

DTLA ALLIANCE DISTRICT NEWS



DTLA WELCOMES YOU

Signs of a Vibrant Downtown

This spring, the DTLA Alliance launched **DTLA Welcomes You**, a multi-year initiative aimed at encouraging visitors to explore Downtown Los Angeles like locals. The campaign includes welcome signage, multilingual visitor resources, and coordinated storytelling that highlights Downtown as open, active, and ready to welcome the world

ahead of global events including the FIFA World Cup, Super Bowl LXI and the LA28 Olympic and Paralympic Games. By aligning public and private partners around a shared message, the campaign supports local businesses while strengthening Downtown's visibility as a globally recognized destination.

Starting mid-June, the DTLA Alliance also promoted soccer-themed community activations across the District under this banner. In partnership with The Bloc, free outdoor watch parties brought fans to our District for live screenings, while the DTLA Alliance's Purple Patrol distributed country flags to Metro riders arriving in Downtown. Learn more at DowntownLA.com/Visit.



DOG DAY RETURNS

The DTLA Alliance hosted the 18th Annual DTLA Dog Day on Thursday, June 25th in Maguire Gardens at the Los Angeles Central Library. Over 1500 registered to attend the one-night 'yappy hour' for four-legged Downtowners and their humans. The event included caricature drawings, over 20 curated vendors, photo ops, community pack walks, and treats galore—all set to soulful live music by Reverend Doctor. This long-standing tradition celebrates Downtown's dog-friendly culture, bringing together residents, workers, and visitors to DTLA.



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DTLA Alliance

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DTLA ALLIANCE STAFF

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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*

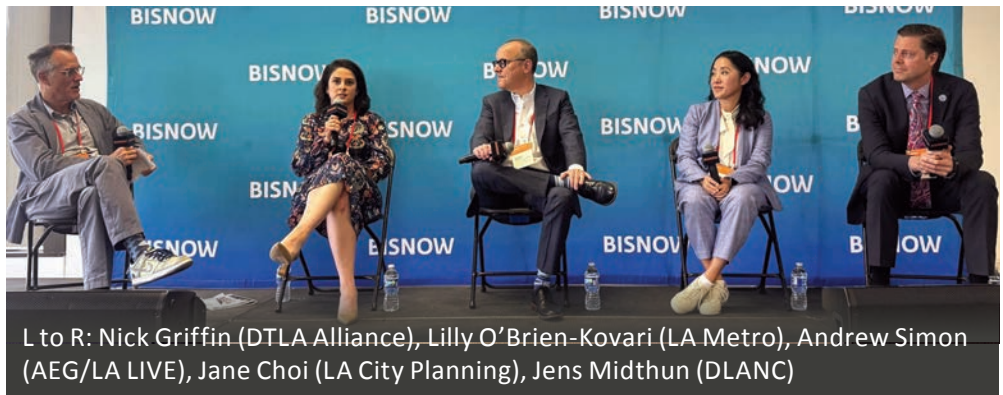
Daniela Montiel, *Vice President of Marketing & Communications*

Gerald Pierce, *Director of Maintenance*

Elan Shore, *Director of Economic Development*

Kevin Thomas, *Executive Assistant*

Gabriel Yeager, *Director of Placemaking & Events*



POWERING THE DTLA COMEBACK

At Bisnow's 2026 Downtown Los Angeles Commercial Real Estate Summit, DTLA Alliance EVP Nick Griffin moderated a timely conversation between leaders from LA City Planning, DLANC, Metro, and AEG/L.A. LIVE on the partnerships, investments, and policy solutions shaping Downtown's next chapter.

Panelists explored office-to-residential conversion, Metro's D Line extension to Westwood, the DTLA2040 Community Plan opening more than 60% of Downtown to by-right residential development, and L.A. LIVE's growing role as an events hub for the Grammys, Emmys, and beginning in 2029, the Oscars. With 30,000+ residential units in the pipeline, DTLA is uniquely positioned for what comes next.

MIDDAY MUSIC: CONCERTS AT COLBURN

For the third year running, the DTLA Alliance partnered with the Colburn School to present five free outdoor performances every Tuesday at noon from April 7 - May 5, at Colburn Plaza. Colburn students performed live music and dance for Downtown workers, residents, and passersby. As an added incentive to step outside, weekly gift card giveaways to nearby California Plaza dining destinations were drawn live before the final performance. Nearly 94% of attendees rated the series positively, demonstrating its continued popularity as a lunchtime activation.



Q1 MARKET REPORT

Our Q1 DTLA Market Report highlighted several significant developments. Official LA28 hospitality provider On Location leased 108,000 square feet at Union Bank Plaza. Bank of Hope announced its relocation from Koreatown to the Aon Center. Downtown also welcomed 10 new restaurants, including Massilia, Florence by the Water, and Mitsi. Download the report at DowntownLA.com/MarketReport.

OPERATIONS STAFF OF THE QUARTER



Louie Ruelas, Safety Team
Louie is known for his professionalism and calm presence. In the field, he communicates clearly and brings a reassuring approach to high-pressure situations, helping members of the public feel supported and informed. Behind the scenes, his dependable performance, attention to detail, and willingness to assist teammates help keep daily operations running smoothly. Louie’s steady demeanor and commitment to service have made him a trusted member of the team.



Damon Williams, Clean Team
In his short time with the DTLA Alliance, Damon has made a strong impression. As a new driver, he has embraced every opportunity to learn, taking pride in his work and earning the confidence of his supervisors and teammates. Damon’s positive attitude, reliability, and eagerness to grow have already made him a valued contributor to the Maintenance Team. His commitment to delivering quality service has positioned him for continued success.

OPERATIONS Q2 STATS

24,568

Officer Observations

6,771

Calls for Service

86,747

Maintenance Services

1,028

Citizen Assists

21,549

Trash Bags Collected

20,869

Graffiti Removal

2,793

Merchant Contacts



ANNUAL PROPERTY OWNERS MEETING

The DTLA Alliance welcomed property owners, business leaders, and community stakeholders to the 2026 Annual Property Owners Meeting, hosted by Brookfield Properties. The morning opened with breakfast, networking and a Colburn School student performance. The program centered on a defining theme: Downtown Los Angeles is preparing to welcome international visitors. LA28 Vice President of Impact Erikk Aldridge highlighted DTLA’s central role in the Olympic and Paralympic Games, and LAPD Central Division Captain Kelly Muniz shared updates on the public safety work supporting Downtown’s continued momentum.

NEW DISTRICT BUSINESSES



Aunt Eleanor
502 W 6th St
aunteleanor.com



Dataland
100 S Grand Ave
dataland.art



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



downtown_la



DowntownLA.com



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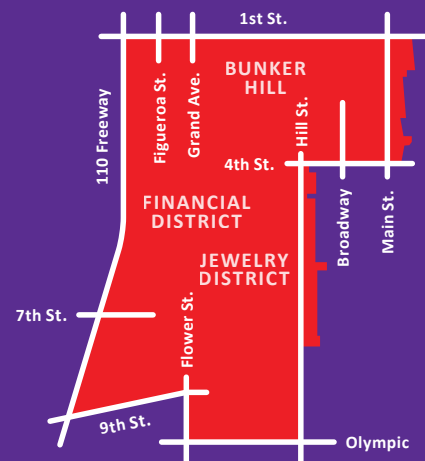
BID RENEWAL BEGINS

For nearly 30 years, the Downtown Center BID has been at the forefront of strengthening the heart of Downtown Los Angeles. From 24/7 safe and clean operations, homeless outreach, and advocacy to economic development, marketing, placemaking, and community events, the DTLA Alliance works every day to serve our District.

The Downtown Center BID term will expire on December 31, 2027, and we will need your support to renew it. Property owners will have the opportunity to vote to continue Downtown Center BID services for a ten-year term: January 2028 through December 2037.

Be on the lookout this fall for a petition packet delivered to you. It's the first step in the renewal process that keeps our District safe, clean, and welcoming. If your address is changing soon, or you have recently sold your property, please email info@downtownla.com so we can update our mailing records.

DOWNTOWN CENTER BID BOUNDARIES



UPCOMING MEETINGS

DTLA Marketing Roundtable Meeting

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

Board of Directors Meeting

SEPT 16

600 Wilshire Blvd., Suite 870