



DISTRICT NEWS



WITH LOVE FROM DTLA

A Valentine's Tradition

The DTLA Alliance continued its annual *With Love from DTLA* activation on February 12th, distributing 2,000 free roses to office workers, residents, and visitors across the District. Designed to create a welcoming atmosphere, the initiative brought small moments of connection to Downtown during the lunch hour.

This year we partnered with Metro to broaden our reach with activations highlighted across social media and at key distribution sites. Roses, sourced from the California Flower Mall, were distributed by DTLA Alliance staff, Metro outreach teams, and participating properties, including The Bloc, City National Plaza, FourFortyFour South Flower, U.S. Bank Tower, and the 7th Street/Metro station.

The initiative generated earned media coverage across local outlets, including CBS, NBC, Univision, and Telemundo, further amplifying Downtown's visibility. Metro CEO Stephanie Wiggins noted, "What [the DTLA Alliance] created was simple, generous, and genuinely joyful." She added that these moments reflect Metro's goal of creating "welcoming, vibrant gateways to Downtown Los Angeles."



THINGS TO TRY IN '26

The DTLA Alliance kicked off the new year with our annual Things to Try in DTLA list, a curated list that highlights a diverse mix of in-District businesses and experiences. The list features dining, arts, and cultural destinations that reflect the breadth of Downtown's offerings and encourage exploration beyond familiar routines.

Accessible through an interactive map on the DTLA Alliance website, the list will be promoted throughout the year via social media and email channels, serving as an ongoing resource for discovering new experiences across the District. Visit DowntownLA.com/Try2026 to explore.



NEW DISTRICT BUSINESSES

Massilia

100 S Grand Ave
massilia.com

La Sandunga

317 S Broadway (inside GCM)
instagram.com/lasandunga_gcm

DTLA ALLIANCE BOARD

EXECUTIVE OFFICERS

Adam Daneshgar, *Chair*

Langdon Street Capital

Dan Cote, *Treasurer (Past Chair)*

The Bloc

Cari Wolk, *Secretary*

Athena Parking, Inc.

Robert Cushman, *Executive Vice Chair*

Brookfield Properties, operated by CBRE

Stacy Lieberman, *Executive Vice Chair*

Library Foundation of Los Angeles

Mark Messana, *Executive Vice Chair*

Downtown Properties

Suzanne Holley, *President & CEO*

DTLA Alliance

BOARD MEMBERS

Alexander Arroyo, *Related Companies*

Nejdeh Avedian, *Los Angeles United Investment Co.*

Christopher Cawley, *InterContinental Los Angeles Downtown*

William Dacunto, *Silverstein Properties*

Evan Grobecker, *CommonWealth Partners*

Simon Ha, *Steinberg Hart*

Robert Hanasab, *Robhana Group, Inc.*

Jenni Harris, *Atlas Capital Group*

Ryan Hekmat, *Uncommon Developers*

Jeff Herrera, *Rising Realty Partners*

Jennifer Kallend, *The Colburn School*

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

Joan McLane, *USC Institute of Urology*

Elyse Mallouk, *The Broad*

Carol Pfannkuche, *YMCA of Greater Los Angeles*

Mark Spector, *Onni Group*

Joe Suzuki, *LBA Realty*

Dulce Vasquez, *Arizona State University*

ALTERNATES

Travis Addison, *CommonWealth Partners*

Andrew Daneshgar, *Langdon Street Capital*

Elizabeth Diaz, *LBA Realty*

Kira Perez, *Rising Realty Partners*

Susan Perlas, *Silverstein Properties*

Peklar Pilavjian, *Los Angeles United Investment Co.*

Brittney Sovich, *The Bloc*

Peter Zen, *The Westin Bonaventure Hotel and Suites*

DTLA ALLIANCE STAFF

Suzanne Holley, *President & CEO*

Nick Griffin, *Executive Vice President*

Michael Ashkenasi, *Vice President, Administration and Finance*

Kevin Begovich, *Design Director*

Jorge Castro, *Vice President of Operations*

Maria Elena Hewett, *Program & Communications Manager*

Johnna Hughes, *Content Marketing Manager*

Daniela Montiel, *Vice President of Marketing & Communications*

Gerald Pierce, *Director of Maintenance*

Elan Shore, *Director of Economic Development*

Kevin Thomas, *Executive Assistant*

Gabriel Yeager, *Director of Placemaking & Events*



TRENDS & OUTLOOK BREAKFAST

In March, we hosted the Third Annual DTLA Alliance Trends & Outlook Breakfast at the Central Library's Mark Taper Auditorium. Anchored by the 2026 Outlook & Insights Report, the program focused on "Momentum, Alignment, and Action," highlighting increased investment, growing community engagement, and the opportunities presented by upcoming global events.

The featured conversation between Councilmember Ysabel Jurado and



Councilmember Ysabel Jurado

DTLA Alliance President & CEO Suzanne Holley addressed priorities including public safety, small business support, and office market recovery. The event also introduced the "DTLA Welcomes the World" campaign ahead of this year's FIFA events and the 2028 Olympics and reinforced our "Path of Progress" framework to improve conditions across key Downtown corridors. The program was rounded out with an update on market trends, new restaurants and businesses, survey results, and opportunities to engage.

The audience of nearly 230 attendees, representing property owners, business leaders, public agencies, and community organizations, provided overwhelmingly positive feedback, with 90% expressing increased optimism about DTLA's future in a post-event survey.

OFFICE PROPERTY MANAGERS MEETING

The DTLA Alliance hosted its Annual Office Property Managers Meeting in January, convening building representatives to share organizational updates on safety, placemaking, and tenant engagement. The session included a presentation from Captain Kelly Muniz, LAPD Central Division, and real-time feedback was gathered from attendees to inform programming priorities and strengthen communication across Downtown properties.



Captain Kelly Muniz

OPERATIONS STAFF OF THE QUARTER



Gustavo Tarin, Safety Team

Since joining the DTLA Alliance in May 2025, Gustavo has quickly become a valued member of the Safety Team. He is recognized for his strong community engagement, dedicated presence in his assigned area, and willingness to go above and beyond in his duties. Gustavo’s positive attitude and professionalism support both his teammates and the public he serves, and he continues to set a strong example through his reliability and commitment to service.



Asim Beyah, Clean Team

Each day, Asim consistently demonstrates professionalism and a strong work ethic in all aspects of his daily responsibilities. He takes immense pride in his work, maintains a positive attitude, and is always willing to assist others without being asked. His reliability and commitment to detail make him a trusted member of the Clean Team. Asim shared that he enjoys working hands-on and takes pride in giving back to the community by helping keep Downtown clean.

TREE WELL IMPROVEMENTS

In collaboration with the City’s Urban Forestry Division, the DTLA Alliance Operations Team identified vacant tree wells along Main Street + 3rd Street and began clearing obstructions to prepare new tree plantings. This effort supports the expansion of Downtown’s urban canopy while improving streetscape conditions and overall walkability in key corridors.



OUTLOOK & INSIGHTS

The DTLA Alliance published its fifth annual Outlook & Insights Report – an update on the state of Downtown Los Angeles – combining its signature survey of Downtown residents, workers, and visitors with detailed economic and demographic data. The report paints a detailed picture of DTLA as a market – and a community – and positions it in the context of the City of Los Angeles, Southern California region, the nation, and globe.



OPERATIONS Q1 STATS

24,700
Officer Observations

6,472
Calls for Service

95,837
Maintenance Requests

781
Citizen Assists

18,247
Trash Bags Collected

27,640
Graffiti Removal

3,449
Merchant Contacts

SAFETY AWARENESS MEETINGS

The DTLA Alliance continues to host Safety Awareness Meetings, reaching over 70 Downtown stakeholders in Q1 2026 with timely information and direct access to representatives from LAPD, PATH (People Assisting the Homeless), and Metro. On March 4, the Alliance partnered with LA Tourism to convene hotel operators and in-District partners for a focused session ahead of increased visitation tied to upcoming global events, including FIFA. The meeting emphasized coordination, preparedness, and resource awareness to support a safe and welcoming Downtown experience. To request a Safety Awareness Meeting for your building, visit DowntownLA.com/SafetyMeeting.



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



downtown_la



DowntownLA.com



downtownla

Downtown Center Business Improvement District



ANNUAL PROPERTY OWNERS MEETING

SAVE THE DATE

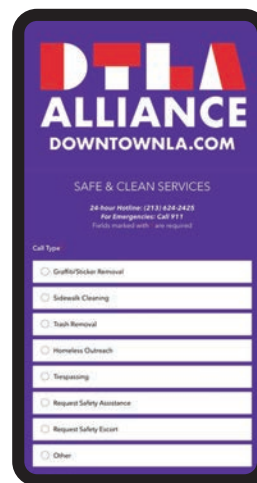
THURSDAY, MAY 28th | 8:00 AM

Wells Fargo Center | North Tower, 333 South Grand Ave

To RSVP and more information, visit:
DowntownLA.com/AnnualMeeting

REACHING SAFE & CLEAN

We provide three quick ways to report graffiti, trash, or safety concerns; request a safety escort; or connect unhoused individuals with outreach services.



1

24-hour hotline
213-624-2425

2

Download the app

APPLE



GOOGLE



3

Visit the website
**DowntownLA.com/
ServiceRequest**

UPCOMING MEETINGS

DTLA Marketing Roundtable Meeting

For more information on our monthly meetings, visit: *DowntownLA.com/Roundtable*

Board of Directors Meeting

JUNE 10, 2026

600 Wilshire Blvd., Suite 870