has truly changed the face of our District and Downtown. Together, we ensure the continued growth of our Downtown community.

As I hope you are aware, the **DCBID**'s fourth five-year term ends on December 31, 2017. In 2016, we commenced the renewal process for our 2018 term so that we can continue to provide you with the safety, maintenance, business recruitment/retention, marketing, and community outreach programs that are supplemental to services provided by the city and which provide special benefits to District property owners. Information packets about the **DCBID** and the renewal process were mailed to property owners and a public information session was held to share and collect feedback on the 2018 Management District Plan.

2016 started with a fresh new look for the **DCBID**. With input from our stakeholders and the help of a local Downtown LA branding firm, the **DCBID** updated its logo for the first time in over ten years. New branding will enhance our marketing efforts to attract new visitors, tenants, and investors to the District. The new branding was introduced to the community with new safety and maintenance uniforms, vehicle decals, and online at DowntownLA.com.

We continued our successful tenant recruitment program, Get Urban, and launched the Innovate DTLA initiative to promote the District as a place of innovation and creativity. The Economic Development team hosted six public workshops that explored Downtown's existing innovation ecosystem and envisioned its exciting future.

The foundation of the DCBID continues to be the safety and cleanliness of our District. The DCBID trimmed 295 trees, removed 60,000 bags of trash and responded to 28,995 calls for service.

In 2015, a contract was developed and executed with PATH (People Assisting the Homeless) to provide a full-time, on-the-street, mobile outreach team to connect the homeless within the **DCBID** with much needed services including permanent housing, and mental health and wellness services, and to provide training and education to **DCBID** Safety and Maintenance teams. Since the partnership was created, the DCBID and PATH have made contact with 1,431 individuals and have connected 50 with housing services.

The **DCBID Downtown Guides** assisted thousands of employees, residents, visitors, and businesses in the District while in the field and stationed at our new walk-up DTLA Tourism Information Kiosk, located at the base of the OUE US Bank Tower.

The **DCBID** remains the number one Los Angeles-based BID by budget and has set ambitious goals for 2017. A key goal is the launch of a robust economic development marketing campaign to attract new tenants to the District in office, residential, and retail projects. We also are planning for the successful completion of the 2018 renewal process, and will be building on the PATH partnership for homeless outreach.

Thank you for your continued dedication to Downtown LA. We are extremely grateful for your support and know that together we will continue to build the future of Downtown LA.

Sincerely,

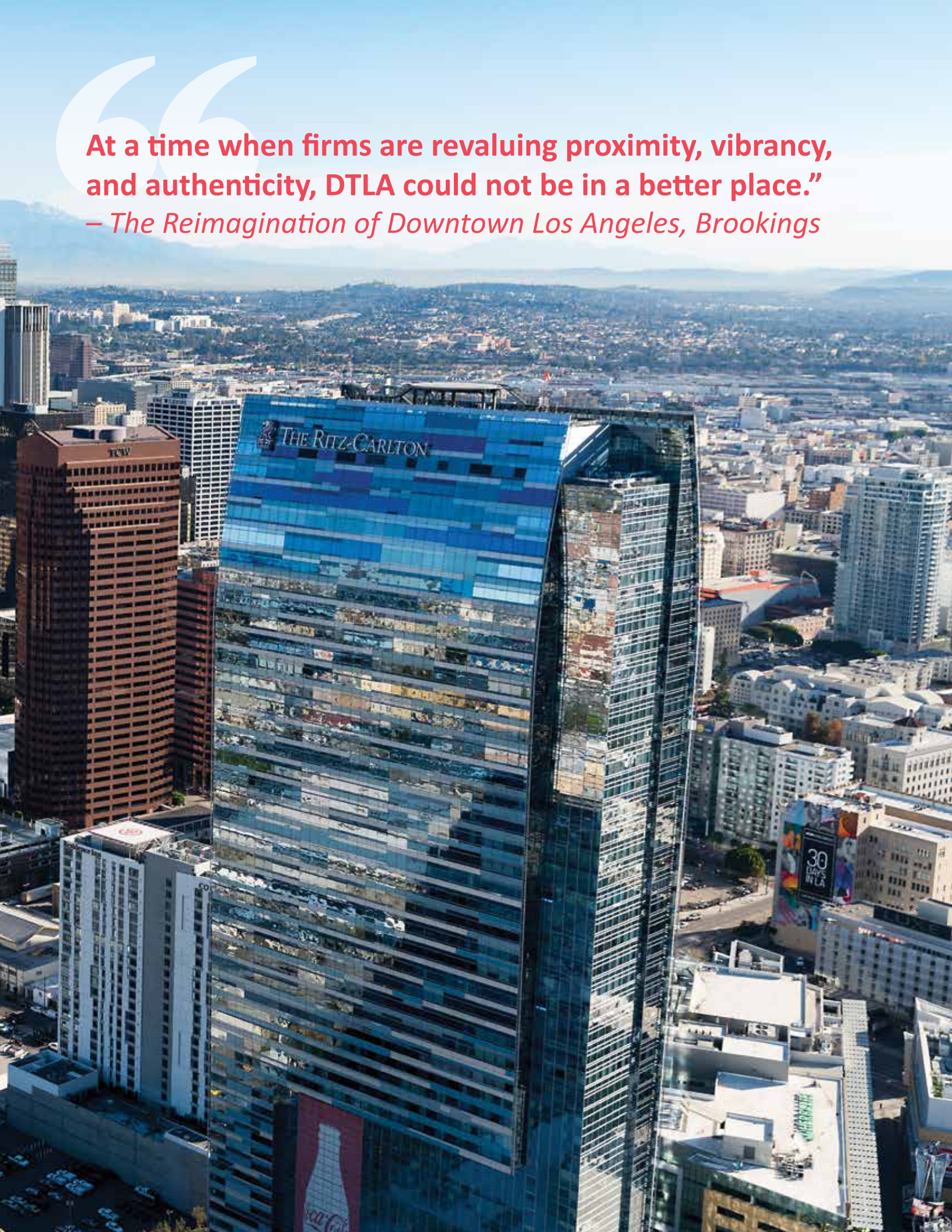
Cari Wolk

Cari Wolk
Chairperson,
DCBID Board of Directors

Carol E. Schatz
President & CEO

PHOTO BY HUNTER KERHART

At a time when firms are revaluing proximity, vibrancy, and authenticity, DTLA could not be in a better place."
– The Reimagination of Downtown Los Angeles, Brookings



11,467
Residential units
under construction
HOTEL
FIGUEROA

DTLA BY THE NUMBERS

Population Growth

2016 **65,185**

1999 **18,700**

Residential Units

2016 **38,120**

1999 **11,626**

Average Condo Price per Sq. Ft.

2016 **$653**

1999 **$169**

Property Value

$14.6 billion (2016)

$4.8 billion (1999)

OPEN FOR BUSINESS

800+

New restaurants, bars, retail, nightlife, and amenities 2008–2016

A VIBRANT COMMUNITY

$98,000 average median household income of residents

66% of residents are between the ages of 23–44

79% of residents have earned a college degree or higher

500,000+ weekday population

19 million annual visitors

CONTINUED GROWTH

Hotel Rooms	Residential Units
8,177 Current Inventory	**38,120** Current Inventory
2,756 Under Construction	**11,467** Under Construction
4,515 Pipeline	**26,907** Pipeline

OPERATIONS

Keeping the District safe and clean

Safe and clean streets are the foundation of a vibrant neighborhood. The DCBID's Safe and Clean team is proudly committed to assisting those who live, work, play, and visit the District. This highly visible, well-trained staff of purple-shirted safety officers and maintenance personnel continues to provide daily, 24-hour supplemental services to maintain safety and cleanliness within the District. In 2016, the team addressed 113,473 District issues including responding to 28,995 calls for service. The DCBID's specially trained BID A.C.T.I.O.N. team provided assistance to the homeless community, connecting 50 individuals to housing services.

SAFETY

While in the District, you may come across our Safety Officers. They serve as additional eyes and ears for local law enforcement and city entities.

28,995 Calls for service

MAINTENANCE

The men and women of our Maintenance Team help maintain the cleanliness of sidewalks and public areas within the District. They are also tasked with maintaining approximately 250 trash receptacles provided by the DCBID.

1,494 Graffiti clean ups

BID A.C.T.I.O.N.

For the past 15 years, the DCBID's specially trained BID A.C.T.I.O.N. team has assisted the homeless community with a variety of services including assistance into housing and rehabilitation programs, clothing, blankets, transportation, and medical services.

1,960 Services provided

DCBID
DCBID

SAFETY

SAFETY TEAM STATISTICS

28,995
Calls for service

16%
Increase from 2015

113,473
Issues addressed

9.5%
Decrease from 2015

T3 SEGWAYS HIT THE STREETS

The DCBID operates three T3 Segway vehicles that are now being utilized in the District to assist with patrols. The vehicles patrol 7th St between Hill and Figueroa during the lunch and dinner rushes. One T3 patrols the southern part of the District, between 7th and Olympic on a regular basis. They also carry DTLA Welcome Maps and assist visitors when needed. In order to operate a T3, Safety Officers must receive certification of specialized training. The T3s allow the Safety Team to travel efficiently on sidewalks and streets, helping them cover more of the District.

MOAB TRAINING OFFERED

Management of Aggressive Behavior (MOAB) training was provided by Allied Universal. This certified, 16-hour course trains Safety Officers on how to handle aggressive behavior in the District. It specializes in de-escalating aggressive behavior and coming to a peaceful resolution. All of our District Safety Officers are now MOAB trained and will receive updates on new techniques as they become available.

MAINTENANCE

TREE WELL MAKEOVER

Upon inspection of tree wells throughout the District, the Maintenance Team discovered that ground sand and pebbles at the base of tree wells were causing unpleasant odors. After researching materials that mitigate odor, it was decided that bark mulch would be the most effective. The team contacted several vendors to ensure the new mulch was pet friendly and would assist with increased odor during warm summer months. As a result, the maintenance team replaced malodorous dirt in 480 tree wells with over 600 bags of bark mulch in 2016.

STREET LIGHT REPAIRS

The Maintenance Team launched an initiative to conduct monthly streetlight checks throughout the District. Team members enter streetlight-related maintenance issues into the city's MyLA311 app and follow up with city work orders. This process is completed daily until all inoperative lights are repaired. In the 4th Quarter, 350 lights were replaced along Lower Grand Avenue alone.

MAINTENANCE TEAM STATISTICS

60,000

Bags of trash removed from over 250 DCBID owned receptacles

1,494

Instances of graffiti removed

6,200

Sidewalk wash-downs conducted

BID OUTREACH

BID A.C.T.I.O.N. STATISTICS

266
Individuals provided services

56
Individuals placed in housing or drug & alcohol rehabilitation programs

703
New individuals contacted

2,481
Individuals contacted

BID A.C.T.I.O.N. TEAM & PATH PARTNERSHIP

In 2015 the DCBID executed a contract with **PATH (People Assisting the Homeless)** to provide full-time, on-the-street, mobile outreach to connect homeless individuals within the District with much needed services including permanent housing and mental health & wellness services. PATH also provides incremental training and education to DCBID Security and Maintenance teams. In 2016, the DCBID Board of Directors voted to extend the PATH contract for another year based on the success of the prior year. Working together with PATH provides the DCBID an opportunity to leverage their 31-years of experience in assisting the homeless and allows us to seamlessly increase both our outreach efforts and the types and number of services we can offer to the District's homeless population.

DCBID COMPLETES 18th YEAR OF ONGOING PARTNERSHIP WITH CHRYSALIS

Chrysalis is a nonprofit organization focused on creating a pathway to self-sufficiency for homeless and low income individuals by providing the resources and support needed to find and retain employment. The partnership between the DCBID and Chrysalis provides approximately 30 ongoing transitional employment positions across our Maintenance and BID A.C.T.I.O.N teams. These positions provide valuable experience, helping to remove barriers to employment for individuals who have overcome a history of incarceration or homelessness and drug addiction.

TEAM MEMBERS OF THE YEAR

Each quarter, the DCBID recognizes Safety and Maintenance team members who have gone above and beyond the call of duty.

SAFETY TEAM

Officer Paul Baes serves the area he patrols by taking a proactive approach. During his patrols, he takes pride in making sure his area is clean and safe. Officer Baes has taken the initiative of training Safety Officers who are new to the DCBID.

Officer Ricardo Sifuentes has been a DCBID bike patrol officer for over a year and a half. During this time, he has showcased his leadership skills while working alongside his peers. He has taken initiative to work additional hours when requested.

Officer Felipe Leon worked with the DCBID for a little over one year and during his time, Officer Leon consistently worked extra hours and assisted his peers and supervisors when needed.

MAINTENANCE TEAM

George Black has been working with the Maintenance Team since August 2015 and in that time has proven to be an asset to the DCBID. His supervisors can rest assured that when they give George a task, it will be completed in a timely manner and with great attention to detail.

Jason Kinermon has shown pride and dedication to his position at the DCBID. He is known as an employee who takes initiative and is always willing to tackle new challenges. He serves as a great role model for his coworkers.

Brian Smith has always shown dedication to his team and his work. He is quick with a smile, maintains a positive attitude, and displays excellent customer service skills. In addition, he's punctual and ready to learn from his own experiences and those of his colleagues.

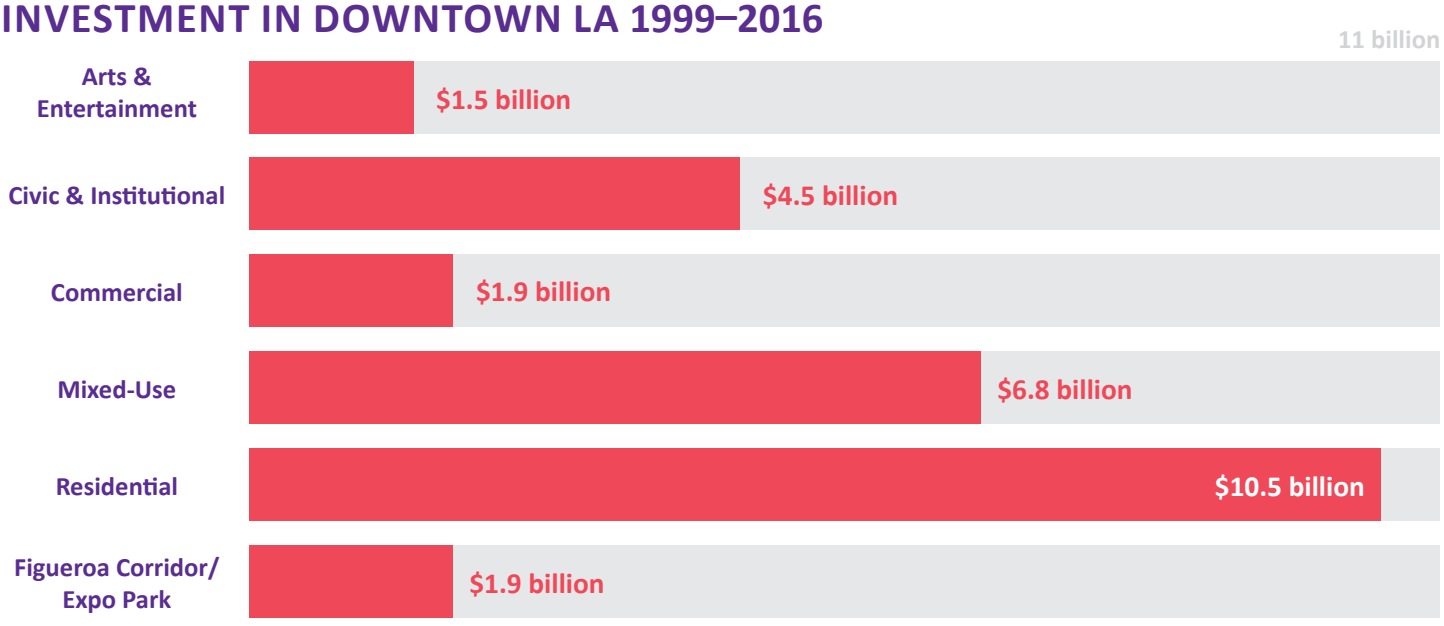
ECONOMIC DEVELOPMENT

Bringing investment to the District

The Economic Development team continued to play a lead role in the growth of our District and Downtown LA through its outreach to investors and developers, and its tours for prospective residents, office and retail tenants. We maintained our position as the main hub for data and research on DTLA, responding to hundreds of requests for information and issuing industry standard quarterly Market Reports.

For the office sector, we continued our successful **Get Urban** tenant recruitment program, and launched the spin-off Innovate DTLA initiative to promote Downtown as a place of innovation and creativity. For the retail sector we continued to distribute our DTLA: The Future of Urban Retail report and worked with property owners and the brokerage community to attract top retailers to the District and Downtown.

INVESTMENT IN DOWNTOWN LA 1999–2016



$27.1B
Total Investment in
Downtown LA
1999–2016

COMMERCIAL MARKET OVERVIEW

In 2016, the Economic Development team supported the commercial real estate sector with information, advice, and a range of services provided to investors, developers, lenders, brokers, property owners, and tenants.

DCBID SIGNIFICANT COMMERCIAL SALES 2016

ASSET	ADDRESS	BUYER	BUILDING SQ FT	PRICE PER SQ FT
Citigroup Center	444 S. Flower St.	Coretrust Capital Partners	**891,056**	**$377.08**
The Roosevelt	727 W. 7th St.	Blackstone Group	**332,832**	**$453.44**
Los Angeles Times	Multiple Properties	Onni Group	**1,054,301**	**$101.58**
400 S Hope St.	400 S. Hope St.	GLL Real Estate Partners	**701,535**	**$447.07**
The Milner Hotel	813 S. Flower St.	Pacifica Hotels	**67,090**	**$303.70**
Chase Plaza	888 W. 6th.	Copperfield Investments	**109,330**	**$494.83**
915 Wilshire	915 Wilshire	Lincoln Property Company	**390,312**	**$329.10**
Foreman & Clark Building	701 S. Hill St.	Bonnis Properties	**147,346**	**$356.30**

OFFICE VACANCY & RENT TRENDS

YEAR	DIRECT VACANCY	DIRECT AVERAGE RENT PER SQ FT
2016	**16.8%**	**$39.96**
2015	**18.2%**	**$37.44**
2014	**19.4%**	**$36.48**
2013	**20.7%**	**$36.02**
2012	**20.0%**	**$35.79**
2011	**18.6%**	**$35.67**
2010	**16.7%**	**$35.40**
2009	**15.3%**	**$36.77**
2008	**12.5%**	**$38.64**
2007	**12.3%**	**$36.37**
2006	**13.8%**	**$31.65**
2005	**11.2%**	**$28.05**
2004	**14.2%**	**$26.88**
2003	**14.4%**	**$26.22**
2002	**15.2%**	**$25.53**
2001	**12.9%**	**$24.84**
2000	**16.0%**	**$23.40**
1999	**14.2%**	**$23.04**

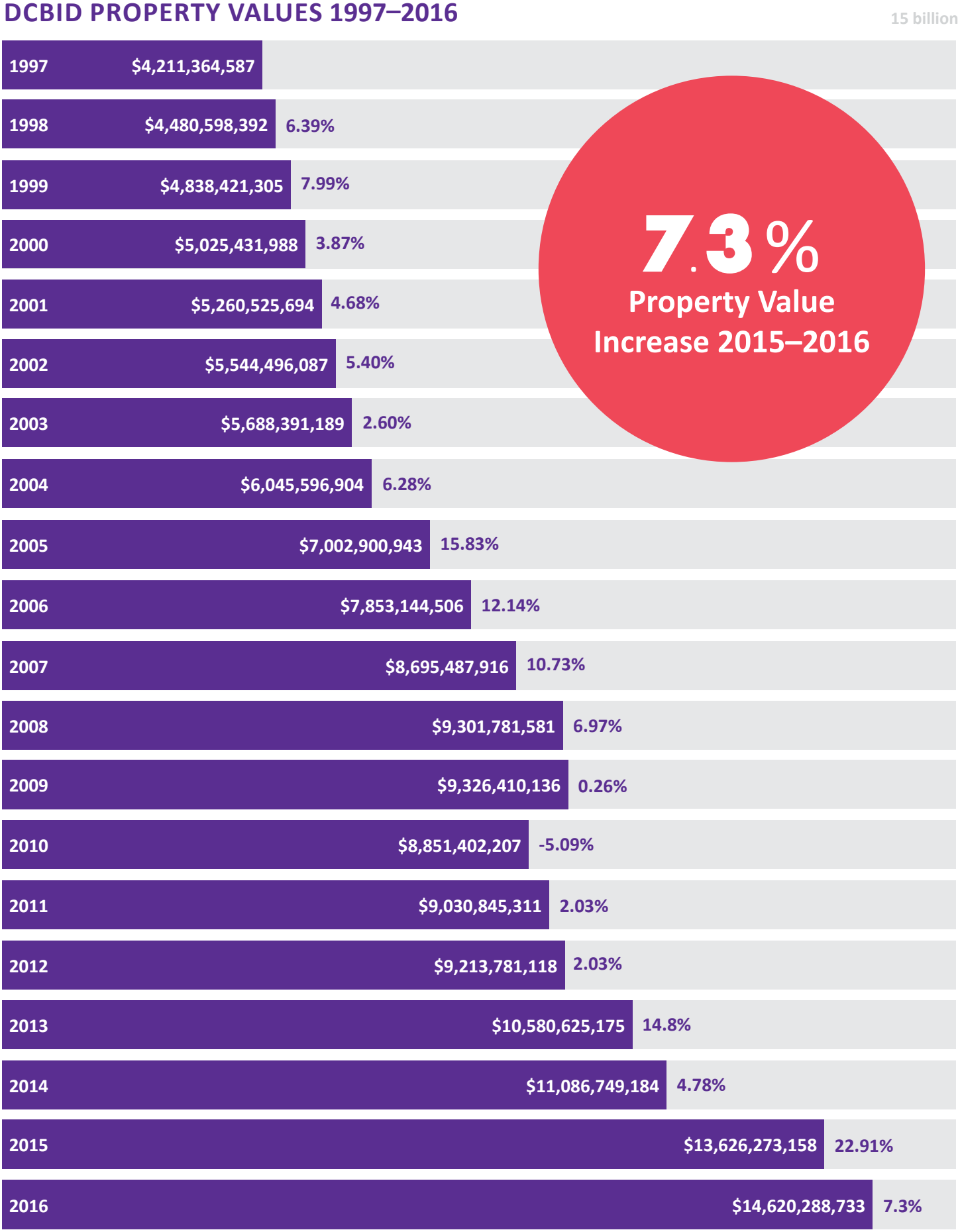
247.16%

DCBID total property value increase 1997–2016

2,824,463

Total square feet leased

DCBID PROPERTY VALUES 1997–2016



SIGNIFICANT OFFICE LEASES 2016

TENANT	BUILDING	ADDRESS	SQ FT
Warner Music Group	The Ford Factory	777 S. Santa Fe Ave.	**257,000**
City National Bank	Two California Plaza	350 S. Grand Ave.	**241,000**
HDR Engineering	Two California Plaza	350 S. Grand Ave.	**28,266**
Chubb Insurance	City National Plaza	555 S. Flower St.	**66,971**
American Realty Advisors	City National Plaza	505 S. Flower St.	**39,319**
Quinn Emanuel	865 Tower	865 S. Figueroa St.	**135,003**
Ignited Spaces	California Market Center	110 E. 9th St.	**42,161**
All Def Digital	1212 Building	1212 S. Flower St.	**26,218**
Industrious	600 Wilshire	600 Wilshire Blvd.	**18,853**

RESIDENTIAL MARKET OVERVIEW

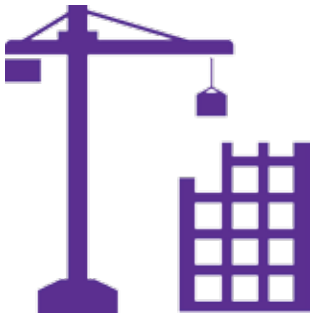
In 2016, we supported the residential market on both sides of the equation – providing consulting services to investors and developers and touring prospective residents and brokers through existing properties and new projects on our monthly housing tours. 11,467 residential units were under construction this year, including some of the largest developments in Downtown LA's history, such as the $1B Oceanwide Plaza, with 504 condos and almost 200,000 square feet of retail.

91%

Downtown residential occupancy rate

26,907

Proposed units



11,467

Units under construction

AVERAGE CONDO SALES 2001–2016

YEAR	PRICE PER SQ FT	CHANGE FROM PREVIOUS YEAR
2016	$652.69	7.8%
2015	$605.16	9.5%
2014	$563.23	15.40%
2013	$487.89	30.5%
2012	$373.78	16.7%
2011	$320.39	-2.8%
2010	$329.58	-3.2%
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%

RETAIL & HOTEL MARKET OVERVIEW

Retail, Restaurants, Nightlife, Hotels, and Amenities

2016 was a banner year for retail and hospitality, with 2 million square feet of retail space and 2,750 hotel rooms under construction. Showcase openings included **Petco** and **Karl Strauss Brewing Company**. Hospitality highlights included the start of construction on **Giannini Place**, to be transformed under the Nomad brand, and the announcement of a proposed 1,162 room hotel across from the LA Convention Center.

The DCBID played a role on both the industry and consumer side – providing information and consulting services to prospective retail tenants and hospitality developers, and promoting local businesses and hotels in our marketing materials, tours, and roundtable meetings.

NOTABLE RETAIL OPENINGS IN 2016

85°C Bakery
Benjamin
Blue Bottle Coffee
Howlin Ray's
Knead & Co. Pasta Bar
Mezcalero
Perverse Eyewear
Rock and Reilly's
SoulCycle
Spring
The Pacific Seas at Clifton's Cafeteria
Wild Living Foods
71Above
The Chairman
Footaction and Kicks Lounge
Five Guys
Impresso
Salt & Straw
Bulletproof Coffee
PYT
Miro
Dunkin' Donuts
Cleo at LA Live
Hoke Poke
Chicas Tacos
Ugo Café
Spread
Westbound
Craft Pizza & Chicken
Shinola
Gresescent
Pocket Square Clothing
Officine Brera
MYKITA
Brack Shop Tavern
Sonoratown
EJ's Bites
Baldoria
Garçons de Café
Unleashed by Petco
Birdies
Planet Fitness
BNKR
Hennessey and Ingalls
Karl Strauss Brewing Co
Guerilla Atelier

Clifton's
PACIFIC SEAS

soulcycle
soulcycle
soulcycle
soulcycle
soulcycle
soulcycle
ATHLETE
LEGEND
WARRIOR

Ricas
TACOS

KNEAD

INNOVATE DTLA

Downtown Los Angeles is rapidly becoming a hub of innovation and creativity across its diverse industry sectors. To support this evolution, the DCBID developed the Innovate DTLA initiative to promote the Downtown Center as an Innovation District, and attract new creative companies and individuals to our office and residential properties.

LEADERSHIP SYMPOSIUM

The Innovate DTLA initiative launched on June 22nd with a Leadership Symposium at **The Gas Company Tower** hosted by **WeWork** and **Brookfield**. The event brought together leading thinkers on innovation and placemaking who are committed to elevating Downtown's position as a globally-acknowledged center for technology and creativity.

WORKSHOPS & PANEL DISCUSSIONS

Following the Leadership Symposium, the Economic Development team hosted a series of six public workshops at Cross Campus and other locations across the district.

Feedback and findings from the workshops inform our efforts to attract new creative and tech tenants to the district's office buildings and top talent to our residential offerings.

Innovate
DTLA

KAT
Hamma

TRACY
Gray

GET URBAN

CREATIVE/TECH OFFICE RECRUITMENT PROGRAM

The Economic Development team continued its creative/tech office recruitment initiative, Get Urban. The program, designed to encourage leasing of office space in the DCBID by educating brokers and prospective tenants on the assets and advantages of Downtown LA, consisted of a glossy brochure covering the benefits of doing business downtown and a monthly bus tour of Downtown's creative office spaces. The team led 9 tours in 2016, hosting over 200 attendees and showcasing more than 40 Downtown companies, while also distributing the brochure to thousands of businesses, brokers, and real estate professionals.

MARKET REPORTS

Our Quarterly and Year-End Market Reports provided a comprehensive overview of the state of commercial, residential, and retail real estate for all of Downtown. They included updates on newly proposed and under construction projects by district, key stats by sector, as well as significant sales, leases, and retail openings. The reports are widely requested and used by real estate professionals, business owners, residents, and visitors alike. Quotes and stats from the reports are often referenced in news articles. The year's Quarterly Reports are available for download on DowntownLA.com/Research, as well as distributed throughout the year by the Economic Development team both digitally to our mailing lists, and in-print at meetings, conferences, and tours. The reports' hard data paint a compelling picture of Downtown's underlying strength, surpassing expectations each quarter.

BID BUSINESS SERVICES

HOUSING TOURS

In 2016, over 300 people attended our monthly Downtown Housing Tours showcasing DTLA's unique attractions and amenities, and residential living opportunities, including both for-lease and for-sale developments. The tours were fully booked throughout the year, demonstrating the continued strength and appeal of the Downtown residential market.

OUTREACH, RECRUITMENT & CONSULTING SERVICES

To promote investment, we assisted and/or toured many types of companies and individuals, including the following:

- **Residential Developers and Investors**
- **Hotel Developers and Operators**
- **Commercial and Investment Bankers**
- **Real Estate Appraisers**
- **Office Space Tenants**
- **Retailers and Restauranteurs**
- **Cultural, Educational and Non-profit Institutions**
- **Commercial and Residential Real Estate Brokers**

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MARKETING

Engaging consumers

The marketing department implemented strategic programs that created awareness and drove traffic to District businesses and events in 2016. We used digital marketing through DowntownLA.com and its social media platforms to attract visitors, workers, and residents to the District. Our website, the go-to resource for all who live, work, and play in Downtown, had over 1.3MM page views and 225k users. We increased our social media by an average of 40% across Facebook, Twitter, and Instagram. Our email newsletter continued to reach tens of thousands of subscribers each month with an average open rate of 22%. Our seasonal marketing campaigns promoted the District with curated guides and useful content that generated renewed awareness to the area.

DCBID WEBSITE

1,867,145 page views

225,575 users

35,780 email subscribers

22% email open rate (above industry avg.)

DCBID SOCIAL MEDIA

36,621 Facebook fans; **up 21%** from 2015

36,186 Twitter followers; **up 7%** from 2015

9,588 Instagram followers; **up 90%** from 2015

MARKETING

DCBID's NEW LOOK

In June, the DCBID introduced a new visual system including a new logo for the DCBID and its DowntownLA.com website and social media. Designed by a local Downtown LA firm, Ferroconcrete, the new branding represents the tone, history, culture, and new direction of Downtown LA. It gives the DCBID a distinctive logo that raises awareness for and builds a connection to 'DTLA' as a destination. Additionally, the new branding is bold and flexible, allowing for the incorporation of imagery and color to highlight the cultural diversity and social vibrancy of the area.

Before:

Downtown Center
Business Improvement District

After:

DCBID
DOWNTOWN CENTER BID

ADVERTISING CAMPAIGNS

From Surf 2 City: Explore DTLA

In anticipation of the Metro Expo Phase 2 line extension, we launched a marketing campaign in May to attract visitors along the new Westside stations to Downtown LA. The campaign included a promotional video that was co-produced with the Downtown Santa Monica BID, a web page, Instagram contest, DowntownLA.com giveaways, and a street team to welcome visitors during the grand opening weekend. The video was advertised on Facebook to targeted zip codes and received 5,000+ completed views, 1,000+ likes and loves, and 385 shares.

Summer in the City

Downtown LA is more active than ever in the warm summer months. Our Summer campaign promoted our District and DTLA as a destination for outdoor concerts, movies, and special events with a curated guide at DowntownLA.com/Summer. The guide highlighted major event series and included recommendations for dining, shopping, and things to do before and after each event. 2016 participants included:

- **FIGat7th Downtown Festival**
- **Friday Night Flicks at Pershing Square**
- **Downtown Stage at Pershing Square**
- **Grand Performances**
- **Grand Park Summer**
- **Dance Downtown at The Music Center**

Our marketing campaign included a strategic mix of online, print, radio and social media advertising along with street team marketing.

DTLA for the Holidays

The DCBID launched its holiday campaign from November 23rd through December. The campaign promoted our District and Downtown LA as a walkable destination for unique gifts and festive events with a one-stop guide at DowntownLA.com/Holiday. The webpage featured 50+ retailers, hotel promotions, and holiday events in Downtown LA including the pop-up Holiday Odd Market at **The Bloc**, Ice Rink at **Pershing Square**, **FIGat7th** Holiday Silent Disco, L.A. Master Chorale concerts at **Walt Disney Concert Hall**, the **Millennium Biltmore** Tree Lighting Ceremony, and more. As an extension of our DTLA for The Holidays campaign, we supported The Bloc Holiday Odd Market from December 19-22. Our presence included a booth staffed by DCBID Guides with a daily giveaway and raffle from District businesses, sponsored carolers, and a live flamenco band.

MARKETING

MEDIA COVERAGE

DCBID events and initiatives resulted in coverage from a number of news media outlets including the *Los Angeles Times, New York Times, Los Angeles Business Journal, Wall Street Journal. L.A. Downtown News*, and *Globe St*. The DCBID earned broadcast coverage on *KTTV*, *KTLA*, *KABC7*, and *KPPC*.

WELCOME MAPS

The DCBID distributed approximately 400k maps, highlighting Downtown LA attractions, points of interest, and public transit routes. The maps were distributed to Downtown businesses, at special events, transportation hubs, tourist locations, and hotels throughout Southern California.

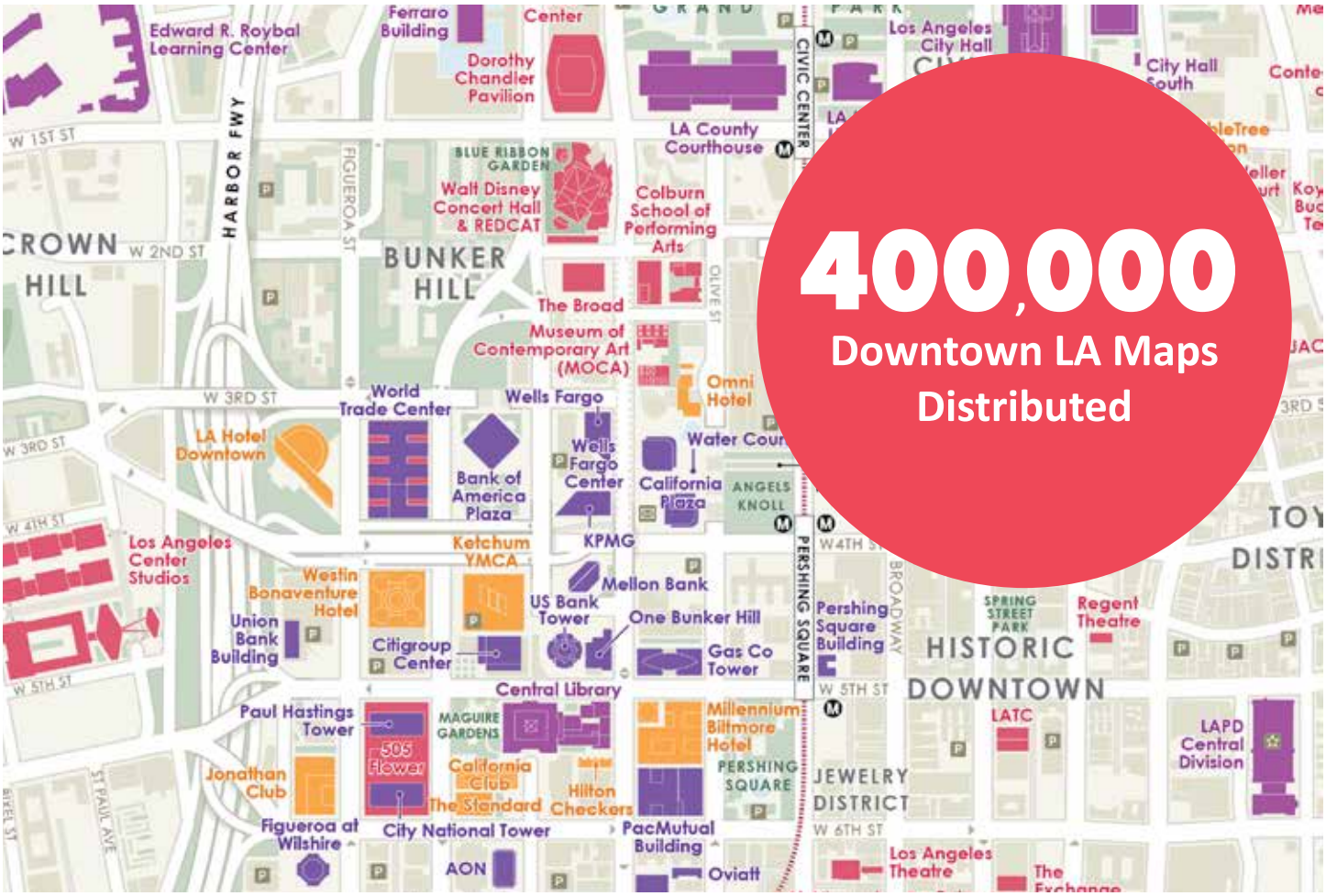
NEWSLETTERS

Quarterly District News

The DCBID published and mailed four quarterly newsletters to all property owners within the District. The District News newsletters provided information on DCBID programs, events, and Operations statistics to keep our stakeholders informed.

Monthly Email Newsletters

Subscribers to the DCBID's "This Month in DTLA" email list received monthly newsletters that highlighted new businesses, events, seasonal marketing campaigns, and exclusive specials primarily in our District. The emails had an average 22% open rate, exceeding the 17% industry standard.



GUIDES

The DCBID Downtown Guides program continued to provide customer service to residents, visitors, and businesses in the District. They distributed promotional materials, provided directions, answered general questions, greeted new businesses, created welcome bags, and so much more. When it comes to maintaining safety on the street, the Guides serve as extra eyes and ears for our Safety Team. This year we opened a new walk-up DTLA Tourism Information Kiosk. It is located at the base of the **OUE US Bank Tower** and provides a permanent resource for visitors.

2016 Downtown Guides Statistics

20,800
DIRECTIONS GIVEN

6,500
BUSINESSES CONTACTED

50,000
WELCOME MAPS PROVIDED

2,100
WELCOME BAGS PROVIDED

MARKETING

RESIDENT MIXER SERIES

As part of our community outreach, the DCBID hosted two Resident Mixers in 2016. The Summer Resident Mixer (ReMix) was held on the 37th floor of the **Gas Company Tower**. Over 200 residents from more than 30 buildings in our District attended the mixer and enjoyed an evening of mingling with neighbors, sampling small bites and sips from local DTLA businesses, making new friends, giveaways, a 360 degree view of DTLA, and more. The Holiday Resident Mixer was held at **Elevate Lounge**, where we hosted nearly 100 residents. They learned about DCBID services and we distributed magnets for the DCBID 24-Hour Safety and Maintenance Hotline.

17th ANNUAL PUBLIC SAFETY APPRECIATION BBQ

Over 1,000 residents, workers, and safety personnel attended our 17th Annual Public Safety Appreciation BBQ at **Bank of America Plaza**. The DCBID was joined by Los Angeles Police Chief Robert Arcos, Los Angeles Fire Department Chief Ralph Terrazas, the Historic Core, Fashion District, and South Park BIDs to honor the men and women in uniform whose dedicated service makes Downtown LA a safe and enjoyable community. The DCBID hosts this event each year to give Downtown residents and workers the opportunity to meet and connect with the public safety officials who keep them safe. This year's net proceeds of $10,000 benefited the Los Angeles Police Memorial Foundation and the Sheriff's Youth Foundation.

9th ANNUAL HALLOWEEN PARTY FOR DOWNTOWN L.A. KIDS

On the evening of October 31st, over 1,600 Downtown LA kids and families attended our Halloween Festival at **FIDM Grand Hope Park**. Now in its 9th year, this social community event gives our Downtown families an opportunity to have a safe and fun Halloween party right in their own backyard. Event highlights included puppet shows, face painters, bounce houses, arts and craft tables, and trick-or-treat doors. Attendees enjoyed hot dogs and snacks donated by **Ralph's**, cotton candy, and popcorn donated by **Whole Foods**. New this year was the addition of stilt-walkers, a hula-hoop performer, and even a fortune teller who was handing out goodies.

10th ANNUAL DOG DAY AFTERNOON AT THE CATHEDRAL

On July 13, 2016, DTLA residents and their four-legged friends gathered at the **Cathedral of Our Lady of the Angels** to celebrate the 10th Annual Dog Day at the Cathedral, organized and hosted by the DCBID and the Archdiocese of Los Angeles. With over 1,500 humans and 900 dogs in attendance, this was the largest dog celebration in Downtown to date. Attendees had the opportunity to meet over 30 pet related vendors, fill up their bags with goodies and samples, and enter drawings to win prizes. Guests also enjoyed a live DJ, Dodger Dogs and drinks by **Levy Restaurants**, and a stop at the Helpful Honda Guys photo booth.

TALK OF THE TOWN

IT'S OFFICIAL: WARNER MUSIC GROUP MOVING TO LOS ANGELES' DOWNTOWN ARTS DISTRICT

OCTOBER 2016

"In a memo to staff on Oct. 7, WMG CEO Stephen Cooper announced the relocation to the downtown Arts District...an up-and-coming area that boasts "a burgeoning art, fashion, and food scene that's a magnet for businesses, entrepreneurs, and creatives..." *—Billboard*

DOWNTOWN LA: A COCKTAIL RENAISSANCE

OCTOBER 2016

"...there's another Los Angeles, a creative stretch of urban sprawl where locally owned restaurants are redefining the dining scene....this is Downtown L.A., or DTLA, an electrifying two-mile radius..." *—Mens Journal*

THE HOTTEST NEIGHBORHOOD TO KNOW IN LA RIGHT NOW

JULY 2016

"The regeneration of Downtown LA didn't happen overnight; cleaning up a gritty inner-city area took time. But today downtown buzzes with a 24-hour vibe reminiscent of Soho or South Beach." *—New York Post*

DOWNTOWN LA: WHY NOW'S THE TIME TO VISIT AMERICA'S HIPPEST 'HOOD

APRIL 2016

"The city [of Los Angeles] is sunny and diverse...but it's also enormous and the traffic is a snarling mess. To get under its skin, you need a neighbourhood focus. And that neighbourhood should be Downtown." *—Independent.ie*

ART SCENE HEATS UP IN DOWNTOWN LOS ANGELES

FEBRUARY 2016

"While it's unlikely that Ms. Kardashian will be partying in the Arts District anytime soon, the art openings there have become a social circuit, with blue-chip galleries and adventurous collectors mixing with notable artists, newer spaces and assorted hangers-on." *—The New York Times*

2017 GOALS

High standards for the upcoming year

Our organization continues to play a vital leadership role in the resurgence of Downtown LA. Below is a summary of our key goals for the District for 2017.

OPERATIONS

- Improving the experience of district stakeholders, visitors, investors and tourists by continuing successful safety and maintenance programs
- Expanding urban environment focused officer training
- Building on PATH partnership for homeless outreach

MARKETING

- Implement a robust new office tenant outreach program
- Execute a multi-faceted Marketing plan for Innovate DTLA to attract new tenants & investors
- Increase awareness & engagement for DowntownLA.com & social media to attract new visitors
- Increase engagement with the growing residential population

ECONOMIC DEVELOPMENT

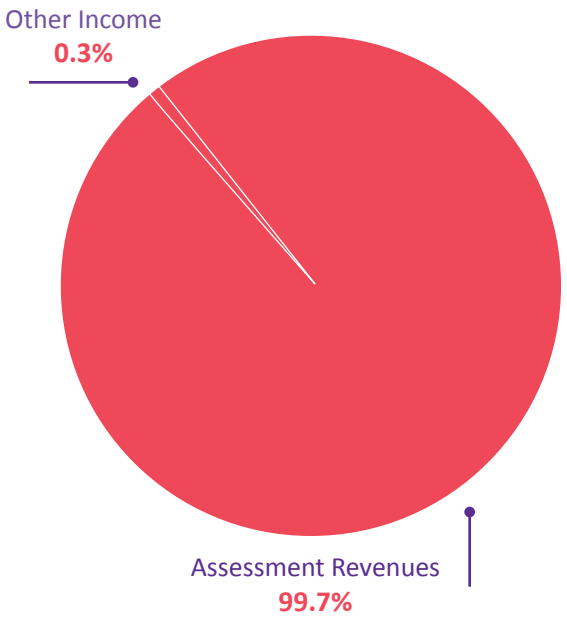
- Support investment and development through outreach, recruitment and consultation
- Attract new office and retail tenants with a strategy of content, convening, and consulting
- Maintain our position as the #1 source of information about DTLA though our market reports, industry briefs, and custom research
- Promote Downtown to potential businesses and residents with an expanded program of tours, events, and communication

Deloitte.

FINANCIALS

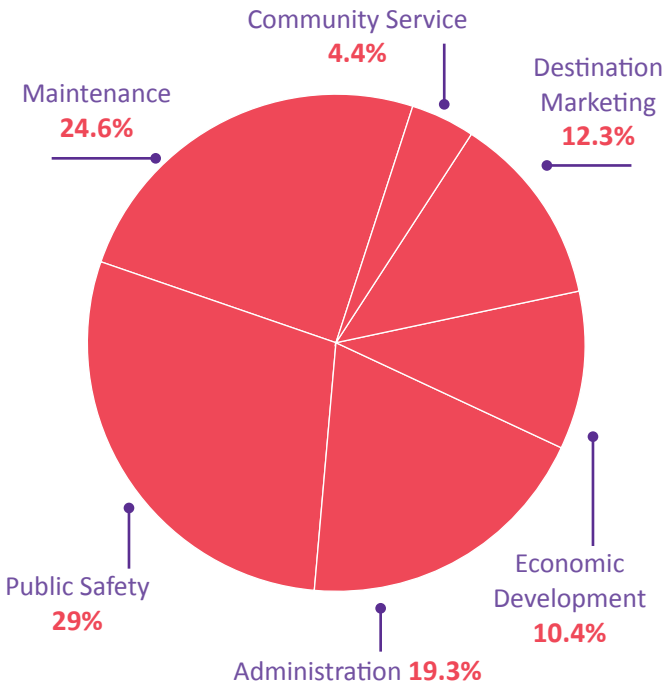
Statement of activity *(For the Year Ending December 31, 2016)*

REVENUES



Assessment Revenues	$5,874,651
Other Income	$17,266
Total Revenue	$5,891,917

EXPENSES



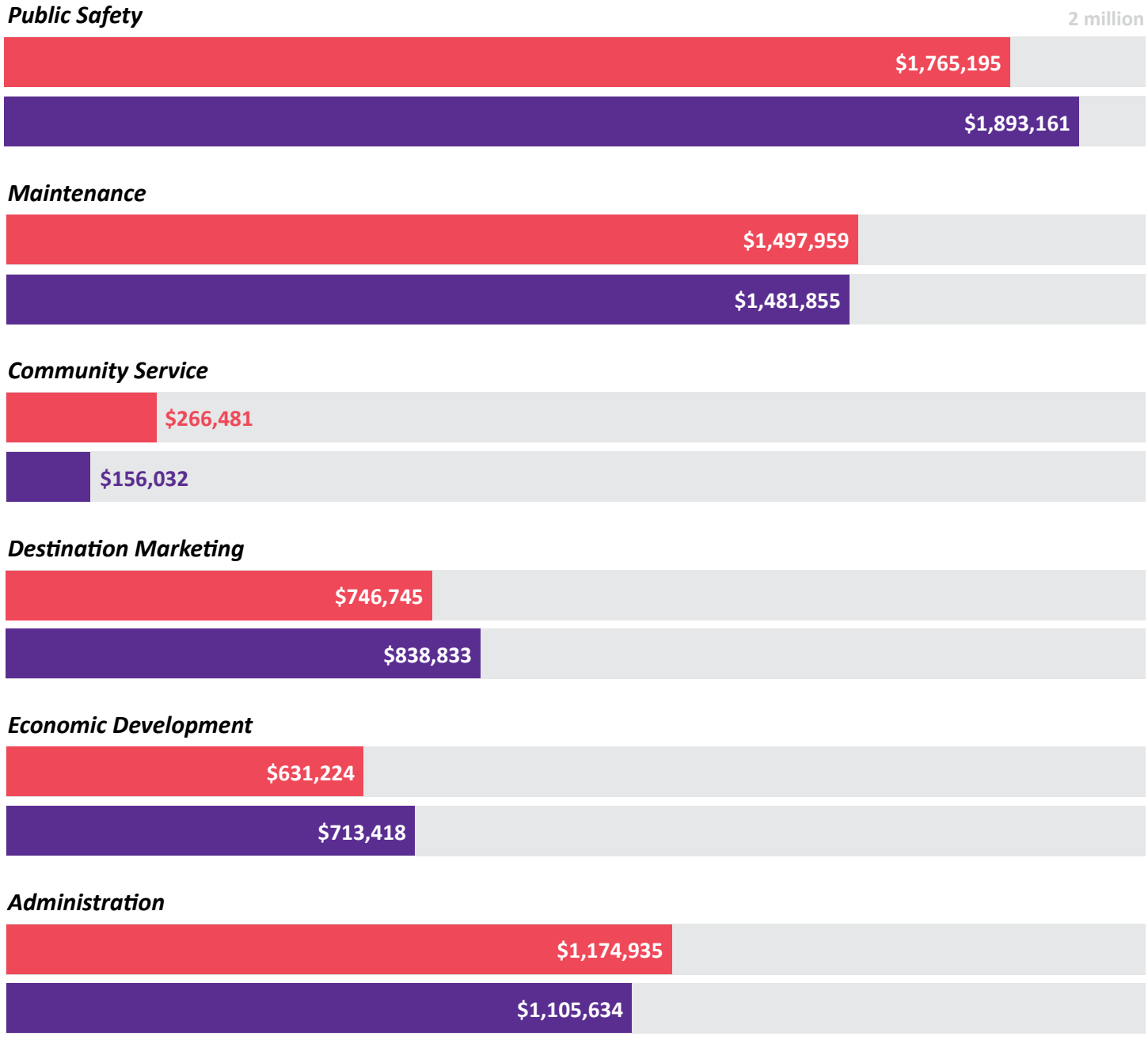
Total Revenue	$5,891,917
Total Expenses	$6,082,539
Decrease in Net Assets	$190,621

$1.46m Year-end Net Assets

FINANCIALS

DCBID ASSESSMENT REVENUES 2016 vs. 2015

DCBID PROGRAM EXPENSES BREAKDOWN 2016 vs. 2015



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Athena Parking, Inc.

Peklar Pilavjian- Past Chair
Los Angeles United Investment Company

Sauli Danpour- Treasurer
Xyvest Holdings, Inc.

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Equity Residential

Eric Bender- Executive Vice Chair
Downtown Properties

Robert Cushman- Executive Vice Chair
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Downtown Center BID

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Veronica Perez & Associates

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Vice President of Operations

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Director of Marketing & Communications

Elan Shore
Associate Director of Economic Development,
Research & Special Projects

** Services contracted between* Downtown Center Business Improvement District *and* Central City Association

As of March 28, 2017

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