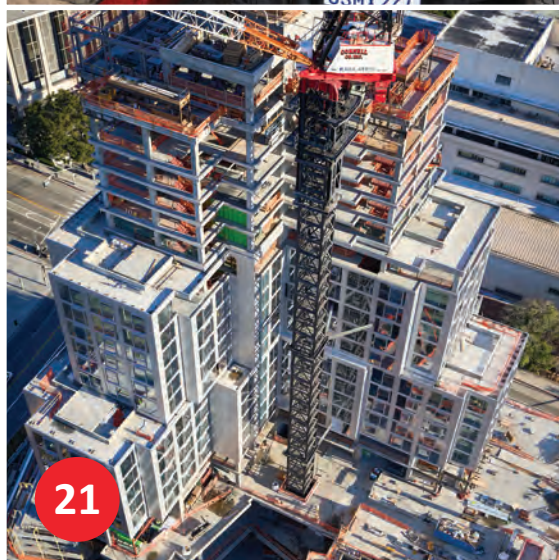


2021 ANNUAL REPORT

DEBID
DOWNTOWN CENTER BID

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DEAR DOWNTOWN STAKEHOLDER

While Downtown Los Angeles (DTLA) continued to navigate the impacts of COVID-19 throughout 2021, the DCBID continued to provide the core services to property owners that it has since its inception in 1998 – helping keep the District safe, clean, and viable, and helping position us for the recovery and revitalization that seem more palpable now than ever.

Our Safe and Clean team maintained their steadfast commitment to sanitation and safety across the District, 24/7, focusing on increased cleaning initiatives and patrols to make the city sidewalks welcoming and secure. In 2021, they responded to over 14,178 calls for service, and removed over 73,949 bags of trash and over 39,546 instances of graffiti. Our Homeless Outreach teams continued their tireless work and were instrumental in connecting unhoused individuals with access to Project Roomkey and other much needed services.

The Downtown community is central to our District’s vitality, so we were excited to support them with the return of our Annual Halloween Festival, our first in-person event since the start of the pandemic, which was enthusiastically welcomed with attendance topping pre-pandemic levels. DTLA residents continued to show what a passionate group and important asset they are to the District by maintaining a sense of vibrancy around the neighborhood, activating our streets, and supporting our local businesses.

Preparing for a return to office with the lifting of restrictions in June, the Marketing team launched our DTLA is Open campaign with events and a video to welcome back workers. While progress was slowed with the emergence of the Delta and Omicron variants, promotions of local businesses continued with a 50% increase in website visits over pre-pandemic levels, culminating at the end of the year with a very popular and successful DTLA Holiday Scavenger Hunt.

The Economic Development team continued to support local retailers and restaurants with the launch of our Local Business Alliance. We also received a national award for DTLA Virtual, a web-based platform designed to replace our in-person tours and highlight District development, which is now being expanded to showcase our office, residential, and hospitality sectors. This tool, born of necessity, will greatly expand our capacity to market the District and attract investment in the future.

Indications across all market sectors, with increased residential occupancy, office utilization, and visitation volume, is that Downtown’s comeback is on the horizon. So it is with a renewed sense of optimism that we look ahead to the coming year, having seized the opportunities of the last year to expand our resources and capabilities, and position ourselves to actively support Downtown’s recovery. We thank you, our property owners, for your continued commitment to our District and Downtown LA.



Dan Cote
*Chairperson,
DCBID Board of Directors*



Suzanne Holley
*President & CEO,
DCBID*





“I love Los Angeles. This city is a global destination that continues to attract some of the country’s leading businesses. I also believe in the future of Downtown LA as a major creative and business hub. I have no doubt that once the pandemic is behind us, we will see the return of dynamic job growth, millennial and Gen Z population growth and residential migration into Downtown.”

— Lisa H. Silverstein, vice chairman of Silverstein Properties, Globe St.

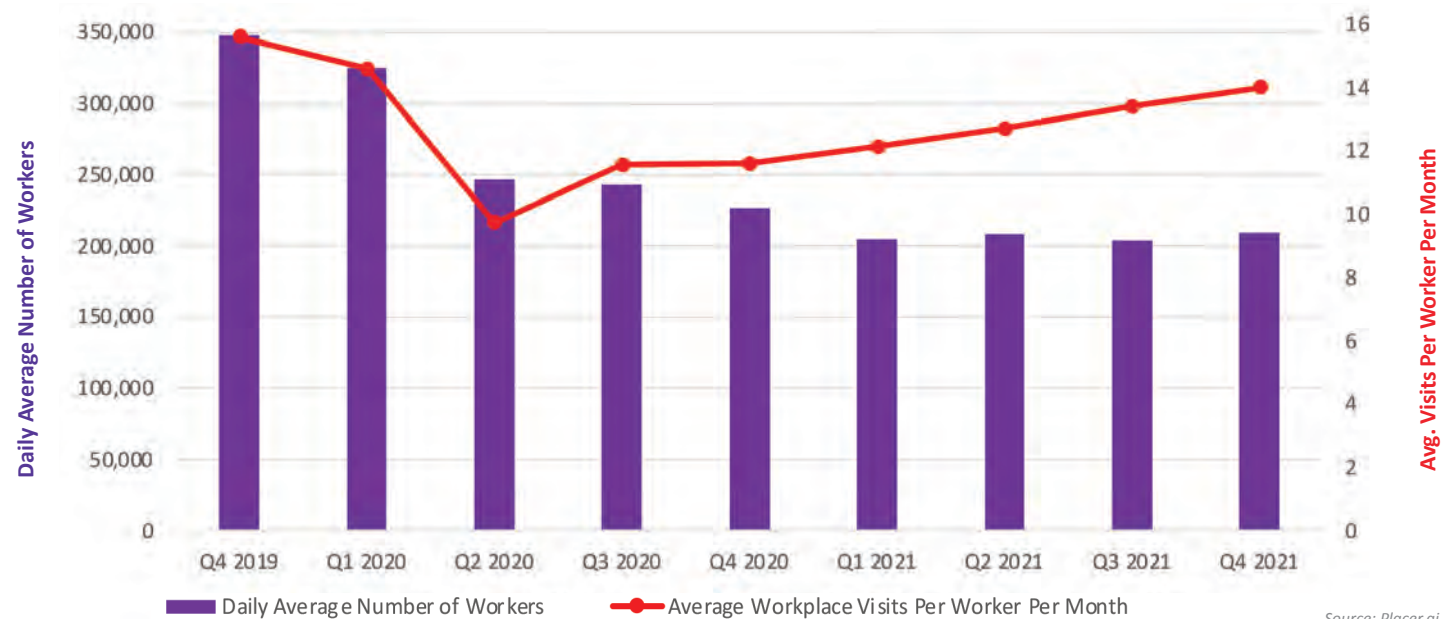
DTLA THROUGH COVID

Although COVID affected communities across the region and globe, Downtown LA, like other major urban centers, was uniquely impacted by stay-at-home orders and other public health restrictions. As people remained in their residential communities, trips to DTLA dropped dramatically. However, despite the rise of the Delta and Omicron variants, 2021 saw a substantial recovery in visitation to DTLA. The real estate market followed similar trends, with the residential sector coming back stronger than ever; hospitality regaining much of its losses; and the office and retail sectors showing signs of recovery as cases drop, mandates ease, and return-to-work plans proceed.

TOTAL VISITS PER MONTH - VISITORS



WORKPLACE VISITS - WORKERS

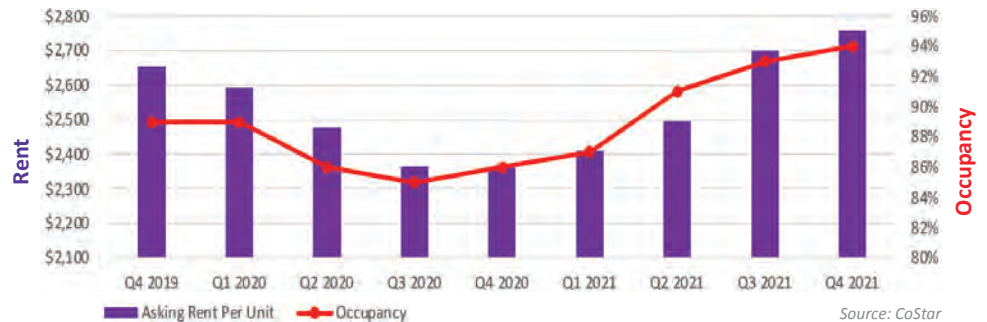


Source: Placer.ai

DTLA THROUGH COVID

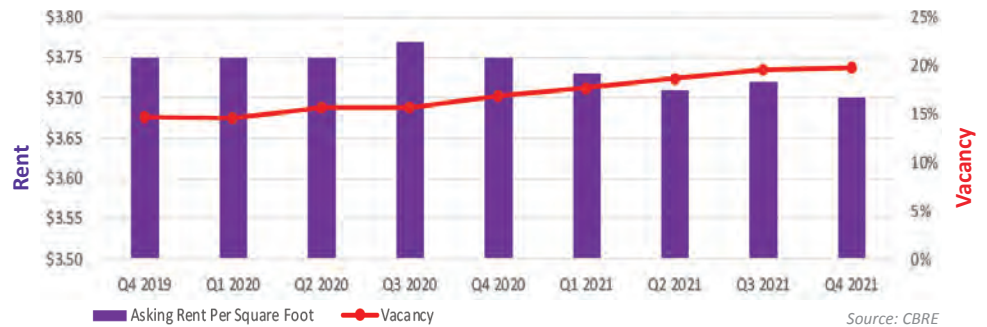
RESIDENTIAL

The residential market has rebounded strongly after a substantial decline during the pandemic, with rents and occupancy levels currently at pre-pandemic record highs due to growing demand and a relative pause in new deliveries.



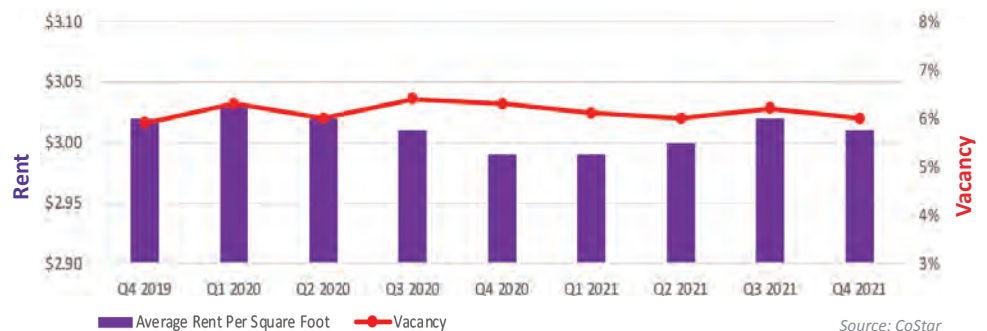
OFFICE

Rents and vacancy remained relatively flat compared to Q3 and, based on increased leasing activity in Q4, appear set to begin recovering in 2022.



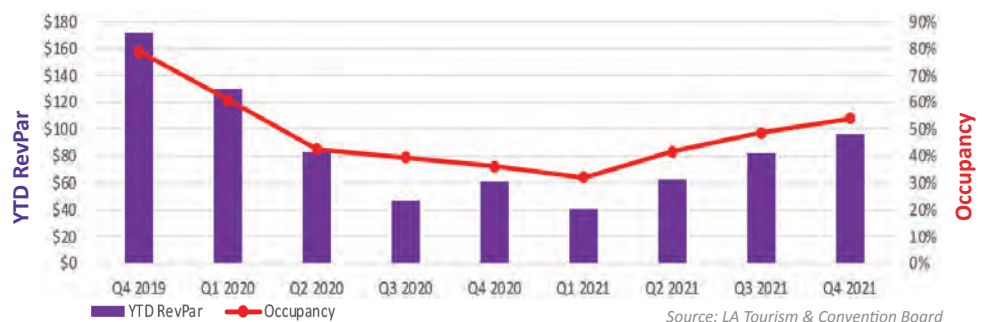
RETAIL

Retail rents and vacancy have remained remarkably stable through the pandemic, indicating that interest in urban locations like Downtown LA remains strong among most national retail chains.



HOTEL

Although occupancy and RevPAR remain well below pre-pandemic levels, both made significant gains over the course of the year, winding up over 50% higher than where they started.



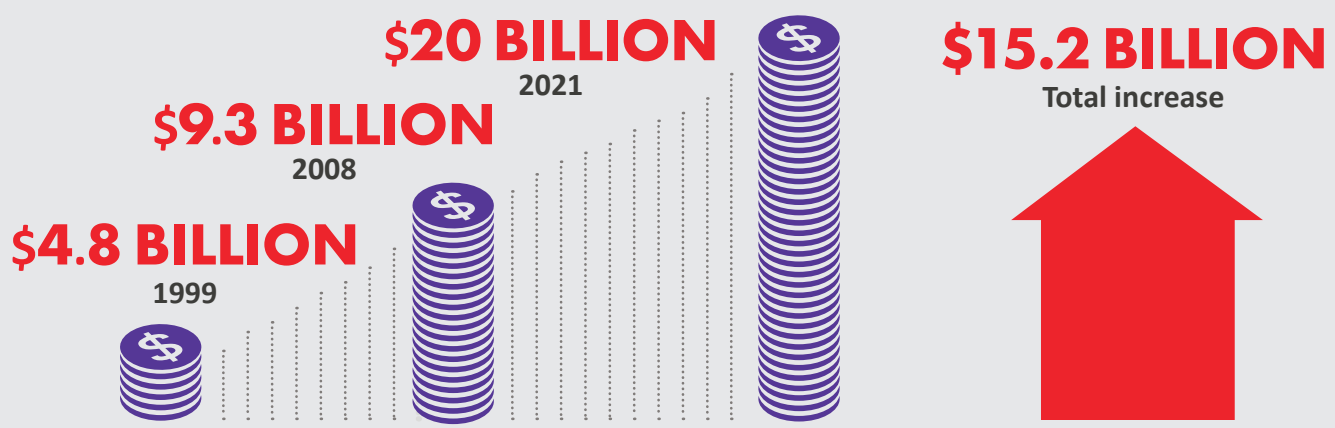
DTLA BY THE NUMBERS

DTLA POPULATION GROWTH



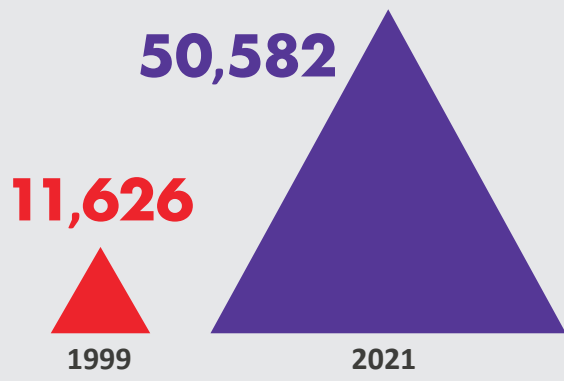
Source: DCBID Downtown LA Market Reports

DCBID PROPERTY VALUE

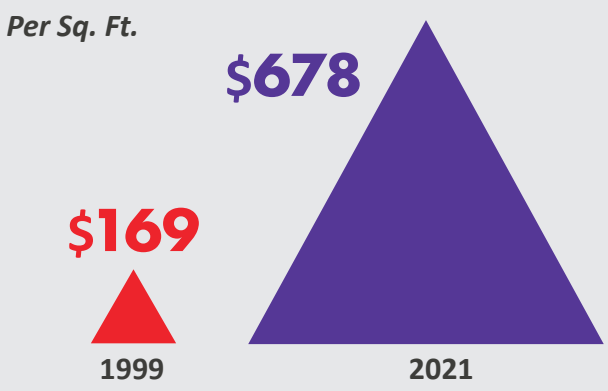


Source: Los Angeles County Office of the Assessor

DTLA RESIDENTIAL UNITS



DTLA AVERAGE CONDO PRICE



Source: DCBID Downtown LA Market Reports

DTLA BY THE NUMBERS

A VIBRANT COMMUNITY

\$86,300

Average household
income of residents



53%

Residents between
the ages of 25-49



60%

Residents with
postsecondary education



334,667

Jobs



15 M

Visitors in 2021





1,000+

New restaurants, bars, retail,
and amenities 2008–2018



Source: DTLA 2022 Outlook & Insights Report

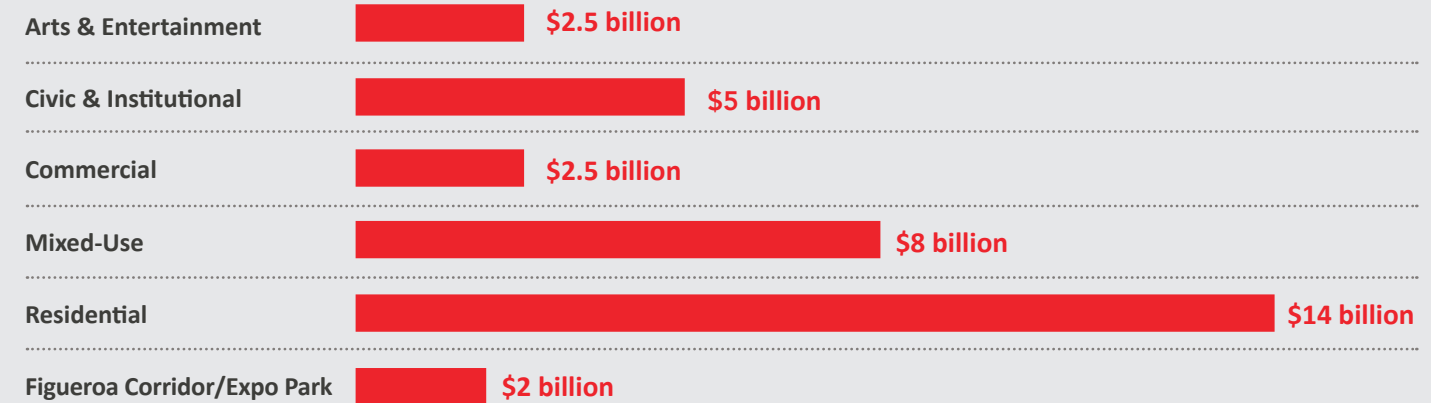
CONTINUED GROWTH

		Current Inventory	Under Construction	Pipeline
	HOTEL ROOMS	7,775	2,555	7,358
	RESIDENTIAL UNITS	50,582	4,537	31,793

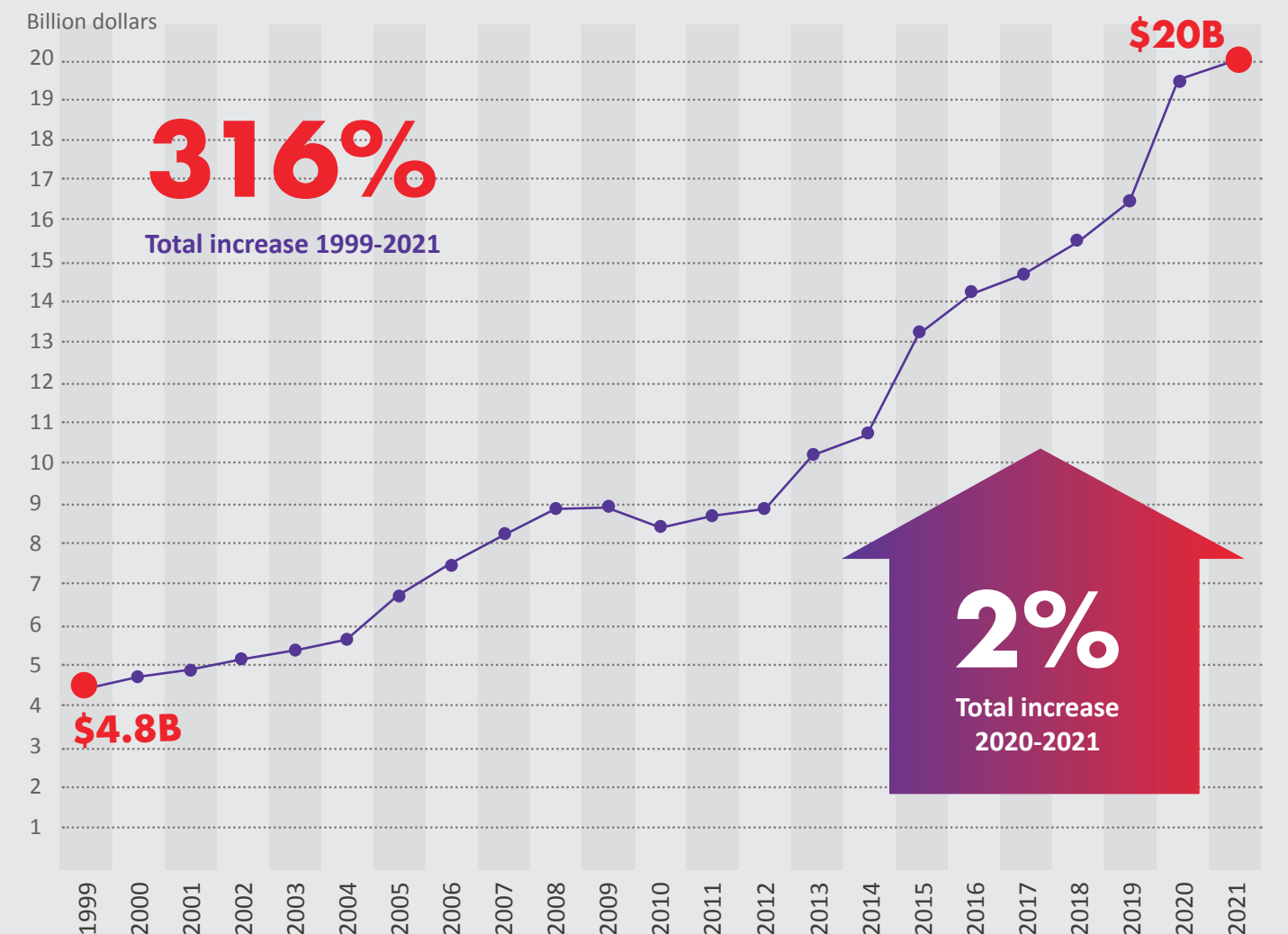
DCBID Downtown LA Market Report, Year-End 2021

DTLA MARKET OVERVIEW

INVESTMENT IN DOWNTOWN LA 1999–2021



DCBID PROPERTY VALUES 1999-2021



Source: Los Angeles County Office of the Assessor

DTLA MARKET OVERVIEW

Commercial

SIGNIFICANT OFFICE LEASES 2021

TENANT	BUILDING	ADDRESS	TYPE	SQ FT
Skadden	1 Cal Plaza	300 S. Grand Ave.	Renewal	120,000
Adidas America	California Market Center	119 E. 9th St.	New	107,000
Bambee HR	Fabric	755 S. Los Angeles St.	New	45,000
HNTB	777 Tower	777 S. Figueroa St.	Relocation	42,747
Johnny Was	7th & Olive	712 S. Olive St.	New	31,153
Burlington	The Bloc	700 S. Flower St.	New	24,995
PeopleSpace	FourFortyFour South Flower	444 S. Flower St.	Renewal	22,500

KEY COMMERCIAL STATISTIC

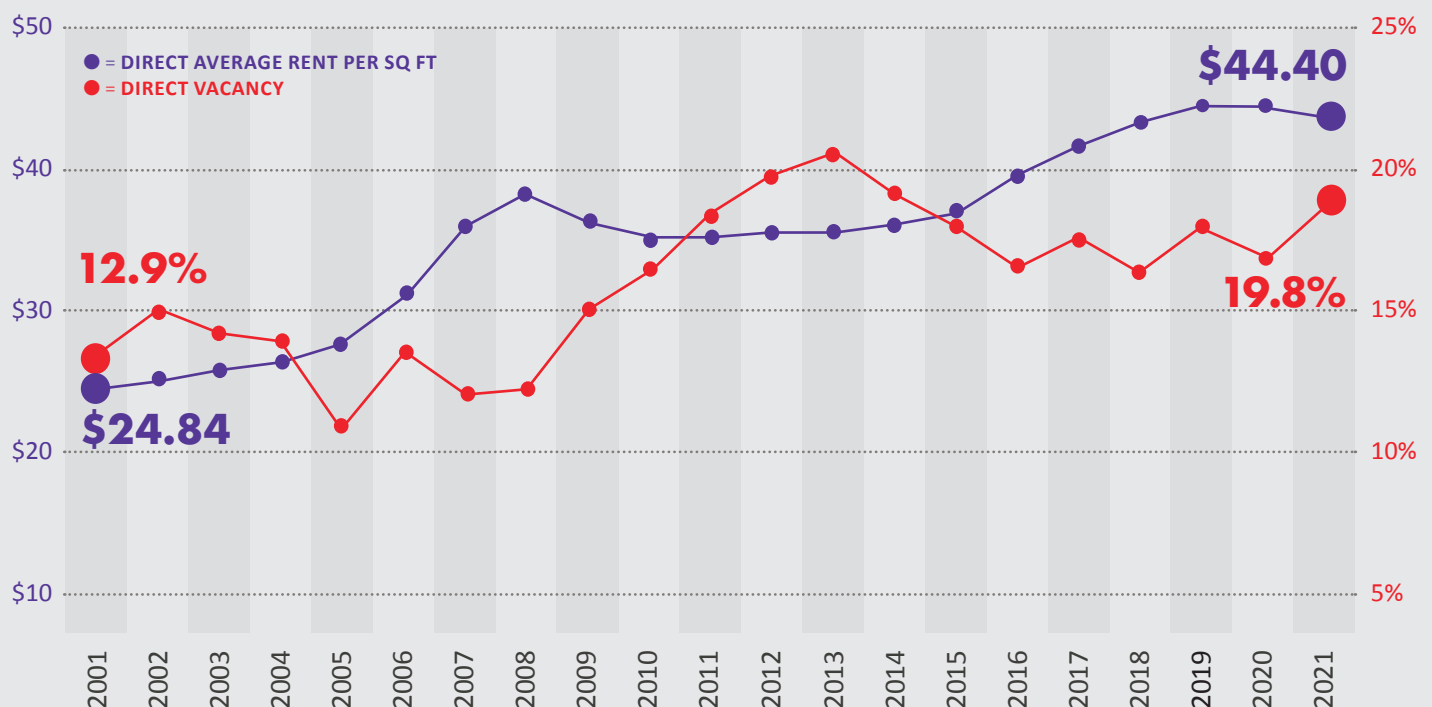


1.8M

Total square feet office space leased in 2021

Source: CoStar

OFFICE VACANCY & RENT TRENDS 2001-2021



DTLA MARKET OVERVIEW

Commercial

DCBID SIGNIFICANT COMMERCIAL SALES 2021

ASSET	ADDRESS	BUYER	BUILDING SQ FT	PRICE PER SQ FT
OLIVE DTLA	1243 S. Olive St.	Waterton	Walker & Dunlop	\$121m
The Boxyard	2425 E. 12th St.	Rexford Industrial Realty	Bridge Industrial	\$94m
Greyhound building	1716 E. 7th St.	Prologis	Greyhound Lines, Inc.	\$91m
The Switchyard	500 & 540 S. Santa Fe Ave.	SteelWave	CEG Construction	\$80m
Barclay Hotel	101 W. 4th St.	AHF	Delson Investment	\$22m

DTLA RETAIL OPENINGS & RE-OPENINGS 2021

Apple Tower Theatre
 Bottega Louie*
 Caboco
 Cara Cara
 Danny Boy's Famous Original
 Father's Office*
 Fixins Soul Kitchen
 Girl & The Goat

Gusto Green
 Happy Sushi DTLA
 Il Fiore DTLA
 Kreation
 La Casita
 LA Cha Cha Cha
 Lüstern
 Otium*

Percolate
 Sephora
 Shake Shack
 Shiku
 Sonorita's Prime Tacos
 The Capital Grille
 Urli Bird*
 V DTLA
 Zankou Chicken

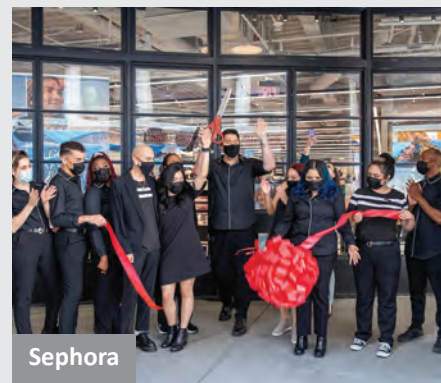
*Reopening



Apple Tower Theatre



Otium



Sephora

KEY DTLA RETAIL & HOTEL STATISTICS

1.2M

Square feet of retail space under construction

2,555

New hotel rooms under construction

Source: DCBID Downtown LA Market Reports

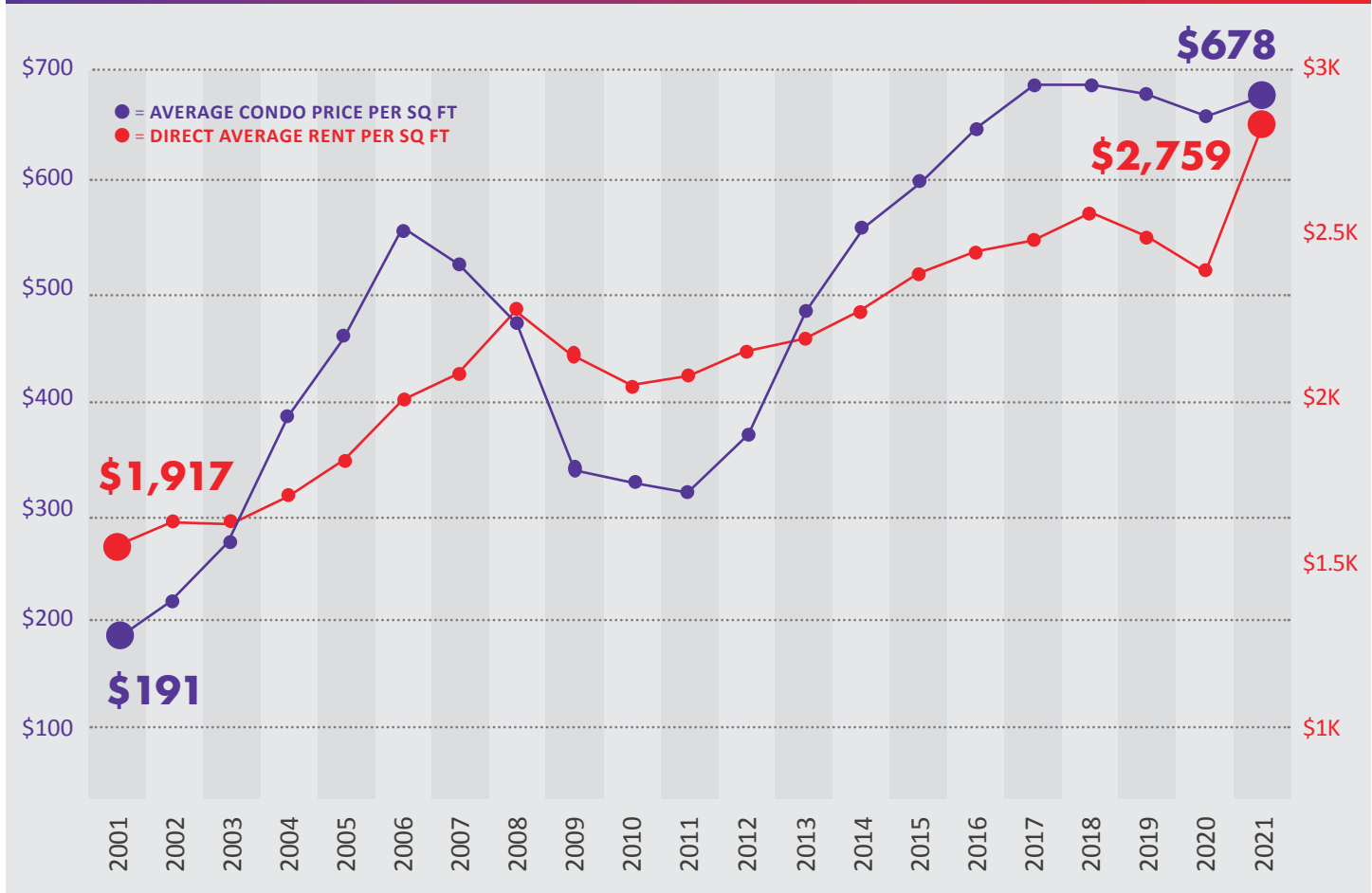
DTLA MARKET OVERVIEW

Residential

NEW DTLA RESIDENTIAL OPENINGS IN 2021

ASSET	ADDRESS	NUMBER OF UNITS
Llewellyn	1101 N. Main St.	318
TENTEN Wilshire Phase II	1027 Wilshire Blvd.	376

DTLA AVERAGE CONDO PRICE & RENT



KEY DTLA RESIDENTIAL STATISTICS

94%

Downtown residential
occupancy rate

31,793

Proposed
residential units

4,537

Units under
construction

Source: DCBID Downtown LA Market Reports

OPERATIONS

Keeping the District safe and clean

Clean and safe streets are the foundation of a vibrant neighborhood. The DCBID's Safety and Clean Teams are proudly committed to assisting those who live, work, play, and visit the Downtown Center. This highly visible, well-trained staff provides daily, 24-hour supplemental services to maintain safety and cleanliness within the 65-block District. In 2021, the Teams addressed **103,763** District issues including responding to **14,178** calls for service. The specially trained PATH Outreach team provided assistance to those experiencing homelessness, while connecting **145** individuals to housing services.

OPERATIONS OVERVIEW

SAFETY

Our Safety Team members are contracted employees of Allied Universal Services and have training that ranges from enhanced customer service to assisting those in need and much more. They serve as additional eyes and ears for local law enforcement and city entities.

CLEAN

Our Clean Team helps maintain the cleanliness of sidewalks and public areas within the District. The Clean Team members are contracted through Chrysalis, a non-profit organization offering transitional employment opportunities to formerly unhoused or economically disadvantaged individuals.

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

The BID A.C.T.I.O.N. program was developed to assist the DCBID in engaging and providing services to those experiencing homelessness. In 2015, the BID A.C.T.I.O.N. program was expanded through a contract with PATH (People Assisting the Homeless), an organization with over 35 years' experience helping the homeless "find a path home."

KEY OPERATIONS STATISTICS

14,178

Calls for service

103,763

District issues addressed

4,105

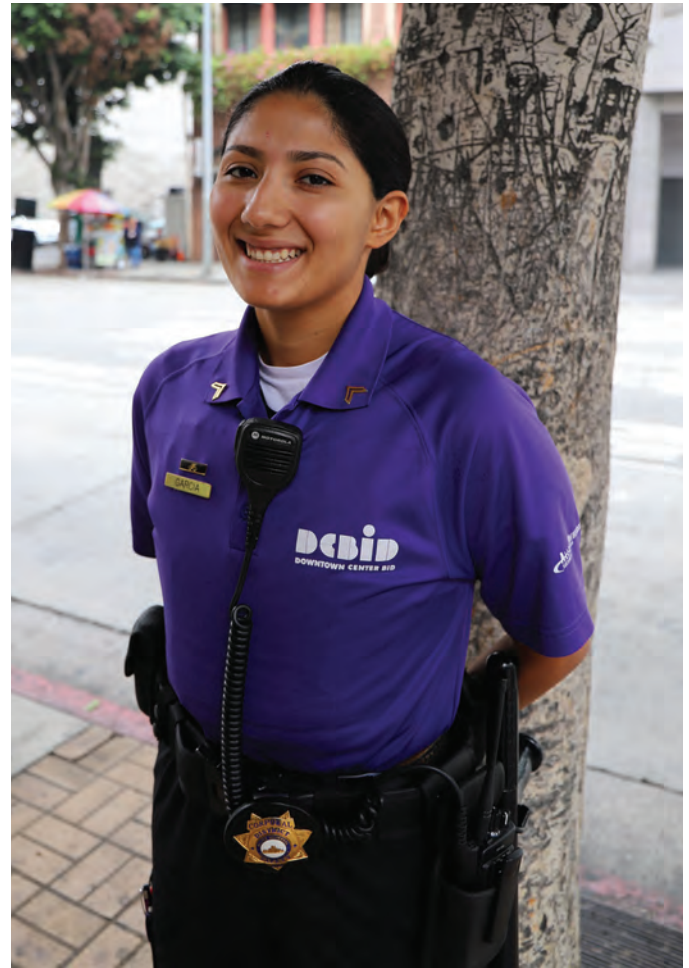
Homeless services provided

SAFETY

In 2021, as office workers and visitors returned to the District, the DCBID Safety Team enhanced its visibility and its strategic deployment. The team deterred illegal activity, assisted people and properties, and reported maintenance-related issues. The team continues to patrol the District to ensure the areas remain safe and clean for those who live, work, and play in the District.

DISTRICT SAFETY

In response to changing pedestrian activity throughout the year, the DCBID Safety Team deployments were continually adjusted to enhance public safety by providing higher visibility - both in vehicle and on foot. Additionally, the DCBID designed special signage that was posted on trash cans throughout the District and distributed to parking operators to help protect parkers from vehicle break-ins.



SAFETY TRAINING

The DCBID contracts safety services through Allied Universal Services (AUS) who provides up-to-date training to the Safety Team which included COVID-19 safety measures and scenario training in 2021. Additionally, all our Safety Team members are trained in the Management of Aggressive Behavior (MOAB). This 16-hour course specifically trains our team on how to respond to aggressive behavior using de-escalation techniques to effect peaceful resolutions.

CLEAN

In 2021, the DCBID Clean Team was deployed to address numerous cleanliness issues around the District like sidewalk gum removal, mobile pressure washing, tree trimming, and widespread graffiti removal. With an increase in pedestrian street traffic, the District saw an increased need for cleaning services. As a result, the DCBID brought in additional personnel and worked with property owners to address their most important issues. With the addition of a new mobile, pressure washing club car to the clean vehicle fleet, cleaning hard-to-reach spots around the District is now safer and easier than ever.



PRESSURE WASHING

With an increase in pedestrian traffic, the DCBID undertook significant pressure washing efforts by completing 59,857 sidewalk cleanups. To aid in reaching every part of the District, a new pressure washing club car was added to the Clean Team vehicles line-up. This customized club car is fitted with a 100-gallon water tank capable of spraying a 4000 PSI stream of water that can clean a variety of surfaces. With the added club car, expanded power washing truck water capacity, addition of power washing equipment to sweeper carts, and additional hours for maintenance drivers, we have been able to consistently increase our wash downs every month.

KEY CLEAN TEAM STATISTICS

73,949

Bags of trash removed

39,546

Graffiti clean ups

59,857

Sidewalk wash-downs

CLEAN

GUM REMOVAL

As a response to the sticky, black gum spots littering District sidewalks, the DCBID added four gum removal machines to the Clean Team's arsenal. The Dr. Gum machines use very little water as they dissolve hardened gum using a combination of high temperature steam, a small quantity of eco-friendly and biodegradable cleaning solution, and brushes specifically designed for either rough, smooth, or sensitive surfaces. Although gum removal is a time-consuming process, the results are impressive. To help expedite the process, the DCBID brought in contractors to help tackle gum removal on over 450,000 square feet of sidewalks near high pedestrian traffic areas.



TREE TRIMMING

In 2021, the DCBID Operations team trimmed 113 trees within the District. Tree trimming helps manage overgrown trees that block streetlights or grow into the sides of buildings, and aids in improving the cleanliness of the sidewalks below. Since the DCBID began this service in 2014, we have facilitated the trimming of over 1,400 trees within the Downtown Center.

GRAFFITI CLEANUP

Graffiti continues to be a problem for property and business owners within the District. The Clean Team worked on 39,546 instances of graffiti removal as well as sticker removal on fixtures and light poles throughout the District.

TRASH CAN DECALS

Due to an increase in vehicle breaks in, DCBID-designed signage instructing, "Lock it, Hide it, Keep it" was posted on trash cans throughout the District and distributed to parking operators to inform parkers about the possibility of vehicle break-ins.



BID OUTREACH



KEY PATH PARTNERSHIP STATISTICS

4,105

Services provided

145

Individuals connected to housing services

429

New individuals contacted

1,211

Contacts made

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

The DCBID has dedicated nearly \$3 million on homeless outreach since 2000 and budgets over \$250,000 a year for these services.

The BID A.C.T.I.O.N. (Ambassador Community Training for Intervention, Wellness, Outreach & Networking) program was developed in conjunction with the California Hospital in 2000 to provide skills and tools to assist DCBID personnel in engaging and providing services to the homeless.

In 2015, the program was expanded through a contract with PATH (People Assisting the Homeless). For over 35 years, PATH has been helping the homeless throughout California “find a path home” by providing permanent supportive housing, case management, medical and mental healthcare, employment training, and other services to help individuals maintain their homes. Since 2013, PATH has connected more than 13,900 people to permanent housing.

The DCBID contracts with PATH to provide two full-time mobile outreach teams to connect those experiencing homelessness within the District to a variety of services—ranging from giving clothing, blankets, and transportation, to accessing medical services, rehabilitation programs, and temporary and permanent shelter. PATH’s services were particularly critical in 2021 as they connected individuals, isolated by COVID, with much needed services including placement in Project Roomkey and other newly established housing locations.

DCBID & CHRYSALIS PARTNERSHIP

For over 20 years, the DCBID has contracted with Chrysalis to staff the DCBID’s Clean Team. The contract relationship between the DCBID and Chrysalis provides approximately 36 ongoing transitional employment positions. These positions provide valuable work experience which helps to remove barriers to permanent employment for individuals who have recently overcome life challenges, like incarceration, homelessness, or drug addiction.

Since the DCBID’s formation in 1998, the DCBID has invested approximately \$21 million with Chrysalis Enterprises and approximately 2,300 Chrysalis clients have participated in transitional employment with the DCBID. Those clients have worked more than one million hours, and 70% of those who transition to permanent employment remain employed after six months.

TEAM MEMBERS OF THE YEAR

Each quarter, the **DCBID** recognizes Safety and Clean Team members who have gone above and beyond the call of duty.

Paul Moreno-Santiago, Safety Team



Paul has been with the DCBID for six months and has shown a strong work ethic during this time. He is able to take each challenge head on and able to reach a favorable outcome due to his methodical and skilled approach. Paul is a great asset to the DCBID.

Alden Johnson, Clean Team



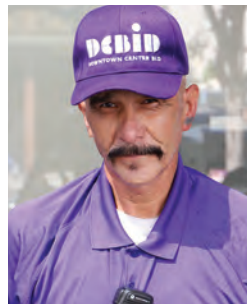
Alden started with DCBID in November 2020 and has been a strong asset to the team with his positive attitude and hard work ethic. Alden is very thankful for the opportunity DCBID has given him and appreciates all the wonderful people he is working with.

Victoria Barragan, Safety Team



Victoria joined the DCBID as a Dispatcher in February 2021. Since then, she has taken the initiative to learn every aspect of the position and carries out her duties in a professional and diligent manner. Victoria always displays a positive attitude as well a great work ethic.

Juan Ramos, Clean Team



Juan joined the DCBID Clean Team in August 2020. Juan displays a positive attitude every shift and he is always up for a challenge. He has taken on extra responsibilities such as training new employees and covering for other positions when needed.

Francisco Nova, Safety Team



Francisco has been a member of the DCBID Safety Team since August 2020. During this short time, he has received multiple “On-The-Spot” Awards for incidents and calls that he has handled well, including providing lifesaving measures to individuals before LAFD could arrive.

Rita Foster, Clean Team



Rita started with the DCBID Clean Team in March 2021 and has been an asset to the team ever since. Many recognize her positive attitude and hard work ethic. She is celebrated by her community for continually providing small acts of kindness to everyone on her route.

Cesar Juarez, Safety Team



Cesar has demonstrated natural leadership in his role as a safety team member, always setting a positive example for his colleagues. Officer Juarez takes the initiative when responding to calls and handles every situation with professionalism and poise.

Jose Ruiz, Clean Team



Jose has been an integral part of the cleaning crew at DCBID. When various co-workers have been out sick, Jose never hesitated in stepping up to help support leadership in picking up the slack. We are thankful for Jose’s work ethic and going above and beyond.

ECONOMIC DEVELOPMENT

Supporting Recovery & Revitalization

With a full revival of Downtown largely dependent on the return of office workers – and tourists – the District’s comeback remained just out of reach throughout 2021. Local businesses continued to struggle, as did commercial leasing and hotel occupancy. The residential market provided one bright spot, with occupancy reaching pre-pandemic levels and the residential community helping to support neighborhood retailers and restaurants.

In the face of these challenges, the Economic Development team divided its efforts between the immediate urgency of supporting local businesses and property owners, and the longer-term imperative of spurring revitalization. Local business support initiatives included: maintaining and promoting a Recovery Resources page on our website; conducting and publishing our Recovery Compass survey; and hosting the inaugural meeting of our newly formed Local Business Alliance.

Laying the groundwork for a post-pandemic resurgence involved: expanding and improving our award-winning DTLA Virtual tour platform; enhancing our research capabilities with the Placer.ai location and visitation data platform; and developing a public art & placemaking strategy for 2022 and beyond.

Maintaining the DCBID’s position as the leading source of information about DTLA, we continued to publish our quarterly market reports throughout the year and partnered with the International Downtown Association to produce a report entitled: “The Value of Downtown.” These and other DCBID research and reports were supported by our new monthly newsletter: “DTLA Business News & Insights,” and helped us generate positive media coverage in publications ranging from The Wall Street Journal to Los Angeles Magazine.

Finally, we expanded the deployment of our streetlight banner program, which is designed to inspire, beautify, and promote the District, with the theme of DTLA: Today Meets Tomorrow.



“Downtown Los Angeles (or DTLA) is experiencing an exciting renaissance of art, food, and culture thriving in its historic spaces. With plenty of public plazas to enjoy, rich with history and new sights alike, DTLA is a must-visit for any California traveler.” — Lonely Planet, 2022

REVITALIZATION PROGRAMS



DTLA VIRTUAL

The DTLA Virtual tour platform provides the BID – as well as real estate brokers, developers, prospective tenants, and visitors – with a cutting-edge tool to showcase and explore DTLA. The V.2 release supports custom tours for office, residential, retail, and hospitality, which will enhance our 2022 marketing efforts in each sector. As a 2021 Pinnacle Award winner, DTLA Virtual was featured at the International Downtown Association's (IDA) annual conference in Tampa, Florida, in October 2021 and highlighted on the IDA website as an industry best practice.



REVITALIZATION PROGRAMS



STREETLIGHT BANNERS

The DCBID's on-going streetlight banner program is designed to inspire, beautify, and promote the District, with the theme of DTLA: Today Meets Tomorrow. In 2021, banners were displayed in key locations around the District and will be expanded to additional locations in 2022.

- Q1 2021: 41 banners
- Q2 2021: 38 banners
- Q3 2021: 52 banners
- Q4 2021: 77 banners

OUTREACH, RECRUITMENT & CONSULTING SERVICES

To promote Downtown's economic vitality, the DCBID supports investment and development, and works to attract and promote businesses, by providing information, insights and general assistance to a wide range of companies and individuals, including:

- Residential, Office, Retail, and Hospitality Investors and Developers
- Prospective Office, Retail, and Residential Tenants
- Existing Retailers, Restaurateurs, and Service Providers
- Cultural, Educational, and Non-Profit Institutions
- Commercial and Residential Real Estate Brokers



COMEBACK INITIATIVES



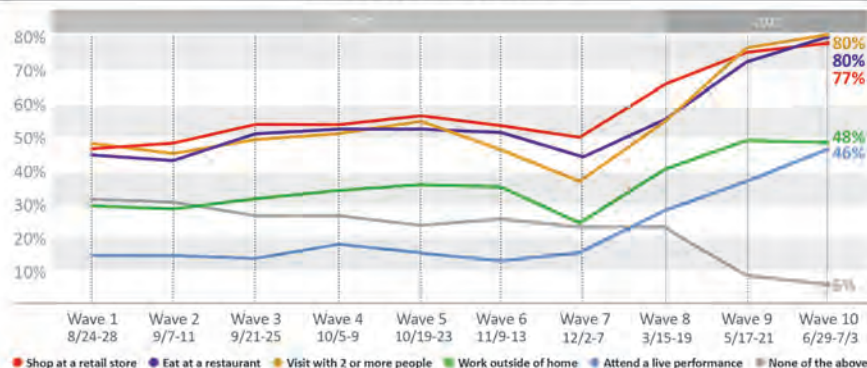
LOCAL BUSINESS ALLIANCE

The DCBID's Local Business Alliance is an initiative to support retailers, restaurants, nightlife venues, and other storefront businesses within the Downtown Center. We launched with an inaugural forum in November, engaging over 40 businesses and addressing critical issues including District safety, vaccine mandates, and economic recovery. This is an ongoing effort to strengthen relationships with local businesses and connect them to partners and resources.

DTLA RECOVERY COMPASS

DCBID is conducting a multi-wave survey to track activities and sentiments about the pandemic and Downtown LA to help guide recovery efforts. The most recent responses were collected from Jun 29-July 3, after virtually all COVID related restrictions had been lifted. These results show that shoppers, diners, and office workers are returning to DTLA in substantial numbers, while residents, who mostly never left, remain as committed and engaged to the community as ever.

WILLING TO ENGAGE IN ACTIVITIES



DTLA RECOVERY COMPASS

The DTLA Recovery Compass was a tracking study based on surveys conducted periodically over the course of the year. It was designed to gauge sentiments and behaviors regarding the pandemic and associated economic impacts to help guide our recovery efforts. We conducted three waves of the survey in 2021 and in August published the results of all 10 rounds conducted since August 2020.

RESEARCH & REPORTS



QUARTERLY MARKET REPORTS

During 2021, we produced and published our quarterly Market Reports in a simplified format, with a focus on current conditions and the path towards recovery. In Q2, we added quarterly market tracking stats going back to Q4 2019. In Q3, we expanded this section and added further insights from Placer.ai. The reports and related interviews received coverage in Bisnow, Bloomberg News, California Centers Magazine, California Listings, Connect Media, Construction News, CoStar, Daily News, Globe St, Los Angeles Business Journal, LA Downtown News, Los Angeles Magazine, Marketplace.org, The Real Deal, The San Francisco Business Times, TV Tokyo, Western Affordable Housing, and Yahoo! Finance. It was also promoted on our website, newsletters, and social media channels.

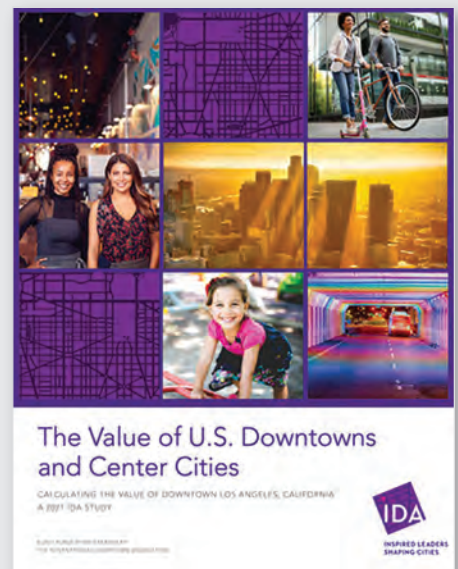
INDUSTRY REPORTS

In addition to its widely cited Quarterly Market Report, the DCBID creates and maintains industry-specific guides – including those for the office, retail, and arts & culture sectors – that provide investors, brokers, and other professionals with a deeper understanding of the Downtown LA market.



THE VALUE OF DOWNTOWNS

In partnership with the International Downtown Association (IDA), the DCBID conducted a study of Downtown Los Angeles, culminating in the publication of “The Value of Downtown”. The report puts DTLA in perspective, compared to the city, region, and peer downtowns across the country, on more than 100 metrics related to the economy, inclusion, vibrancy, identity, and resilience. The report and analysis will be used to promote DTLA and enhance other DCBID research and reports.



MARKETING

Fostering Community and Supporting Businesses

Downtown LA is a diverse community of businesses, workers, visitors, and residents who were all greatly impacted by the continuing pandemic. Our marketing efforts rallied around our community's needs. We used our email, social media, and digital marketing channels to engage the local community and promote District businesses with strategic programs, campaigns, and socially distanced events. We focused on promoting businesses that stayed opened, or reopened.

Our website, DowntownLA.com, exceeded pre-pandemic traffic beginning in February 2021 and by year-end, we had over 498,000 website users – up by 46% compared to 2019. The website continues to be a valuable resource to learn about living, working, and exploring DTLA. On our social media platforms (Facebook, Instagram, Twitter, and LinkedIn), Instagram had the largest increase in followers (up 28% over 2020) and engagement (up 42% over 2020). We launched several giveaways and contests in addition to business promotions. To amplify our messaging, we also created a new email series in September, “This Week in DTLA,” to amplify all that is happening downtown including an adventure of the week, happy hours, upcoming events, and highlights on businesses.

In 2021, we launched a DTLA is Open campaign and included a fun DTLA Holiday Adventure scavenger hunt in our year-end holiday campaign. We held sweepstakes and giveaways to target the promotion of District businesses to audiences throughout greater LA.

SOCIAL MEDIA NUMBERS



44,044

Facebook



71,272

Instagram



39,824

Twitter



1,195

LinkedIn

CAMPAIGNS



DTLA is Open

A celebratory “DTLA is Open” campaign was launched from March to November to coincide with the opening of California on June 15. The campaign’s goals were to bring visitors to Downtown LA, send customers to District businesses, encourage businesses to reopen, and promote newly reopened businesses. The messaging for the campaign evolved to a more encouraging tone as the Delta variant began to develop with “DTLA is Open – We Got This!”

- Created a social media #dtlaisopen gift card giveaway program to District businesses
- Ran social media ads highlighting springtime and indoor and patio dining in Downtown
- Launched a DTLA is Open landing page that featured businesses that were currently operating and events being hosted Downtown
- Launched a DTLA is Open Photo Contest generating positive user-generated content on social media
- Produced and installed signage for the District with the message that DTLA is Open and we welcome you back
- Launched a DTLA is Open – We Got This video capturing the vibrancy in Downtown over the summer
- Ran advertising campaigns with iHeartRadio, LA Downtown News, and Los Angeles Magazine

DTLA is Open Summer Photo Contest

The contest asked participants to submit photos that showcased the best of being back in DTLA. Over 500 submissions were received and a total of 30 winners received \$150 each in gift cards to District businesses. The contest helped generate positive content on social media while at the same time supporting local businesses. A window exhibit of select winners was installed in the 2Cal courtyard.



CAMPAIGNS

DTLA is Open – We Got This Video

A one-minute video was produced capturing the vibrancy in Downtown over the summer along with 10-15 second themed or location-specific snippets which were distributed to the individual attractions for distribution over their own channels. There were over 30,000 views of the videos on social media including through partners and advertisers.



DTLA for the Holidays

Our annual DTLA for the Holidays campaign launched on November 22 with the goal of driving traffic into Downtown during the holidays. Our dedicated campaign page promoted retail, events and dining for the holidays, in addition to our DTLA Holiday Adventure scavenger hunt. Advertising ran on Instagram, Facebook, LA Downtown News, Los Angeles Magazine, and iHeartRadio, totaling over 2.36 million impressions.

EVENTS

Office Worker Program

We created a Welcome Back Pop-Up program to welcome office workers returning to DTLA. The pop-up is a one-day event with tables, signage, and DCBID personnel staged in the lobby of an office building—welcoming workers and distributing DTLA gift bags with promotional material and gift cards to local restaurants. Over 100 bags were distributed in 2021.



Halloween Festival

The 14th Annual DTLA Kids Halloween Festival was the DCBID's first in-person event since the beginning of the pandemic. Returning to FIDM Grand Hope Park, over 1,500 attendees enjoyed a new interactive trick-or-treat trail, socially distanced character meet-and-greets, puppet and magic shows, and lots of treats. We want to extend a special thank you to our sponsors: FIDM, Mitsui Fudosan America, The Bloc, YMCA, and Councilmember Kevin de León.

DTLA Holiday Adventure

The DCBID brought the holiday spirit to DTLA this year by unveiling a brand-new fun, safe, and interactive holiday scavenger hunt celebrating the amazing businesses and places to see in Downtown LA. The scavenger hunt consisted of 40 fun and festive challenges to complete around Downtown Center, like taking a photo in front of the holiday lights at The Bloc or striking up a conversation with a worker in Downtown. While doing the scavenger hunt, 98.9% of participants engaged in other activities like dining and shopping. For 57.6% of visitors, the DTLA Holiday Adventure was a large part of their decision to come to DTLA. Winners were awarded a total of \$14,000 in gift cards to various Downtown Center businesses. As one participant shared, "This was really fun! It got me out [...] and enjoying Downtown again."



COMMUNICATIONS

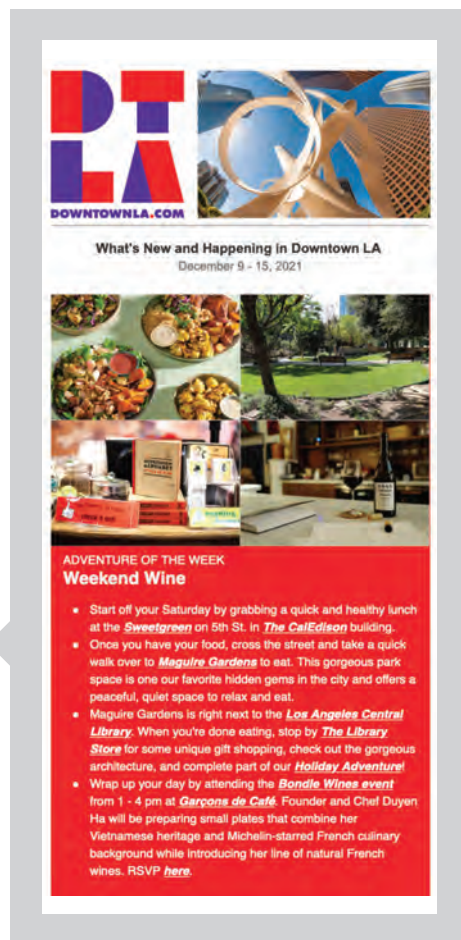
NEWSLETTERS

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.

THIS WEEK IN DTLA EMAIL NEWSLETTERS

“This Week in DTLA” launched in September, an expansion to “This Month in DTLA.” The new weekly newsletter highlights new businesses, events, seasonal marketing campaigns, and exclusive specials. To date, over 100 in-district businesses have been featured. The emails are sent to nearly 30,000 subscribers weekly and had an average 22% open rate in 2021.



MEDIA COVERAGE – KEEPING DTLA IN THE NEWS

DCBID programs and initiatives resulted in 90 media placements garnering 378.8 million impressions valued at \$9.7 million. Our PR efforts resulted in story generation, as seen by articles such as “Resilience, Recovery and Renewal in DTLA” written by DCBID, Nick Griffin and published by LA Downtown News, and shaping a positive narrative about DTLA, as seen through articles such as “Downtowns Get Creative to Keep Retail Humming” that promoted DTLA in the broader scope of California downtowns. The DCBID is continuously a leading source of information as demonstrated by publications quoting our market reports including Bloomberg, Los Angeles Business Journal, Bisnow, and Thrillist.



OUTREACH



DOWNTOWN GUIDES

As residents, workers, and visitors started to return to the District, our Downtown Guides were ready to welcome them back. The Downtown Guides are instrumental in creating a supportive community in our District for businesses and individuals. When it comes to safety on the street, the Downtown Guides serve as extra eyes and ears for our Safety Team.

KEY MARKETING STATISTICS

1,001,960

Website page views

34,595

Email subscribers

498,380

Website users

18.7%

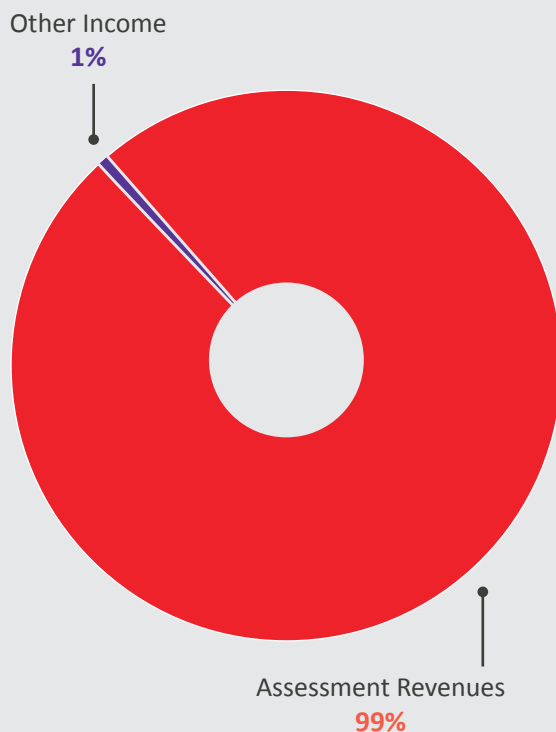
Email open rate

FINANCIALS

Statement of activity

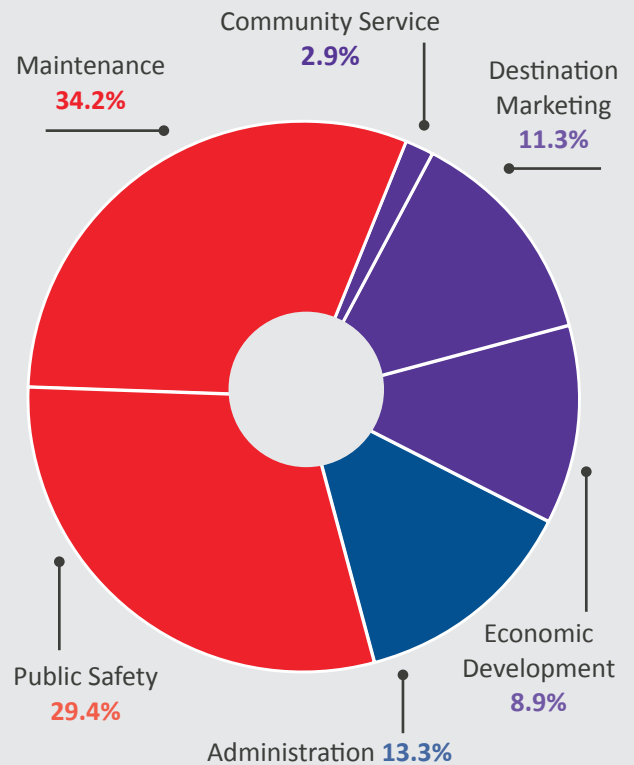
(For the Year Ending December 31, 2021)

REVENUES



Assessment Revenues	\$7,411,901
Other Income	\$28,995
Total Revenue	\$7,440,896

EXPENSES



Total Revenue	\$7,440,896
Total Expenses	\$7,571,465
Decrease in Net Assets	\$130,569



\$543K YEAR-END NET ASSETS

REVENUES & EXPENSES

DCBID ASSESSMENT REVENUES 2021 VS. 2020

2021

\$7.4 M

2020

\$7.2 M

DCBID PROGRAM EXPENSES BREAKDOWN 2021 VS. 2020

PUBLIC SAFETY

\$2,228,918

\$2,321,880

MAINTENANCE

\$2,585,964

\$2,394,255

COMMUNITY SERVICE

\$220,586

\$126,834

DESTINATION MARKETING

\$857,376

\$1,024,233

ECONOMIC DEVELOPMENT

\$673,411

\$922,963

ADMINISTRATION

\$1,005,210

\$1,027,272

2022 GOALS

While our planned programs and initiatives were designed to continue fostering a culturally and economically vibrant Downtown Center, in the wake of the COVID-19 crisis, we have refocused much of our effort to responding to the realities, challenges, and even opportunities this unique moment presents for the District.

OPERATIONS

- Provide exemplary standards for safety and cleaning during the reopening to keep our District safe and healthy.
- Through our various partnerships, address the unique challenges facing individuals experiencing homelessness in our District.
- Strengthen community engagement with DCBID stakeholders, residents, and visitors as local businesses continue to reopen, workers return, and population on the streets increases.

ECONOMIC DEVELOPMENT

- Continue to expand our market research and reporting capabilities to enhance our position as the top source of information on DTLA.
- Leverage technology to promote District to residents, workers, visitors, companies, and investors.
- Reignite enthusiasm for DTLA with community engagement and public space activations.

MARKETING

- Drive traffic to Downtown LA through innovative campaigns and promotions.
- Strengthen community and create connections between businesses, residents, and workers with outreach and events.
- Grow our audiences and expand the conversation about DTLA with cutting-edge content.



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The Bloc

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Saul Danpour, *Treasurer*
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Winston Yan
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