



DISTRICT NEWS



THE PATH FORWARD

Introducing the DCBID Strategic Plan

At the start of 2023, the DCBID embarked upon a comprehensive process to develop a strategic plan that would chart our course as Downtown emerges from a period of great challenge and the DCBID begins the last 5 years of its current BID term.

The process engaged the DCBID board of directors and staff, as well as over 50 local businesses, residents, city agencies, and partners. Working with urban consultants MIG, we conducted extensive research, tours, interviews, and focus groups to identify key opportunities, challenges, asset, and liabilities of both DTLA and the DCBID.

The result of this intensive and inspiring work is a strategic plan that flows from a high-level vision of the District as “Welcoming, Vibrant, Thriving, Authentic, and Flexible” to three guiding principles to prioritize the organization’s focus:

- **Improving the Place and Experience**
- **Building Community and Coalitions**
- **Telling the Story and Shaping the Narrative**

These guiding principles will inform our efforts in the existing focus areas of Safe & Clean Operations, Marketing & Communications, and Economic Development, as well as two new focus areas: Placemaking and Advocacy. The plan centers placemaking as an essential strategy for revitalization through the activation and beautification of our District with events, public art, and other programming. The plan also elevates advocacy as a significant role for the organization, to provide leadership on issues of importance to the Downtown community.

SO LONG SUMMER!

This summer, the DCBID launched a multi-faceted summer campaign featuring an interactive public art trail, a seasonal “iced coffee” rebrand of the **DTLA Coffee Trail**, and an exciting partnership with Yelp on their **Travel Like a Local Guide** for DTLA. The **DTLA Art Trail** was a mobile pass that allowed users to check-in at iconic sculptures and art installations on various properties around Downtown LA. The trail aimed to attract users to some of the hidden gem public spaces around the neighborhood, while educating them on the history of each piece. Users were also awarded custom art prizes from Viva LA including posters, notebooks, stickers, and artwork. The Travel Like a Local Guide was a joint effort by Yelp and the DCBID that highlighted various businesses and interest points in DTLA that were then compiled into a guide. The release of the guide was celebrated with a large party at Beaudry with DCBID staycation giveaways of a night’s stay at The Delphi, a night’s stay at Conrad Los Angeles, and a gift card package to Otium and Pez Cantina.



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and Suites

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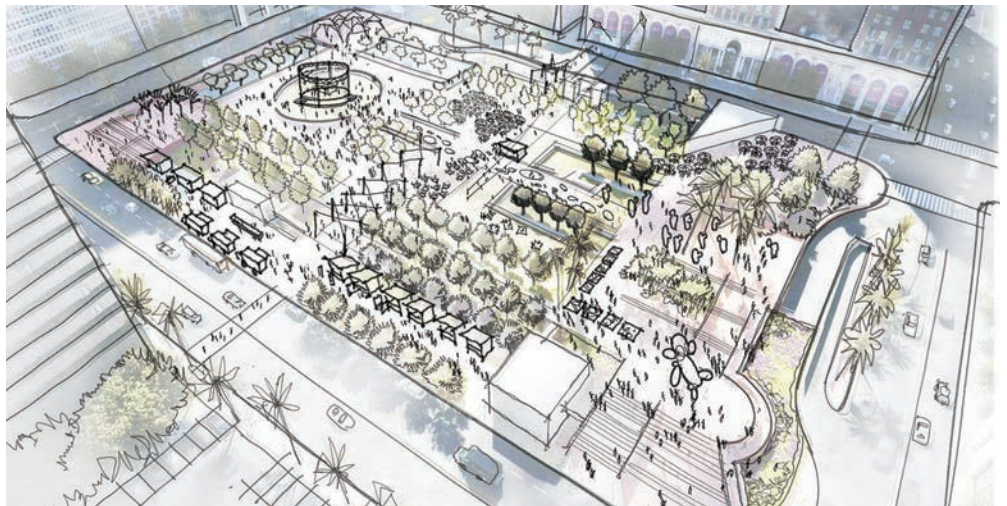
Bree von Faith, *Senior VP of Marketing &*

Communications



DTLA OFFICE WORKERS SCORE BIG AT CORNHOLE TOURNAMENT

In partnership with City National 2CAL at The Yard, the DCBID hosted a lunchtime cornhole tournament on Thursday, September 21 for Downtown office workers. This friendly competition featured over 50 teams from local offices with SoCalGas and Conrad Los Angeles bringing their “A” game dressed up in matching shirts and swag. Each player received a gift card to a business at 2CAL in addition to a well-earned participation ribbon. Congratulations to the first (Gensler), second (SoCalGas), and third (SoCalGas) place winners who became heroes back at work by winning an office pizza party from Danny Boy’s Pizza.



REIMAGINING DTLA

As Downtown continues to grow and change, the DCBID is taking a lead role in envisioning how it can achieve its greatest potential. Most recently, we published a series of articles exploring three key elements that could define the DTLA of the future:

- **DTLA, Adapting & Evolving** describes the past, present, and future of adaptive reuse to address the challenges and opportunities of a changing office sector.
- **DTLA, Public Space** illustrates the critical importance of Downtown’s streetscapes, parks, and public places to the health and vitality of the community.
- **DTLA, Regional Connector** uses the recent opening of Metro’s Regional Connector project to outline the key role Downtown plays as the central hub of greater LA.

These articles are part of our DTLA Reimagined initiative on shaping the future vision of Downtown. Visit DowntownLA.com/Reimagined/Articles to read the articles.

OPERATIONS STAFF OF THE QUARTER



Diamond Smith, *Safety Team*

Diamond has been with the DCBID as a Guide since October 2022. Since then she has proven herself to be a friendly and outgoing asset. Smith has regularly received compliments for her attitude, knowledge, and willingness to help from her coworkers and Downtown neighbors. As a result of her strong commitment to the BID, Smith has since been tasked with training incoming guides to ensure that they're well equipped to provide top-notch service to those visiting, working, and living in Downtown LA.



Samuel Garcia, *Clean Team*

Samuel joined the DCBID clean team in July 2023 and demonstrated an exceptional work ethic and an indomitable enthusiasm since day one. Despite starting his shift at 5 am, Samuel consistently arrives at the Service Center in a great mood. He takes on every assignment with a can-do attitude, motivated by his desire to help beautify the DTLA community. We thank Samuel for all of his hard work and his continual dedication to improving the cleanliness of our District.



TREE TRIMMING TLC

It's the time of year where District trees get a little makeover. The DCBID completed its annual tree maintenance program and pruned 142 trees throughout the Downtown Center this quarter. Without regular care, the overgrown tree foliage can block streetlights from illuminating the sidewalks, obstruct business signage, and infringe on storefronts. Each year the DCBID selects roughly 10% of the District trees to be trimmed by skilled arborists. These efforts also encourage healthier and happier trees, leading to a more beautiful and well-lit neighborhood.

OPERATIONS Q3 STATS

27,697

Officer Observations

3,936

Calls for Service

113,803

Maintenance Requests

474

Citizen Assists

18,019

Trash Bags Collected

1,781

Merchant Contacts

NEW DISTRICT BUSINESSES

Bar CDMX

515 W 7th St
barcdmx.la

Miso Izakaya

750 S Grand Ave
rakkanmiso.com

Joyce

770 S Grand Ave
joycela.com





DOWNTOWN CENTER BID

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

(213) 624-2146
DowntownLA.com

  downtown_la  DowntownLA.com

ANNUAL BOARD NOMINATIONS

The Annual Meeting of the DCBID Board of Directors scheduled for the election of directors and officers is to be held on February 14th, 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 January 16th, 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 is located online at DowntownLA.com/about-us/who-we-are. If you have any questions, please contact **Kevin Thomas** at **(213) 624-2146 x214**.



UPCOMING MEETINGS

**OCTOBER 25,
DECEMBER 13**

DTLA Marketing Roundtable Meeting
DowntownLA.com/Roundtable

NOVEMBER 8

8:30 am
Board of Directors Meeting
600 Wilshire Blvd., Suite 870



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