



DISTRICT NEWS

FourFortyFour South Flower



THE SKY'S THE LIMIT

Hacking the Highrise showcases a new generation of towers

The latest property featured in the DCBID's **Hacking the Highrise** initiative was the soaring and elegant **FourFortyFour South Flower**. Hacking the Highrise documents how DTLA's office towers are being reimaged for a new era of city living and a new generation of tenants. The effort from **Coretrust Capital Partners** at FourFortyFour South Flower epitomizes the innovation and creativity of DTLA's dynamic work culture and vibrant art scene, with its cutting-edge Workplace Innovation Lab and world-class public art collection.

Coretrust's bold reimagining of the property appeals to a new generation of tenants attracted to an urban lifestyle that puts a premium on connecting people and places — by breaking down boundaries and creating flow, within organizations and the building and to the surrounding city. The Hacking the Highrise event was held on May 14th in the Workspace Innovation Lab at FourFortyFour South Flower where an engaged crowd networked and listened

to the DCBID Executive Director Nick Griffin moderate a panel discussion that included:

- **Thomas S. Ricci**, Managing Principal, Coretrust Capital Partners
- **Randall L. Scott**, Managing Principal, Coretrust Capital Partners
- **John Sischo**, Managing Principal, Coretrust Capital Partners
- **Rob Jernigan**, Regional Managing Principal, Gensler
- **Louis A. Giugliano**, Managing Director, PeopleSpace



Discussion panel included (left to right) Louis A. Giugliano, John Sischo, Randall L. Scott

FEATURED EVENTS



Public Safety Appreciation BBQ

September 26
DowntownLA.com/BBQ

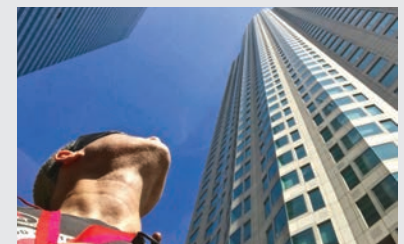
DCBID will host its annual community BBQ where guests enjoy a barbecue lunch, live music, giveaways, and more.



WEAR FASHION HAPPENS

September 26
theblocla.com/events

Explore 2019 fall fashion, beauty and health trends at The Bloc to kick off LA Fashion Week.



YMCA Stair Climb

September 27
ymcala.org/stairclimb

Walk up 1,664 steps (75 stories) then take the elevator down to the street level where a Block Party awaits.

For complete event listings, go to DowntownLA.com/Calendar

DCBID BOARD

EXECUTIVE OFFICERS

Robert Cushman, *Chair*
Brookfield

Cari Wolk, *Past Chair*
Athena Parking, Inc.

Eric Bender, *Secretary*
Downtown Properties

Sauli Danpour, *Treasurer*
Xyvest Holdings, Inc.

Barry Althuler, *Executive Vice Chair*
Equity Residential

Peklar Pilavjian, *Executive Vice Chair*
Los Angeles United Investment Co.

Suzanne Holley, *President & CEO*
Downtown Center BID

BOARD MEMBERS

Barbara Bundy, *FIDM*

Carl Cade, *Tribune Real Estate Holding*

Dan Cote, *The Bloc*

Evan Grobecker, *CommonWealth Partners*

Simon Ha, *Steinberg*

Robert Hanasab, *Robhana Group Inc.*

Steven Hathaway, *The Los Angeles Athletic Club*

Stacy Lieberman, *The Broad*

Joan McLane, *USC Institute of Urlogy*

Robert Morgan, *Coretrust Capital Partners, LLC*

Stuart Morkun, *Mitsui Fudosan America, Inc.*

Kate Motonaga, *The Broad*

S. Chris Park, *Hanjin International Corp.*

Ken Pilgrim, *The Westin Bonaventure Hotel
and Suites*

Helen Simmons, *Omni Los Angeles Hotel*

Mark Spector, *Onni Group*

Richard Vogel, *Related Companies*

ALTERNATES

Travis Addison, *CommonWealth Partners*

Peter Zen, *The Westin Bonaventure Hotel
and Suites*

DCBID STAFF

Suzanne Holley, *President & CEO*

Nick Griffin, *Executive Director*

Michael Ashkenasi, *Marketing & Economic
Development Manager*

Kevin Begovich, *Art Director*

Steph Bernstein, *Director of Administration*

Jorge Castro, *Associate Director of
Operations*

Eric Davis, *Vice President of Operations*

Mike Filson, *Director of Community Relations*

Elan Shore, *Director, Research & Special
Projects*

Christopher Smith, *Content Marketing
Specialist*

Kevin Thomas, *Executive Assistant*

Jaqueline Vaughn, *VP of Marketing
& Communications*



DISTRICT TREES GET A MAKEOVER

Everything in Downtown LA is growing fast – and that includes its trees. This spring, the DCBID repeated its annual program to supplement the City of Los Angeles’ 25-year cycle of maintaining the hundreds of trees that line the streets of our District. Left unchecked, excess foliage hinders streetlights’ abilities to properly illuminate sidewalk areas, and unkempt trees can block storefronts and signage, making it difficult to navigate the busy city streets. To address these issues, the DCBID hires skilled arborists to cut back branches and prune overgrown limbs. These efforts promote healthier trees and a more welcoming DTLA, and we’re proud to continue to play such an important role in improving our community.

MARKET REPORT

Every quarter, the DCBID releases our Market Report, providing exhaustive research, up-to-date real estate data, and high-impact graphics that reveal a dynamic and growing DTLA. 2019 began right where 2018 left off, with another big quarter for residential deliveries. Almost 2,300 new apartments and condos came online across DTLA, including **825 South Hill**, the 53-story tower from the **Onni Group**. Additionally, construction finally began on **The Grand**, the \$1 billion residential, hotel, and retail complex from **Related Companies**, designed by Frank Gehry. These are the projects that are driving the DTLA of tomorrow.

Download the Q1 Market Report at
DowntownLA.com/Q12019



**RESIDENTIAL
GROWTH**

79,525

Estimated Population

3,269

Apartments Under Construction

1,990

Condo Units Under Construction

As of 03/31/19

OPERATIONS STAFF OF THE QUARTER



Yeciremth Morales
Safety Team

Dispatcher Yeciremth Morales has been with the DCBID since September 11, 2017. Yeciremth has consistently demonstrated professionalism and comradery, often making herself available to assist fellow safety personnel. As a senior dispatcher, Morales uses her experience to mentor incoming dispatchers and other Safety Team members. Yeciremth's calm demeanor serves as a key strength when receiving emergency calls and enables her to maintain composure under pressure.



Kenneth Harris
Maintenance Team

Since September 2018, Kenneth has consistently exhibited hard work and professionalism and has made important contributions to the DCBID maintenance team. An excellent team player, Kenneth often takes the initiative to learn important details about DTLA, making him an ideal person to train peers and new team members. Kenneth loves supporting the DCBID and feels that his dedication is appreciated by local businesses and residents alike.

NEW DISTRICT BUSINESSES

Alamo Drafthouse
700 W. 7th Street (The Bloc)
drafthouse.com/los-angeles

JOEY DTLA
700 W. 7th Street (The Bloc)
joeyrestaurants.com

Le Grand
707 S. Grand Avenue
legrand_restaurant.com

Marugame Udon
700 W. 7th Street (The Bloc)
marugameudon.com



ANNUAL PROPERTY OWNERS MEETING



Hosted by **Brookfield Properties** at **Convene DTLA**, the DCBID's Annual Property Owners Meeting was held on April 24. Over 50 district property owners attended the meeting and were treated to breakfast as they heard remarks by Deputy Chief Operations-Central Bureau Regina Scott, Joella Hopkins from CD14

and representatives from **PATH** and **Chrysalis**. Attendees heard the DCBID's Annual Report presentation and were able to ask questions and provide feedback prior to the close of the meeting.

Download the 2018 DCBID Annual Report at DowntownLA.com/annual18

OPERATIONS Q2 STATS

24,063

Officer Observations

6,292

Calls to Dispatch for Service

4,444

Merchant Contacts

11,232

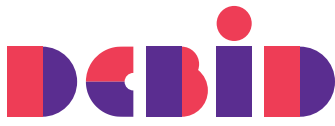
Maintenance Requests

714

Citizens Assists

16,689

Trash Bags Collected



DOWNTOWN CENTER BID

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

(213) 624-2146
DowntownLA.com

  downtown_la  DowntownLA.com

The banner has a blue and white checkered background. On the left, a red diagonal ribbon contains the text '20th ANNUAL'. In the center is a shield-shaped logo with 'PUBLIC SAFETY' at the top, 'APPRECIATION' on a red banner across the middle, and 'BBQ' at the bottom. The DCBID logo is in the top left of the banner area. On the right, the text 'SAVE THE DATE' is in large red letters, followed by 'THURSDAY, SEPTEMBER 26' in white. Below that, the time and location are listed: '11:30 am to 1:30 pm at Bank of America Plaza'. A paragraph describes the event, mentioning a barbecue lunch, live rock band performance, and more. It also states that net proceeds will benefit the Sheriff's Youth Foundation. At the bottom right, it says 'For tickets and more info, go to DOWNTOWNLA.COM/BBQ'.

UPCOMING MEETINGS

August 12, September 16, October 21

2:00 pm

DTLA Marketing Roundtable Meeting

DCBID Offices, 600 Wilshire Blvd., Suite 870, Los Angeles

September 4, October 2, November 6

9:00 am

Board of Directors Meeting

DCBID Offices, 600 Wilshire Blvd., Suite 870, Los Angeles