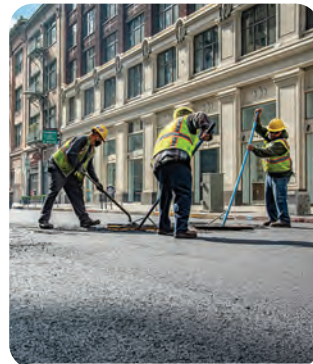


COMMUNITY & COMMITMENT



2020 ANNUAL REPORT



DEAR DOWNTOWN STAKEHOLDER

It is with deep pride and steadfast commitment that we share with you the 2020 Annual Report for the Downtown Center Business Improvement District (DCBID). Looking back at the most difficult year in our District's history, we can say with renewed confidence that our organization, and our community, is resilient, resourceful, and built to last.

While Downtown Los Angeles (DTLA), like cities across the globe, faced unprecedented circumstances due to the impacts of COVID-19, the core services that the DCBID has provided to its property owners since its inception in 1998 helped keep the District safe, clean, and viable throughout the year, and helped position us for recovery and revitalization as the pandemic begins to recede.

Deemed essential workers at the start of the shutdown, our Safe and Clean Teams maintained its commitment to the highest standards of hygiene, sanitation, and safety across the District, 24/7, through months of extremely challenging conditions. In 2020, they responded to over 24,563 calls for service, and removed over 69,766 bags of trash and over 18,108 instances of graffiti. Working with our Homeless Outreach teams, our Safe and Clean teams continued their tireless efforts without interruption, proving just how essential they truly are.

Nurturing a sense of community in the District is a key element of our mission and was never more critical than during this crisis. In the distinct absence of office workers and visitors, the District's residential community filled the void, showing its strength and commitment by supporting local businesses, helping clean-up efforts following demonstrations and celebrations, and just keeping the lights on during a very dark period. While the BID was unable to produce its signature community events in-person, we did host a virtual Dog Day Afternoon, a socially-distanced Halloween experience, and a celebration of our front-line healthcare workers.

The Marketing and Economic Development teams pivoted their efforts to meet the moment as well, launching a #TogetherDTLA campaign soon after the shut-down began, and following it with a business engagement program to support our local retailers and restaurants. We also developed the Recovery Compass tracking survey to gauge local sentiments and concerns through the crisis. Unable to conduct our popular bus tours, we developed DTLA Virtual, an exciting web-based platform for showcasing the District. And looking to the future, we undertook a placemaking study of the District's streetscapes and public spaces to identify opportunities to improve our physical environment with a program called DTLA Re.Imagined.

The BID's role as storyteller for Downtown and the District, was never more important than during a time when empty streets and office buildings sowed doubt about the future of urban centers like ours. To counter increasingly negative narratives, we focused our website, social media, and other digital channels on promoting our local businesses, and highlighting the efforts of the local community and property owners to keep the heart of DTLA beating as we struggled through together.

As we now begin to see the light at the end of the tunnel, with hope emerging and our focus turning to recovery and revitalization, we want to thank you for your continued dedication to Downtown LA and our District. Crises have a way of shaking things up, revealing strengths and vulnerabilities, and up-ending the status quo. They show us what we are made of and what matters to us – and on those fronts, we couldn't be prouder of our organization and community. Crises are also opportunities for change and improvement, so as we get back on solid ground, we look forward to working with you in the coming months and years to make DTLA and the Downtown Center better than ever. #TogetherDTLA was our mantra last year – this year it is #DTLAisOPEN. Stay tuned, there is much more to come!

Sincerely,



Dan Cote
*Chairperson,
DCBID Board of Directors*



Suzanne Holley
*President & CEO,
DCBID*

“

People love urban cities, and once people gain confidence and are comfortable being near each other again, in the long term, people will return to Downtown. —Ricardo Pagan, CEO of Claridge Properties

”



Pershing Square

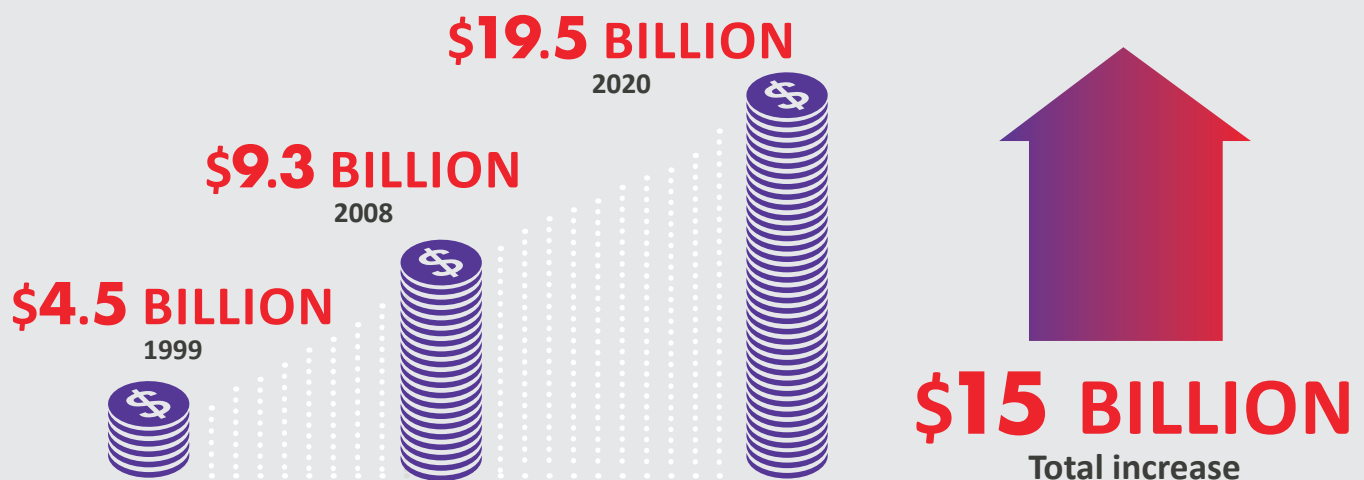
DTLA BY THE NUMBERS

DTLA POPULATION GROWTH



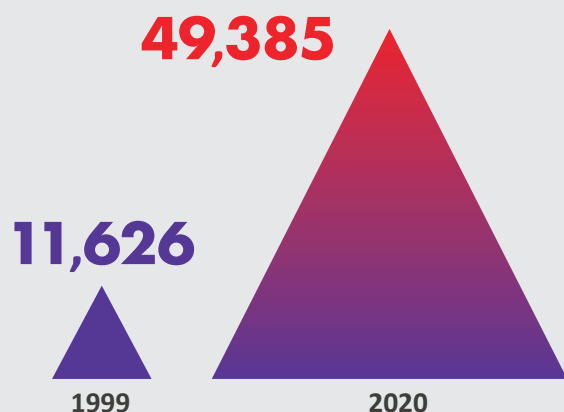
Source: DCBID Downtown LA Market Reports

DCBID PROPERTY VALUE

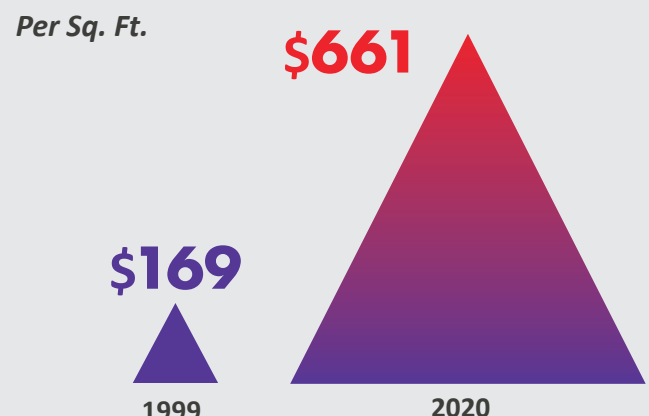


Source: Los Angeles County Office of the Assessor

DTLA RESIDENTIAL UNITS



DTLA AVERAGE CONDO PRICE



Source: DCBID Downtown LA Market Reports

DTLA BY THE NUMBERS

A VIBRANT COMMUNITY

\$123,000

Average median household income of residents



68%

Residents between the ages of 23–44



81%

Residents have earned a college degree or higher



500,000+

Weekday population



22 M

Annual visitors



1,000+

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



Source: DCBID DTLA 2020 Survey (conducted in 2019)

CONTINUED GROWTH



HOTEL ROOMS



9,218

3,021

9,127



RESIDENTIAL UNITS



49,385

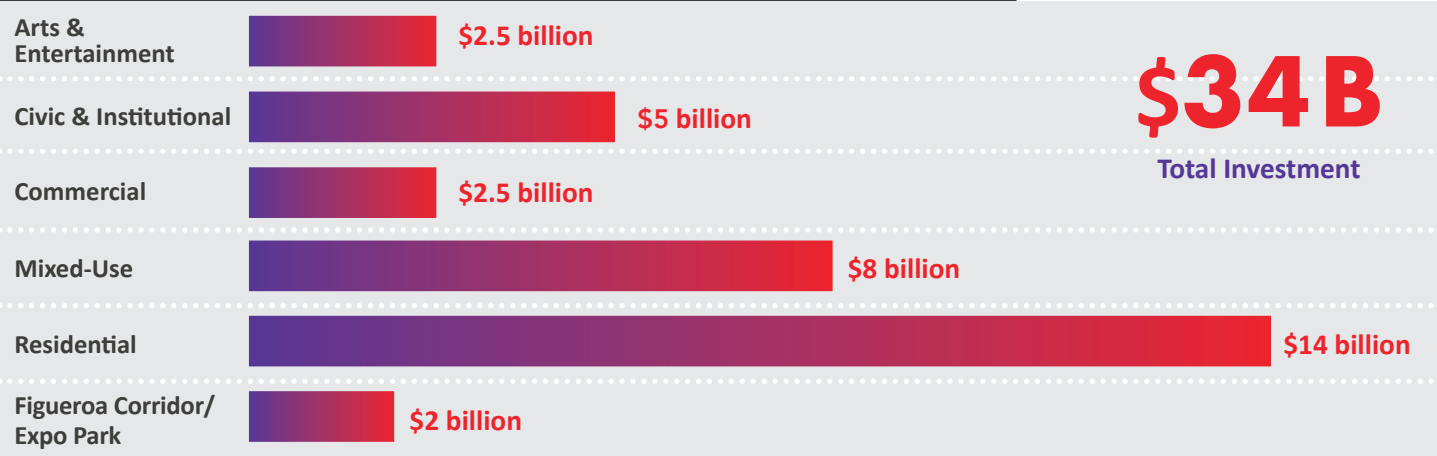
4,829

29,388

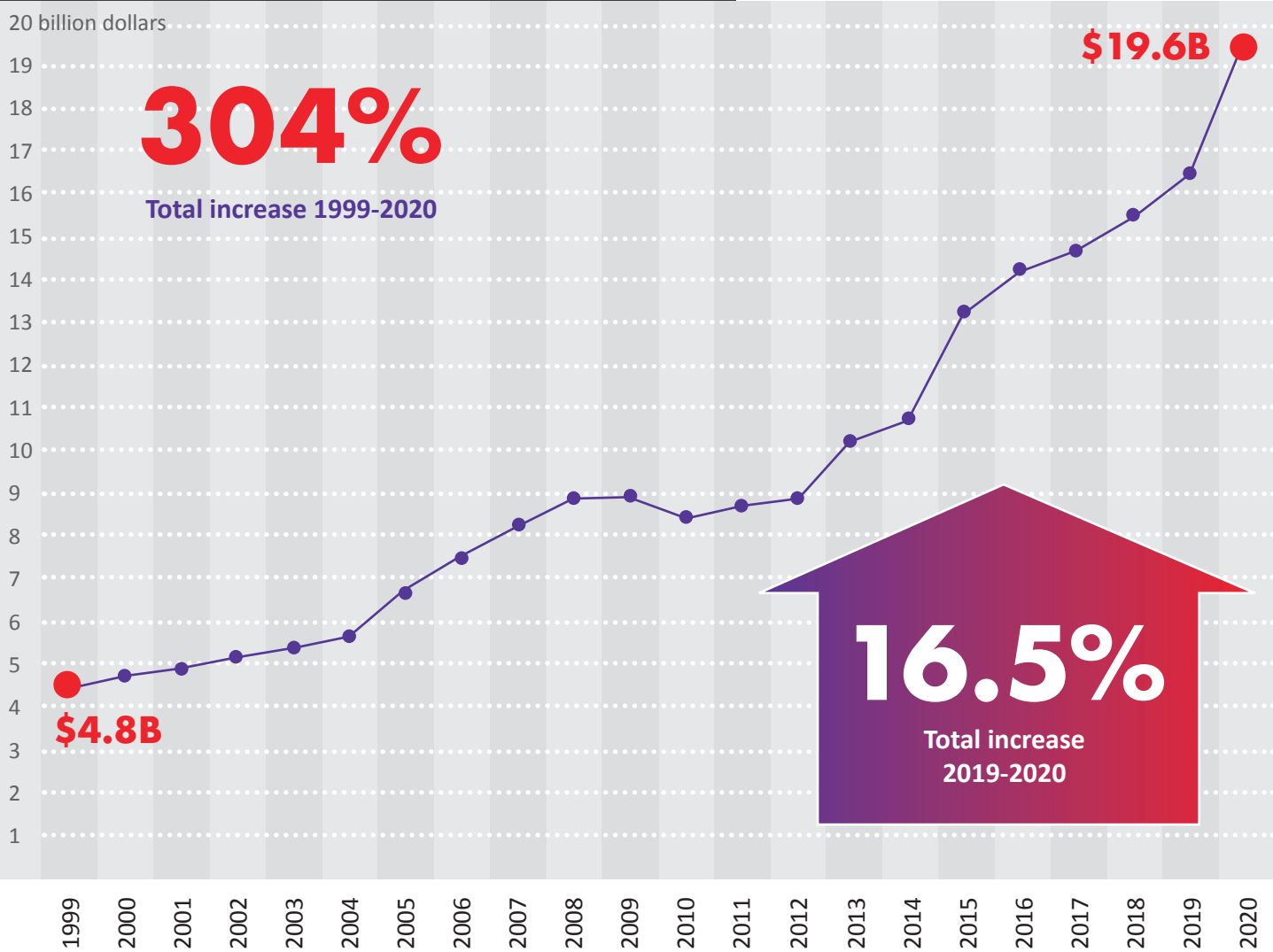
DCBID Downtown LA Market Report, Year-End 2020

DTLA MARKET OVERVIEW

INVESTMENT IN DOWNTOWN LA 1999–2020



DCBID PROPERTY VALUES 1999-2020



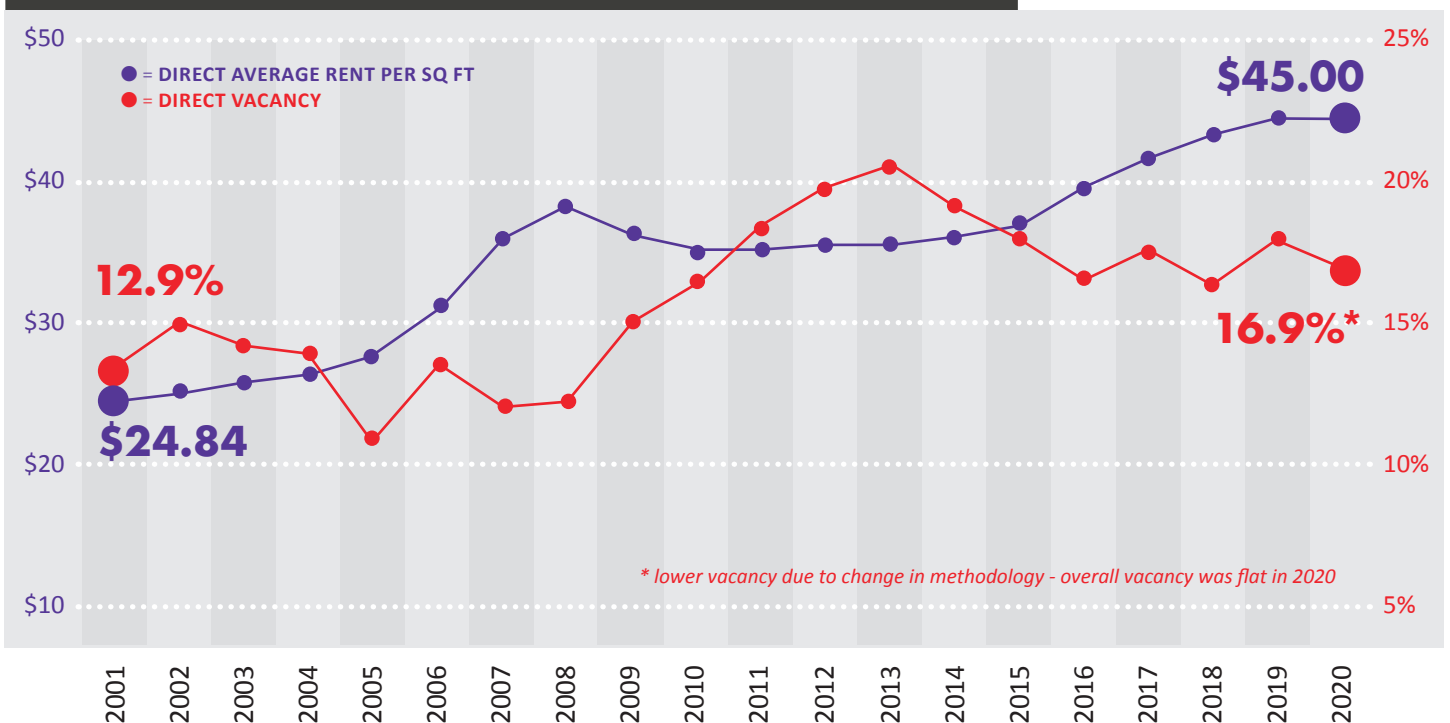
Source: Los Angeles County Office of the Assessor

DTLA COMMERCIAL MARKET OVERVIEW

SIGNIFICANT OFFICE LEASES 2020

TENANT	BUILDING	ADDRESS	SQ FT
LAHSA	Aon Center	707 Wilshire Blvd.	58,353
Karga Seven Pictures	LA Center Studios	1201 W. 5th St.	19,526
Hanmi Bank	Wilshire Grand Center	900 Wilshire Blvd.	11,686
ISFFA	801 Grand	801 S. Grand Ave.	11,623
LA Rocks	St. Vincent Jewelry Center	639-659 S. Broadway	11,240
Unite-LA	1055 Wilshire	1055 Wilshire Blvd.	10,028

OFFICE VACANCY & RENT TRENDS 2001-2020



KEY COMMERCIAL STATISTICS

181%

Increase in average office rent
2001-2020

1.8M

Total square feet office space leased
in 2020

Source: DCBID Downtown LA Market Reports

DTLA COMMERCIAL MARKET OVERVIEW

DCBID SIGNIFICANT COMMERCIAL SALES 2020

ASSET	ADDRESS	BUYER	BUILDING SQ FT	PRICE PER SQ FT	SALE PRICE
US Bank Tower	633 W. 5th St.	Silverstein Properties	1,432,607	\$300	\$430 M
915 Wilshire	915 Wilshire Blvd.	Deka Immobilien	388,126	\$504	\$196 M

NOTABLE DCBID RETAIL OPENINGS IN 2020



KEY DTLA RETAIL & HOTEL STATISTICS

1.13M

Square feet of retail space under construction

3,021

New hotel rooms under construction

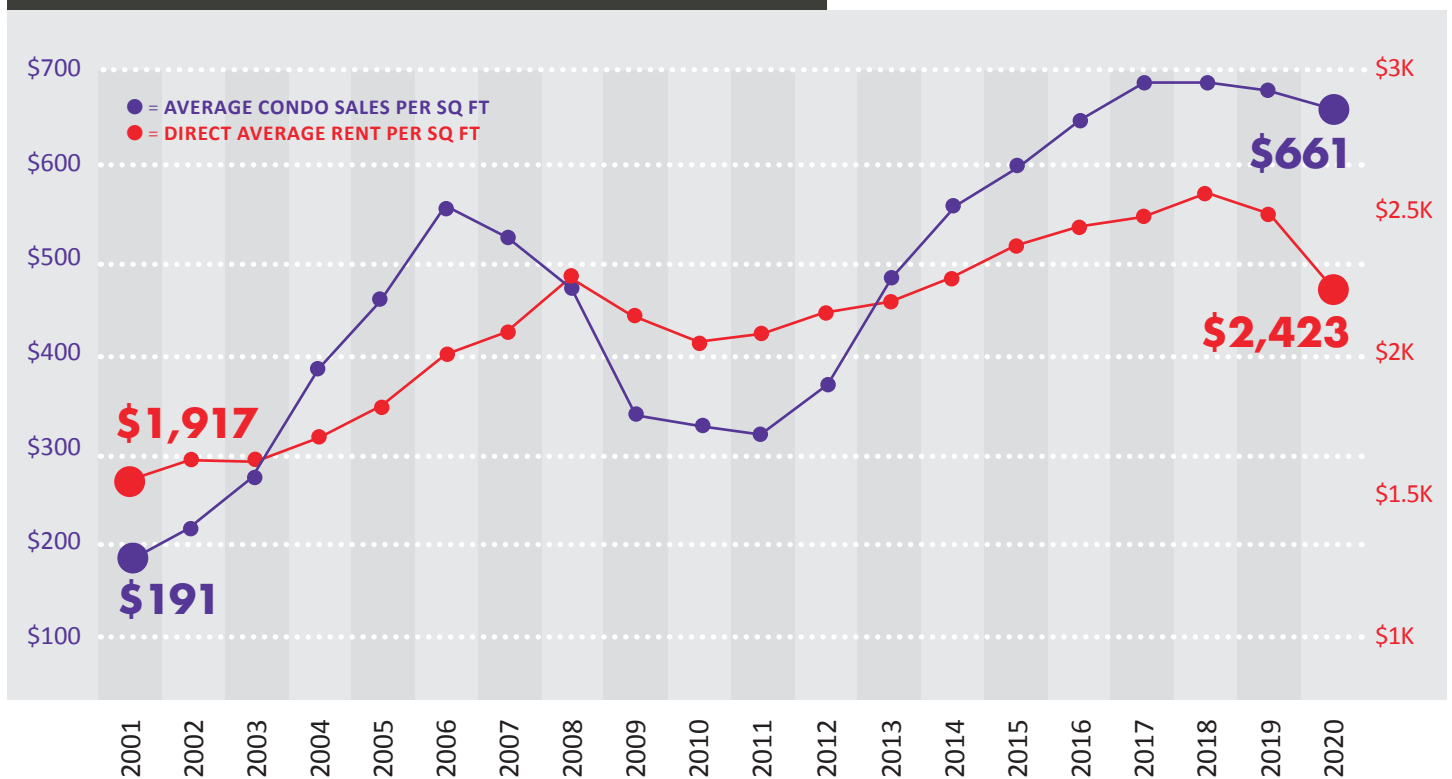
Source: DCBID Downtown LA Market Reports

DTLA RESIDENTIAL MARKET OVERVIEW

NEW DTLA RESIDENTIAL OPENINGS IN 2020

ASSET	ADDRESS	NUMBER OF UNITS
THEA at Metropolis	1000 W. 8th St.	685
HWH Luxury Living	354 S. Spring St.	188
AMP Lofts	695 S. Santa Fe Ave.	320

DTLA AVERAGE CONDO SALES & RENT



KEY DTLA RESIDENTIAL STATISTICS

84.3%

Downtown residential
occupancy rate

29,388

Proposed
residential units

4,829

Units under
construction

Source: DCBID Downtown LA Market Reports

OPERATIONS

Keeping the District safe and clean

Safe and clean streets are the foundation of a vibrant and resilient neighborhood. The DCBID's Safety and Clean Teams are proudly committed to assisting those who live, work, play, and visit the Downtown Center. Pursuant to the stay-at-home order issued on March 19, 2020 by Governor Newsom in response to the COVID-19 pandemic, it was determined that the safety, cleaning and homeless outreach services provided by the DCBID were essential and could continue to be provided. These services have continued since March 19, 2020 without interruption. In 2020, the team addressed **110,127** District issues, including responding to **24,563** calls for service. The specially trained PATH Outreach teams provided assistance to the homeless community, while connecting **144** individuals to housing services.

OPERATIONS OVERVIEW

SAFETY

Our Safety Team members are contracted employees of Allied Universal 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 crew members are contracted through Chrysalis, a non-profit organization offering transitional employment opportunities to formerly homeless 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 30 years' experience helping the homeless "find a path home."

KEY OPERATIONS STATISTICS

24,563

Calls for service

110,127

District issues addressed

4,432

Homeless services provided

SAFETY

In 2020, the foot traffic of residents, workers, and visitors was replaced with an unprecedented level of activity associated with civil unrest, demonstrations, and local sports celebrations. The DCBID Safety Team increased its patrols and enhanced its visibility to deter illegal activity, minimize damage, assist impacted people and properties, and report 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.



MOAB TRAINING

Management of Aggressive Behavior (MOAB) training was provided by Allied Universal. This certified, 16-hour course trains our Safety Team members on how to effectively respond to aggressive behavior by individuals in the District. The training specializes in de-escalating situations and coming to a peaceful resolution. All of our Safety Team members are MOAB trained and continue to receive updates on new techniques as they become available.

CLEAN



In 2020, the DCBID Clean Team was deployed to address the significant graffiti, broken glass, and trash resulting from several months of civil unrest following the death of George Floyd and continuing with the Dodgers and Lakers championships. With the streets relatively empty, graffiti continued to be a problem throughout the year particularly at construction sites. The DCBID brought in additional personnel and worked with construction crews to address these issues. Since the deployment of our new street sweeper machine, cleaning the curb lines and loose trash debris has been streamlined and expedited which allows the Clean Team to concentrate on sidewalks, graffiti, and trash removal.

KEY CLEAN TEAM STATISTICS

69,766

Bags of trash removed

18,108

Graffiti clean ups

14,608

Sidewalk wash-downs

CLEAN



STAY SAFE

The DCBID implemented a community messaging program to encourage Downtowners to practice safe behaviors, including wearing a mask, washing hands, and staying 6 feet apart. The Operations team installed graphic signage on our trash receptacles around the District and utilized painted sidewalk stencils to remind pedestrians about social distancing on our busiest corridors and intersections.



TREE TRIMMING

In 2020, the DCBID Operations team took advantage of the reduced pedestrian traffic due to the pandemic to trim 214 trees located within the Downtown Center. The tree trimming addresses overgrown trees that are blocking streetlights and growing into the sides of the buildings. Since the DCBID began this service in 2014, we have facilitated the trimming of almost 1,300 trees within the District.

ELECTRICAL BOXES AND STREET POLES

The Clean Team continued restoring electrical boxes and streetlight poles within the Downtown Center. The team was responsible for removal of stickers, graffiti, and excess paint and will continue this project as needed.

BID OUTREACH



KEY PATH PARTNERSHIP STATISTICS

4,432

Services provided

144

Individuals connected
to housing services

680

New individuals contacted

1,998

Contacts made

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

The DCBID has dedicated more than **\$2.8 million** on homeless outreach since 2000 and budgets nearly **\$250,000** annually 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 the 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 30 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 **12,000** people to permanent housing.

Throughout 2020, PATH continued to provide much needed outreach and services to individuals who were now further isolated by COVID-19. In response to the pandemic, the state established Project Roomkey, a temporary conversion of hotels and motels to housing for those experiencing homelessness. PATH assisted 43 individuals from the DCBID with obtaining housing into the Project Roomkey sites.

DCBID & CHRYSALIS PARTNERSHIP

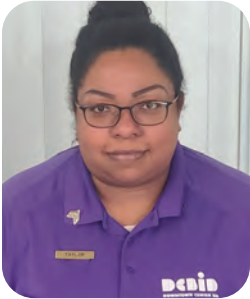
For over 20 years, the DCBID has contracted with Chrysalis to staff the DCBID’s clean team. The contract relationship between the DCBID and Chrysalis provides approximately **36** ongoing transitional employment positions. These positions provide valuable work experience which helps to remove barriers 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 nearly **\$20 million** with Chrysalis Enterprises and approximately **2,250** 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.

YVONNE TAYLOR, *Safety Team*



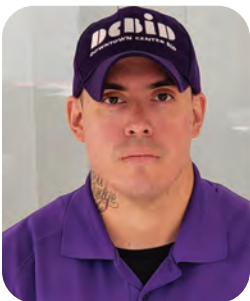
Yvonne has been a member of the DCBID Safety Team since October 2006 and is responsible for training the 24/7 dispatch personnel. Yvonne is constantly focused on ensuring that calls for service are addressed through proactive problem solving.

RITA FOSTER, *Clean Team*



Rita has been at the DCBID since September 2019 and has excelled at her position on the Clean Team. She is always there to step in when needed and has shown great leadership amongst her peers.

CHRIS CORTES, *Safety Team*



Chris Cortes joined the Safety Team in March 2020 and has excelled in his role ever since. His professionalism and positive attitude are exemplary, and he is extremely reliable when assisting fellow officers in the field.

MARIO BORUNDA, *Clean Team*



Mario Borunda joined the Clean Team in February 2020 and has exceeded expectations. He quickly took ownership of a streetlamp and electrical box refurbishment project, and his hard work is evident throughout the streets of the District.

MAYRA VALLE, *Safety Team*



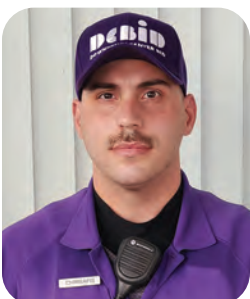
Since Mayra Valle joined the Safety Team in December 2017, she has shown nothing but the utmost professionalism and respect towards her coworkers and the citizens throughout the District.

JAMES BETTS, *Clean Team*



James Betts joined the Clean Team in December 2019. His motivation and positive attitude have contributed greatly to the team, and he is appreciative of the continuous encouragement from his supervisors.

MICHAEL CHRISAFIS, *Safety Team*



Michael Chrisafis is a vital member of the DCBID Safety Team. He is helpful, dependable, and embodies the core values of the DCBID. He has demonstrated the ability to think and act critically during difficult situations while staying calm and professional.

LARRY WATSON, *Clean Team*



Larry Watson joined the DCBID in June 2019 as a Green Machine Operator. Since joining the organization, he has proven himself to be a valuable member of the Clean Team by always going above and beyond the responsibilities of his job.

ECONOMIC DEVELOPMENT

Supporting Recovery & Revitalization

With the Downtown real estate market dormant and District activity muted in the absence of office workers and visitors for most of 2020, the Economic Development team focused on helping local businesses and property owners weather the challenging conditions, while laying the groundwork for recovery and revitalization.

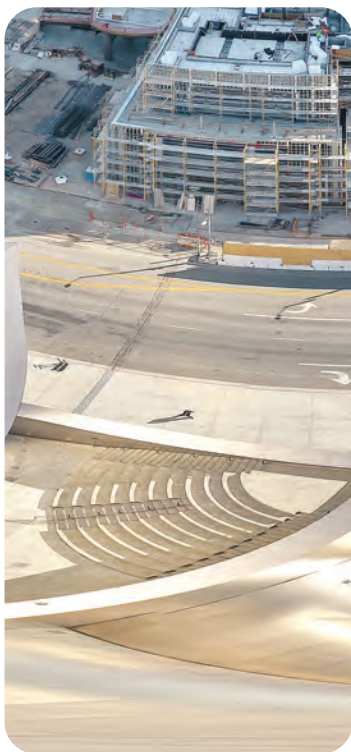
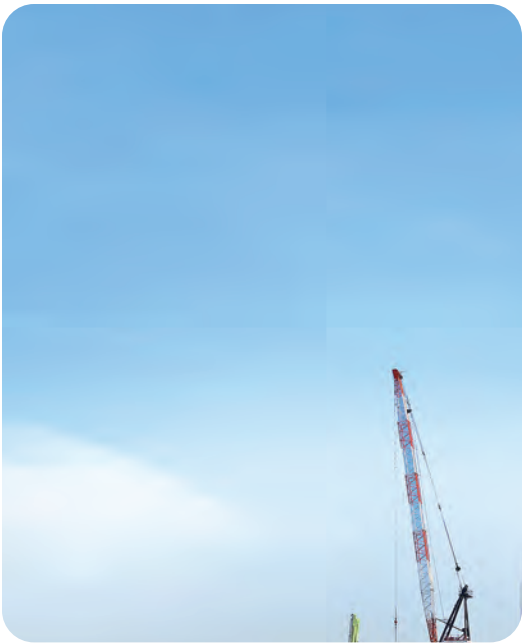
In response to public health protocols, we launched a Business Engagement program to provide information and resources to local restaurants and retailers; and the Recovery Compass, to track Downtowners' sentiments during the crisis. We also published our 2020 Survey of Downtown Residents, Workers, and Visitors, accompanied by an article entitled, "A Once and Future Portrait of DTLA."

Looking to that future, we developed DTLA Virtual, an interactive multi-media tour platform that enables us to showcase the District remotely. We also commissioned a placemaking study for improving the District's public spaces, as part of our DTLA Re.Imagined initiative.

Maintaining the DCBID's position as the leading source of DTLA information and providing market data and insights to businesses, investors, and stakeholders through our Market Reports and other channels was never more important than during the COVID-19 crisis.

Despite the social and economic upheaval of 2020, investment in the District continued, with construction starting or ongoing at major projects including Related's **The Grand LA**, Brookfield's **755 Figueroa**, and Mitsui Fudosan America's **Eighth & Figueroa**. Work was also completed at two premiere destinations on Bunker Hill – **Halo** at **Wells Fargo Center**, and **The Yard** at **Cal Plaza**.

These investments were substantive evidence of the District's continued economic viability. Less tangible, but no less important, was the resilience, commitment, and spirit the Downtown community showed in the face of such great challenges.



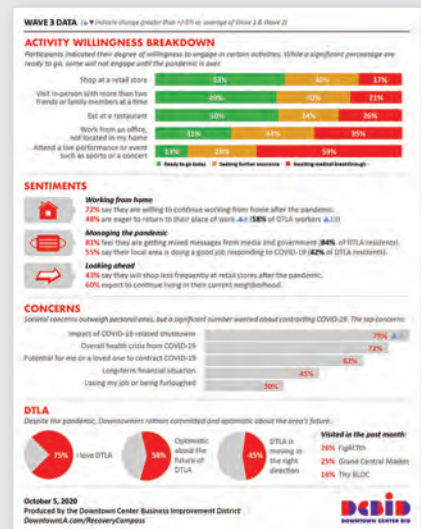
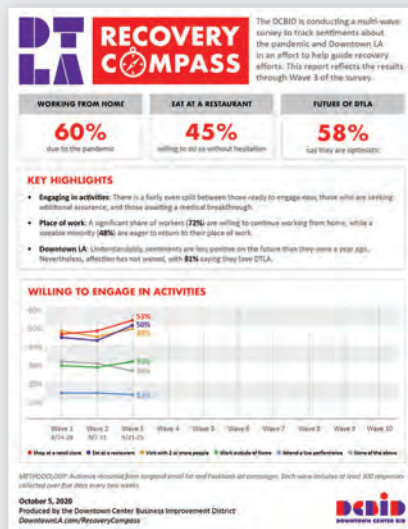
The Grand LA

RECOVERY PROGRAMS



BUSINESS ENGAGEMENT PROGRAM

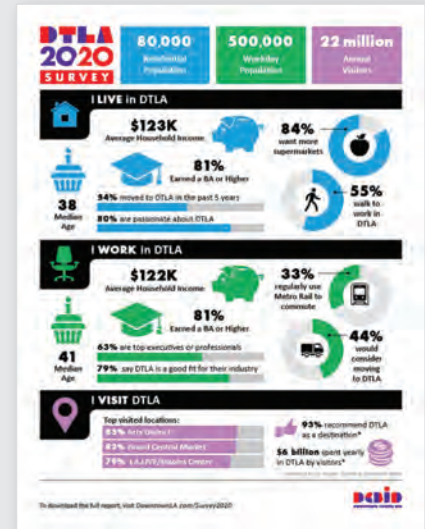
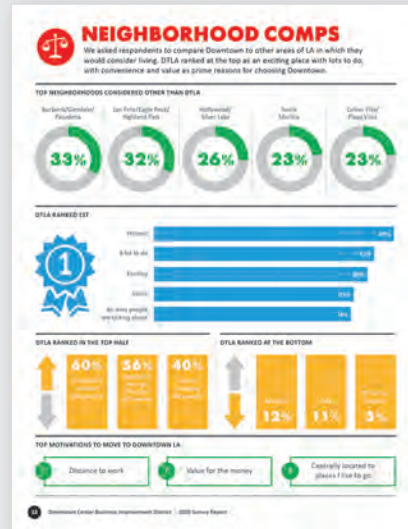
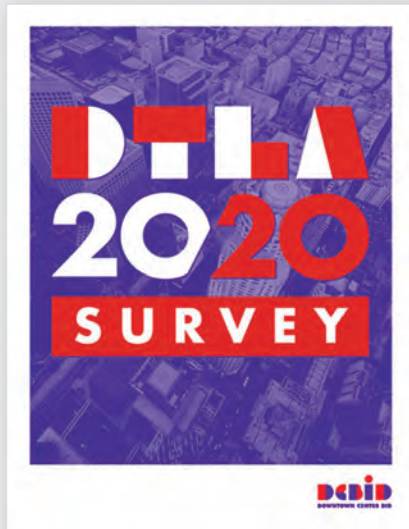
In response to the unprecedented challenges confronting businesses in our District, the DCBID launched a program of in-person outreach to our local restaurants and retailers. The goals of this effort are to provide information and resources to businesses and help the DCBID develop initiatives and programs to support them. Through this effort the DCBID made direct contact with over 50 businesses in the District.



RECOVERY COMPASS

The DTLA Recovery Compass is a long-term tracking study based on survey responses collected on a periodic basis. It is intended to gauge sentiments regarding the pandemic and associated economic impacts and to guide recovery efforts. In 2020, we collected 10 waves of survey responses and published three DTLA Recovery Compass Reports.

RESEARCH & RESOURCES



DTLA 2020 SURVEY

The DCBID released our seventh biennial Downtown LA Survey Report. The survey covers the characteristics, attitudes, preferences and behaviors of Downtown residents, workers, and consumers. The published report includes an Executive Summary that puts the results in context as a portrait of the “once and future DTLA,” that can serve as benchmarks for recovery and revitalization.

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



REPORTS



QUARTERLY MARKET REPORTS

Our quarterly Market Reports provided a comprehensive overview of Downtown real estate & development. They included updates on newly proposed and under construction projects by district, key stats by sector, as well as significant sales, leases, and retail openings.



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.



Office Report

Downtown LA is Southern California's largest and most diverse commercial market - with its best collection of Class A towers, historic office buildings, and industrial spaces. The 2020's are attracting new and innovative industries like media and technology. Learn more about the office opportunities of DTLA in the Guide to Downtown LA Office Space.



Retail Report

Retail in Downtown LA is undergoing a renaissance of its own, with a growing mix of national brands, upscale boutiques, and distinct local offerings, all finding their own place in a community where fashion and food, art and culture, community and commerce have converged in a celebration of urban living. Our Downtown LA Retail Report underscored the strength of the retail sector.



Arts & Culture Report

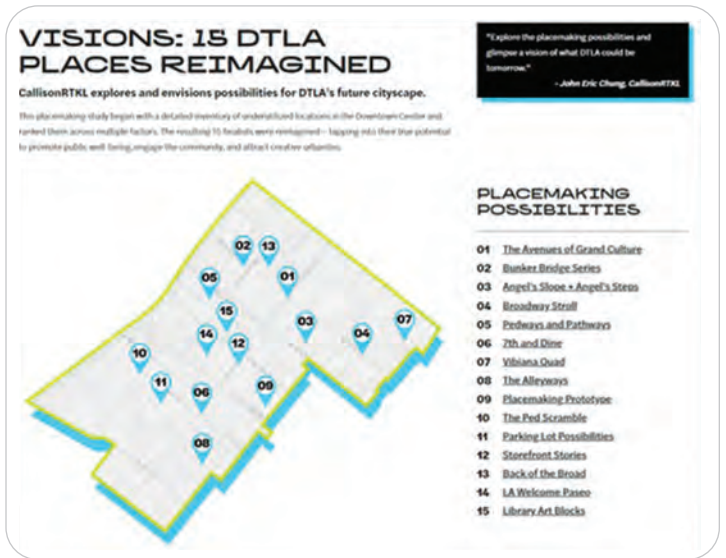
Since the beginnings of LA's history, Downtown has been the region's hub for cultural assets and activity. Our Arts & Culture Report highlighted how DTLA has re-emerged as the epicenter of Los Angeles for cultural investment and innovation.

PROGRAMS



DTLA VIRTUAL

Unable to conduct our popular in-person tours during the pandemic, we developed a virtual platform to promote the District remotely to investors, developers, and prospective office, retail, and residential tenants. Combining interactive technology, digital mapping, high-definition photography, and drone video footage with market stats and project specs from our Quarterly Market Report, the **DTLA Virtual: Development Tour** provides us with a dynamic tool to showcase DTLA nationally and globally.



DTLA Re.Imagined

With the goal of improving the Downtown Center's streetscapes and public spaces for its residents, workers, and visitors, the DCBID commissioned a placemaking study by award-winning Downtown architecture firms CallisonRTKL and Bureau Spectacular to reimagine what DTLA is today and could be tomorrow. In addition to providing a strategic roadmap for the BID's placemaking efforts, the initiative will be the basis for a future series of events, activations, and exhibitions entitled DTLA Re.Imagined.

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 pandemic in 2020. Our marketing efforts changed to support the needs of our community. We continued to use our email, social media, and digital marketing channels to engage the local community and promote District businesses with strategic programs, campaigns, and virtual events. We focused on promoting downtown businesses offering new and often restricted services. Since in-person gatherings were cancelled, we drove visitors to virtual events, socially distanced activities, and DowntownLA.com for unique experiences and the latest information about the Downtown Center.

We launched a new DowntownLA.com in March 2020, which continues to be a valuable resource to learn about living, working, and exploring DTLA. DowntownLA.com saw a significant reduction in website traffic after the pandemic (about 30%). However, website traffic recovered significantly during the year, and in **December, website traffic was down only 1.15% compared to the previous year.** Our social media followers grew on all platforms (Facebook, Twitter, LinkedIn & Instagram), but **LinkedIn followers grew the most significantly at 169% in 2020.** Our e-newsletter, This Month in DTLA, highlighted new and reopened businesses, shared DTLA-based activities, and virtual events, and reached tens of thousands of subscribers each month. Plus, we adapted our annual summer and holiday campaigns, holding sweepstakes and giveaways, to target District businesses to audiences throughout the greater LA region.

SOCIAL MEDIA NUMBERS



44,092

Facebook fans



39,372

Twitter followers



43,414

Instagram followers

TOGETHER DTLA



Together DTLA was created in April 2020 in response to the COVID-19 outbreak and the stay-at-home order. Its primary goal was to garner community support and provide promotional opportunities to the restaurants that remained open with take-out and delivery options, and to the retailers and arts organizations that provided e-commerce or virtual offerings while their physical locations were closed. #TogetherDTLA became a rallying cry for the Downtown community to come together and support each other during COVID-19.

- Created a social media #TogetherDTLA gift card giveaway program to District businesses
- Ran social media ads promoting restaurants that remained open with delivery and take-out
- Published community, business, and individual resources on DowntownLA.com, as well as how to help organizations and individuals in need
- Ran outreach programs that distributed gift bags to District workers and residents that included information on the DCBID, Covid-19 safety guidelines, a branded Together DTLA face covering, a no-touch keychain, and gift cards
 - Partnered with **The Bloc** and distributed over 100 gift bags to the property's office workers in July
 - Partnered with **255 Grand**, **Museum Tower**, and **The Emerson** and distributed over 100 gift bags to the buildings' residents in August

CAMPAIGNS



DTLA Grand Giveaway

The DTLA Grand Giveaway, a sweepstakes campaign promoting staycations and shopping in DTLA, began on July 6, 2020 and continued through August 14, 2020. The campaign highlighted seven in-district hotels and three shopping centers with ten prize packages available to winners. There were **12,260** registrants for the sweepstakes, and over 9,000 signed up to be a DTLA Insider and receive our monthly newsletter. The **DCBID** promoted the sweepstakes in digital advertising with LA Downtown News, Los Angeles Magazine, and iHeartMedia. We also ran ads on Facebook and Instagram, which had over **2 million** impressions and drove nearly **38,000** visitors to the website throughout the campaign.

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DTLA for the Holidays

DTLA for the Holidays was launched after Thanksgiving and took a little different form from our annual holiday campaign in past years. While we still sent traffic to a dedicated campaign page, DowntownLA.com/Holidays, and promoted retail, events (mostly virtual), and dining for the holidays, we added a sweepstakes to sign up for gift boxes filled with unique items and gift cards from DTLA retailers. We had 4,297 people sign up to win one of 23 gift boxes that we gave away. Highlighted retailers included small businesses like **The Library Store**, **Bring Something to the Party**, and **Big Sugar Bakeshop**, and large shopping centers **FIGat7th**, **The Bloc**, and **St. Vincent Jewelry Center**. DTLA for the Holidays was advertised in iHeartMedia's holiday station KOST 103.5, Los Angeles Magazine, LA Downtown News, and on social media.

EVENTS

Thankful Thursdays

In September, in place of the Annual Public Safety Appreciation BBQ, the **DCBID** created Thankful Thursdays and distributed over 300 appreciation packages that included branded Together DTLA face coverings, information about the DCBID, hand sanitizers from **The Bloc**, and gift cards to local district restaurants, to medical personnel at **California Hospital**, **USC Keck Medicine**, **UCLA Health**, and **Kaiser**.



14th Annual Dog Day

The **DCBID** held its 14th Annual Dog Day event virtually this year. The online event took place from September 21, 2020 through October 2, 2020. The event page showcased over 25 pet-related vendors that visitors could shop and support from the comfort of their homes. Attendees were encouraged to sign up to enter one of 20 prize packages given away from featured vendors. The event also included a photo contest, asking for submissions of their canine friend. The photo submissions were featured on the event picture gallery, and the best photo won a prize. The event was promoted on social media, LA Downtown News, and in e-newsletters and dedicated e-blasts. Over the two-week event period, there were over 1,500 visitors to the event page. Pet vendors' feedback included appreciation for the promotional opportunity and increased interest from customers due to the event.

Halloween Drive-Thru

Due to the LA county-mandated COVID-19 restrictions, our annual Halloween event was held as a limited capacity, drive-through experience. The event was held at a parking lot in-district on Saturday, October 31, 2020, in partnership with **Athena Parking**, **Mitsui Fudosan**, **YMCA**, **The Bloc**, and **Big Sugar Bakeshop**. Families enjoyed festive decorations, socially distanced character meet-and-greets, and goodie bags filled with candy, cookies, snacks, and craft projects. Around 400 children attended the event with their families.



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.

Monthly Email Newsletters

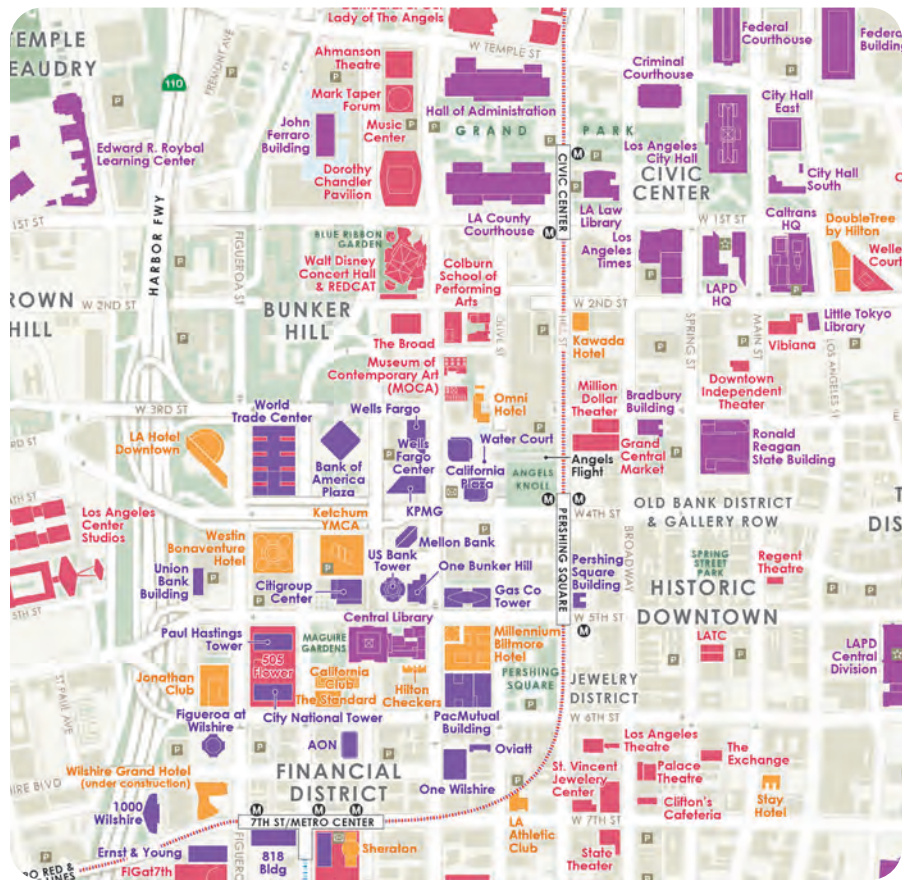
Subscribers to the DCBID's "This Month in DTLA" email list received monthly newsletters that highlighted new businesses, events, seasonal marketing campaigns, and exclusive specials. The emails were sent to tens of thousands of DTLA Insiders and had an average 15.2% open rate.

MEDIA COVERAGE

DCBID programs and initiatives resulted in 65 media placements ranging from Downtown LA features in Urbanize LA to market-related quotes in Forbes to community related topics in Los Angeles Times, and other media outlets including L.A. Downtown News, Los Angeles Business Journal, Globe St., The Real Deal, CoStar, Connect Media, KNX Newsradio, Korea Times, and Women's Wear Daily.

WELCOME MAPS

The DCBID distributed Downtown LA Welcome maps, highlighting Downtown attractions, points of interest, and public transit routes. During the stay-at-home order, maps continued being distributed to Downtown businesses, transportation hubs, and hotels throughout Southern California.



OUTREACH



DOWNTOWN GUIDES

The **DCBID Downtown Guides** program continued to provide much needed services to residents, visitors, and businesses. During the stay-at-home order, the Downtown Guides reallocated some of their time to assist our safety team in providing essential services for the District.



KEY MARKETING STATISTICS

634,008

Website page views

284,843

Website users

34,472

Email subscribers

15.2%

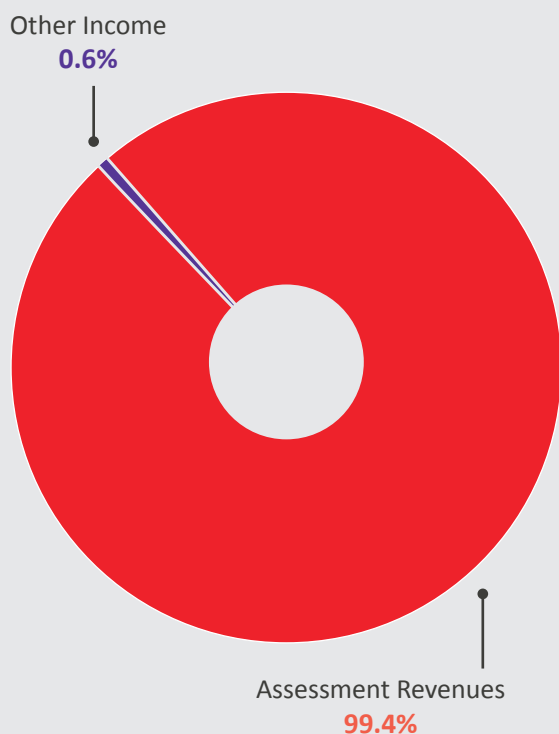
Email open rate

FINANCIALS

Statement of activity

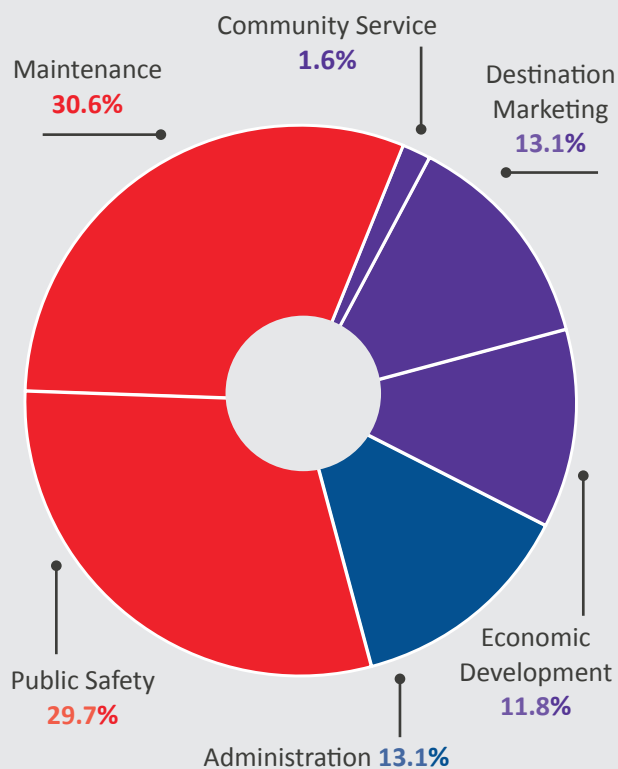
(For the Year Ending December 31, 2020)

REVENUES



Assessment Revenues	\$7,183,415
Other Income	\$41,260
Total Revenue	\$7,224,675

EXPENSES

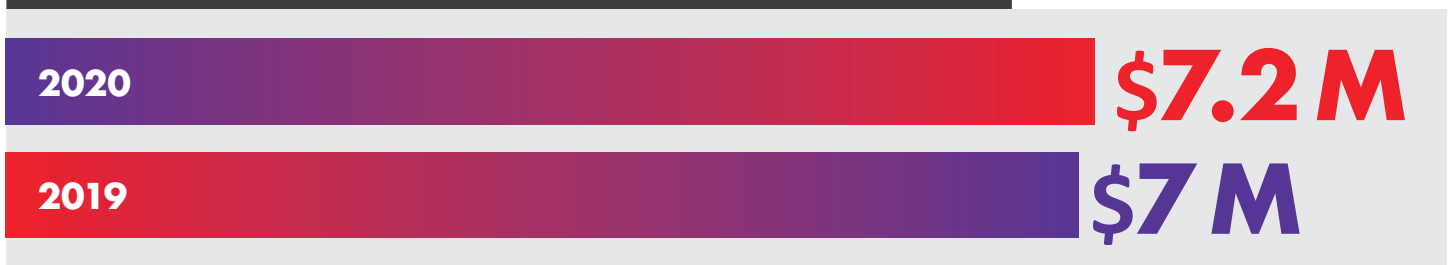


Total Revenue	\$7,224,675
Total Expenses	\$7,817,436
Decrease in Net Assets	\$592,761

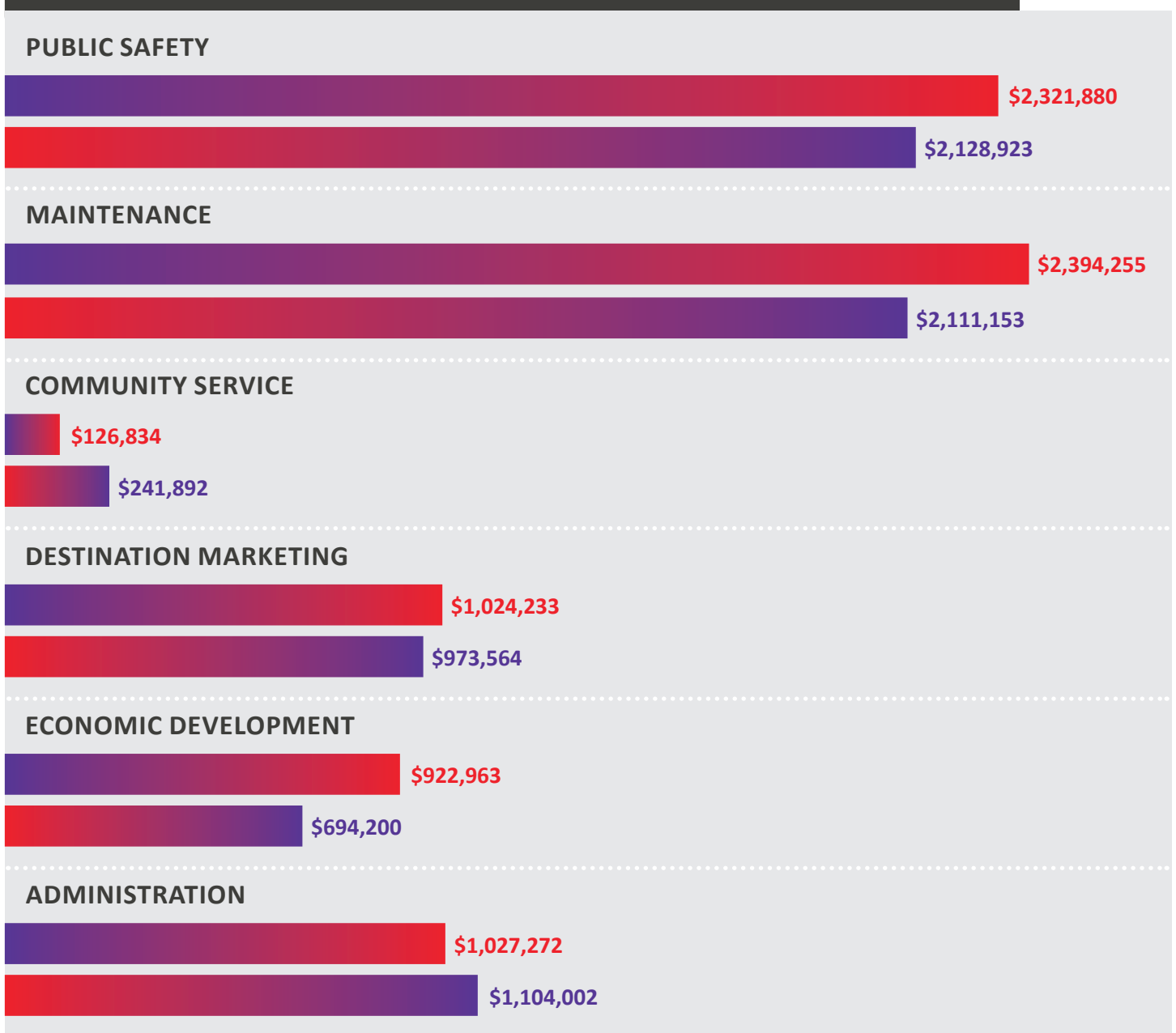


\$666K YEAR-END NET ASSETS

DCBID ASSESSMENT REVENUES 2020 VS. 2019



DCBID PROGRAM EXPENSES BREAKDOWN 2020 VS. 2019



2021 GOALS



Our 2021 goals are squarely focused on recovery and revitalization. As office workers and visitors return, we will welcome them with clean, safe, vibrant streets and public spaces. As restaurants and retailers reopen, we will support them with marketing promotions and recovery resources. And as property owners work to fill offices, storefronts, apartments and hotel rooms, we will work with them to reignite enthusiasm for DTLA, and attract new residents, companies and investment to the District to shore up its recovery, fuel its revitalization, and ensure that Downtown will not just survive coming out of this crisis, but thrive as it looks to the future.

OPERATIONS

- Sustain exemplary standards for safety and cleaning, while adapting to shifting requirements for reopening to keep our District safe and healthy.
- Enhance engagement with stakeholders, residents, and visitors as local businesses reopen, workers return, and activity on the streets increases.
- Through our various partnerships, address the unique challenges facing individuals experiencing homelessness in our District during the crisis and recovery.

ECONOMIC DEVELOPMENT

- Maintain our position as the top source of market information and insight about DTLA, providing timely and relevant information to support revitalization.
- Develop resources that will support the business and residential ecosystems with recovery and future growth.
- Reaffirm DTLA's appeal to innovative companies and workers, the continued viability of its retail and hospitality market, and the resiliency of its vibrant urban lifestyle.

MARKETING

- Support local retail, hospitality, and cultural organization recovery efforts with enhanced promotional programs.
- Increase exposure of local businesses by maximizing the reach, appeal, and utility of DowntownLA.com and social media channels.
- Enhance visibility and identity of DTLA to instill confidence and optimism in the Downtown community's present and future.

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