



# DISTRICT NEWS



## GRAND AVE AUGMENTED

### *The Intersection of Art, Technology & Place*

On October 22nd, the DCBiD unveiled Grand Ave Augmented, a pioneering augmented reality experience featuring more than **40** AR activations by over **30** artists and creators – including original art works, virtual performances, interactive holograms, and immersive 360° environments that push the boundaries of art and tech. Part exhibition, part walking tour, the project was designed to attract and engage Downtowners and visitors and showcase the world-class arts and culture of Grand Avenue, along with its beautiful architecture and public spaces. This unprecedented partnership of over two dozen cultural institutions, property owners, and businesses includes **25** locations from the **Central Library** and **Maguire Gardens** on the south end to the **Music Center** and **Grand Park** on the north. The inaugural program of the DCBiD's new DTLA Augmented channel is hosted on the AR publishing platform Hoverlay. Grand Ave Augmented is open to all and will be on display throughout 2023. Be sure to explore Grand Ave Augmented at [DowntownLA.com/AR](https://DowntownLA.com/AR).



AR activations include "California Oasis" (left) and "Angels of LA".

## NEW DISTRICT BUSINESSES



**INKA WASI**  
605 W. 7th St.  
[inkawasi.com](https://inkawasi.com)

**Te Isshoku Sushi**  
633 W. 5th St.  
[te-issoku.square.site](https://te-issoku.square.site)



## DTLA HALLOWEEN FESTIVAL FOR KIDS

The DCBiD hosted the 15th Annual DTLA Kids Halloween Festival this October with over **1,000** attendees. This successful event featured special trick-or-treat doors for kids, beloved character meet-and-greets, live puppet and magic shows, and candy, hot dogs, and snacks for all event-goers. Several families expressed their gratitude to the DCBiD for providing a safe space for kids to experience Halloween in DTLA, and we want to extend a special thank you to our longtime event partner FIDM.



## DCBID BOARD

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*The Bloc*

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*Brookfield Properties*

**Cari Wolk**, *Secretary*

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*Los Angeles United Investment Co.*

**Suzanne Holley**, *President & CEO*

*Downtown Center BID*

### BOARD MEMBERS

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*Downtown*

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### ALTERNATES

**Travis Addison**, *CommonWealth Partners*

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**Nejdeh Avedian**, *Los Angeles United  
Investment Co.*

**Andrew Daneshgar**, *Langdon Street Capital*

**Meredith King**, *Museum of Contemporary Art*

**Kira Perez**, *Rising Realty Partners*

**Susan Perlas**, *Silverstein Properties*

**Brittney Sovich**, *The Bloc*

**Peter Zen**, *The Westin Bonaventure Hotel  
and Suites*

## DCBID STAFF

**Suzanne Holley**, *President & CEO*

**Nick Griffin**, *Executive Director*

**Michael Ashkenasi**, *Director, Administration  
& Policy*

**Kevin Begovich**, *Art Director*

**Jorge Castro**, *Director of Operations*

**Mike Filson**, *Director of Community Relations*

**Maria Elena Hewett**, *Program &  
Communications Manager*

**Johnna Hughes**, *Senior Content Marketing  
Specialist*

**Gerald Pierce**, *Maintenance Superintendent*

**Elan Shore**, *Director of Economic Development*

**Kevin Thomas**, *Executive Assistant*

**Bree von Faith**, *VP of Marketing  
& Communications*



*DCBID hosted a weekly office worker skate at the Pershing Square Holiday Ice Rink.*

## A HAPPY HOLIDAY SEASON IN DTLA

This holiday season, the DCBID made spirits bright with our 2nd annual DTLA Holiday Adventure scavenger hunt. The interactive experience could be enjoyed from any smartphone and consisted of over **45** fun and festive challenges to complete around the Downtown Center, like taking a video dancing in front of the holiday lights at The BLOC or naming a favorite store for gift shopping. The Holiday Adventure attracted nearly **250** participants who completed over **3,700** challenges. Winners were awarded a total of **\$5,000** in gift cards to various Downtown Center businesses.

This year we also released a new, comprehensive holiday-themed landing page on our website. The landing page was a fantastic way to provide useful and up-to-date information on all things holiday to website visitors. This included a schedule of festive events in DTLA, a Downtown Center gift shopping guide, and a dining guide perfect for those looking for a special occasion meal.

Additionally, the DCBID hosted a weekly office worker skate at the Pershing Square Holiday Ice Rink throughout the month of December, welcoming over **466** attendees over the course of three sessions. **83%** of attendees rated the experience a **5** out of **5** with **67%** reporting that the Lunch Break Skate was part of their decision to work in DTLA that day – compared to just **14%** that work in the office daily. **63%** of attendees reported spending money at a Downtown business after ice skating.

## DTLA COFFEE TRAIL

With so many delicious coffee shops to try in the Downtown Center, we wanted to ensure that office workers and residents don't miss a single one. So this fall we launched our brand-new DTLA Coffee Trail. This ongoing activation is an interactive trail that leads users through the many coffee shops of DTLA, allowing them to earn points with each different check-in. The pass is hosted through mobile but requires no app download—making it hassle-free for everyone. After checking into five coffee shops, users are then sent a \$10 gift card to an in-district business. To date, there have been nearly **400** check-ins at coffee shops.



*Cafe Balzac at The BLOC is one of the many coffee shops on the DTLA Coffee Trail.*



## OPERATIONS STAFF OF THE QUARTER



### **Cruz Diaz**, *Safety Team*

Cruz joined the DCBID as a dispatcher in September of 2021 and has shown great dedication since day one. Cruz exhibits many qualities that are essential to daily operations and continually maintains a calm and confident demeanor when dealing with both routine calls and high-priority incidents. He is a highly motivated individual with a strong work ethic and a valuable asset to the team.



### **Nikkita**, *Clean Team*

From the first moment that Nikkita Jordan joined the DCBID Clean Team as a sweeper in October 2022, her positive attitude was an inspiration to those around her. She is always prepared to work and approaches her day with a sense of responsibility and urgency that is appreciated by both her coworkers and the community. We recognize Nikkita's efforts and we are honored to have her as a member of the DCBID family.



## INTRODUCING THE MADVAC LS175

The DCBID Clean Team upped their street sweeping game this quarter with the addition of the Madvac LS175 street sweeper. Increased cleanliness has always been a priority for our stakeholders and this new addition to the fleet is here to meet that need. With the addition and expansion of bike lanes within the Downtown Center, curb line sweeping has become increasingly important to ensure that lanes are clean and safe for commuters. The Madvac easily navigates these narrow lanes and supplements the Clean Team's people-powered street sweeping operation.

## OPERATIONS Q4 STATS

**21,117**

Officer Observations

**2,915**

Calls for Service

**95,673**

Maintenance Requests

**378**

Citizen Assists

**29,144**

Trash Bags Collected

**906**

Merchant Contacts

## IT'S A SIGN

This quarter, the DCBID replaced all in-district trash can signage with new and improved decals featuring the 24-hour Safety Hotline number in a larger, easily readable font. The decals are placed on mounted plaques and can easily be interchanged when needed or damaged to ensure a well-maintained look.





**DOWNTOWN CENTER BID**

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

(213) 624-2146  
DowntownLA.com



downtown\_la



DowntownLA.com

## SAVE THE DATE

### DCBID Annual Property Owners Meeting

May 10, 2023, 8:30 – 10:00am  
City Club Los Angeles



Mark your calendars for Wednesday, May 10 at 8:30 - 10 am for the 2023 DCBID Annual Property Owner's meeting. Enjoy breakfast and DTLA views from 50 stories up at City Club Los Angeles while hearing about the state of Downtown and how the BID is working to make our District all it can be. Join interactive Q&A panels and participate in an instant-response survey experience to add your two-cents in real-time. Stay tuned for more details over the coming months. We hope to see you there!

## DTLA 2023 SURVEY

The DCBID is conducting its latest survey of DTLA residents, workers, and visitors. Please share your thoughts and experiences to help shape the future of Downtown LA. Scan the QR code to take the survey, which should only take about ten minutes.



## UPCOMING MEETINGS

### FEBRUARY 27, MARCH 20

2:00 pm

**DTLA Marketing Roundtable Meeting**  
DowntownLA.com/Roundtable

### MARCH 8

8:30 am

**Board of Directors Meeting**  
DowntownLA.com/Meetings

### MAY 10

8:30 am

**Annual Property Owners Meeting**  
City Club Los Angeles