



THE URBAN BOOM

DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT
2013 ANNUAL REPORT





DEAR DOWNTOWN STAKEHOLDER

It is our privilege to share with you the Downtown Center Business Improvement District's (DCBID) 2013 annual report that outlines the accomplishments of our 16th year in operation and the 15th year of the Downtown Los Angeles Renaissance. Your support has made so much possible this year, from our safe and clean programs, to our economic development and marketing initiatives. Together, we ensure the continued growth of our Downtown community.

This year, Downtown LA began to return to its roots as a retail destination with the opening of Sport Chalet, Smart & Final, Acne Studios, and Urban Outfitters. The highly anticipated new Wilshire Grand construction began and nearly 70 businesses opened, bringing new jobs and sales tax revenue while enriching the community.

The DCBID continued to be the hub for data and research about Downtown LA. Our fourth Downtown LA Demographic Study revealed a residential population of 52,400 (6% increase since 2011) whose median household income is \$98,700 (11% increase since 2011). Our year-end market report noted a residential occupancy rate of 95%, with 5,000 units under construction and 13,000 in the pipeline. There are 1,292 hotel rooms under construction with 1,688 in the pipeline. Our investor's conference in early 2014 revealed demand across all markets.

With a steadfast goal of increasing the value of your properties, we promoted thousands of businesses, events, and programs on our website, DowntownLA.com, the go-to resource for all who live, work, play, and invest in Downtown LA. This year, press coverage revealed changing perceptions about Downtown LA and our marketing programs brought a renewed awareness to the area.

The "Purple Patrol" continued to maintain safety and cleanliness. They responded to 125,729 incidents and 35,536 calls for service. Our Downtown Guides assisted thousands of employees, residents, visitors, and businesses.

The DCBID remains the number one Los Angeles-based BID by budget and has set ambitious goals for 2014, including launching new office space recruitment programs and redesigning our website.

Thank you for your continued dedication to Downtown LA. We are extremely grateful for your support and know that together, through community building, we will reach our goals to realize the true potential of Downtown LA.

Sincerely,



Kathy Faulk
Chairperson



Carol E. Schatz
President & CEO



"The new **capital of**
cool in the US...
America's new **great city.**"

— GQ Magazine



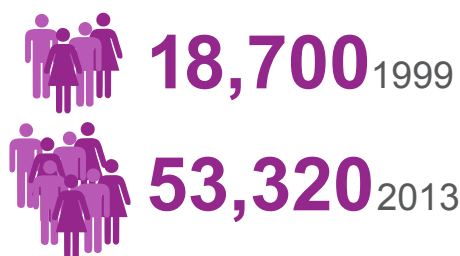


THE NEW DOWNTOWN

As we celebrate the 15th year of the Downtown LA Renaissance, the statistics reflect what we see every day – a booming, 24/7, vibrant Downtown LA. The growth and redevelopment since 1999, when Staples Center opened and the Adaptive Reuse Ordinance passed, has been constant and has spurred a transformation.

NEARLY TRIPLED

Population Growth



Residential Units

11,626 1999

31,181 2013

Price of a One Bedroom Condo per square foot



DOUBLED

Property Value

\$4.8 billion 1999

\$10.6 billion 2013

A VIBRANT COMMUNITY

\$98,700 average median household income of residents

75% of residents are between the ages of 23–44

80% of residents have earned a college degree or higher

14.9 million passengers travel through the 7th and Metro station annually

500,000 employees

10 million annual visitors

OPEN FOR BUSINESS

600+

New restaurants, bars, retail, nightlife, and amenities 2008–2013

\$17.3 billion

Invested 1999–2013

CONTINUED GROWTH

Hotel Rooms

5,524
CURRENT
INVENTORY

1,292
UNDER
CONSTRUCTION

1,688
PIPELINE

Residential Units

31,000+
CURRENT
INVENTORY

5,000+
UNDER
CONSTRUCTION

13,000+
PIPELINE



OPERATIONS

OPERATIONS

KEEPING DOWNTOWN SAFE AND CLEAN

Safe and clean streets are the foundation of a vibrant downtown. The DCBID's Safe and Clean team is proudly committed to assisting those who live, work, and play in the District. This highly visible, well-trained staff of purple-shirted safety officers and maintenance personnel continues to provide daily, 24-hour supplemental services to maintain safety and cleanliness within the District. In 2013, the team responded to 125,729 incidents and 35,536 calls for service. The DCBID's specially trained BID A.C.T.I.O.N. team provided assistance to the homeless community, working closely with service providers.

SAFETY

In 2013, the DCBID continued to champion strong working relationships with the City and County of Los Angeles. As city resources diminish, the role of the DCBID's safety services becomes more important. To better serve the District, we provided advanced training and technical support for our safety team. Additionally, we continued to adjust patrols to address special needs in the District as identified by the Computer-Aided Dispatch (CAD) system, safety observations, and the Los Angeles Police Department.

SAFETY TEAM STATISTICS 2013

- 35,536 individual calls for service, an increase of 39% over 2012
- 125,729 incidents, an increase of 5% over 2012
- Approximately 47 incidents resulted in arrests for misdemeanor or felony crimes

CLEANLINESS

On a daily basis, the members of the DCBID's Clean Team worked to remove graffiti, discard trash, and sweep sidewalks.

CLEAN TEAM STATISTICS 2013

- 96,213 bags of trash removed from 315 District receptacles
- 1,702 instances of graffiti removed
- 4,544 sidewalk wash downs conducted
- 470+ miles of sidewalks cleaned with mechanical devices
- 150 trees watered on a weekly basis
- \$36,000 spent on trash hauling
- \$60,000 spent on field supplies (trash bags, brooms, carts, etc.)
- 55,120 hours spent on cleaning the District (trash removal, sidewalk cleaning, etc.)

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

EXTENDING A HAND TO THE HOMELESS

For the past eleven years, the DCBID's specially trained BID A.C.T.I.O.N. team has assisted the homeless community with a variety of services including providing clothing, bus tokens, blankets, transportation, medical services, and assistance with entry into rehabilitation programs.

In 2013, BID A.C.T.I.O.N. focused on increasing teamwork and partnerships with service providers in order to find new and innovative ways to better assist in outreach and placement. Team members attended networking meetings with other service providers including the Los Angeles Homeless Services Authority, Chrysalis, and Common Ground.

BID A.C.T.I.O.N. STATISTICS 2013

- Provided services to 740 individuals
- Made contact with 327 new individuals
- Placed 12 individuals in housing or drug and alcohol rehabilitation programs
- Followed up with 3,547 previously contacted individuals



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

SUCCESS STORY

The BID A.C.T.I.O.N. team first met Nina in October of 2013. Due to drug addiction, she was homeless. After surviving an assault and talking over a period of months with the BID A.C.T.I.O.N team about available resources, Nina decided that she wanted a change.

In July, Nina came into the Service Center requesting emergency shelter. We made multiple phone calls on her behalf, however all of the emergency shelters were full at the time, and some had long waiting lists. Our next step was to help her apply to regular shelters, including those for domestic violence victims. We continued to follow up until we were able to place her with the Center for the Pacific Asian Family (CPAF). The BID A.C.T.I.O.N team transported Nina to CPAF, where she stayed for 30, then 90, days. In addition to providing shelter and services, CPAF assisted Nina with her transition back into society.

Nina continued to live in shelters and received her California identification and legal documentation at the end of 2013. She currently resides at a shelter in Torrance and may be receiving Section 8 housing. Nina continues to thank the BID A.C.T.I.O.N team for helping her and being a support system through rough times.





TEAM MEMBERS OF THE YEAR

Each quarter, the DCBID recognizes Safe and Clean team members who have gone above and beyond the call of duty.



Safety Team
Ivan Garcia

Officer Garcia works very well under pressure, is a team player, and is admired by his fellow colleagues.



Safety Team
Jonathan Pitacua

Corporal Pitacua is trusted by his superiors to carry out duties and execute procedures on point.



Clean Team
Fernando King

Fernando has gained a sense of appreciation for the community and his crew members.



Guide Team
Brittney Quezada

Brittney's friendly approach, knowledgeable customer service, and warm smile have made her a valuable asset.



Safety Team
Ernesto Ramirez

Officer Ernesto Ramirez is hardworking, dependable, and performs well with a variety of assignments.



Clean Team
Gabriel Griego

Gabriel has demonstrated significant growth, and is remarkably committed to his work ethic.



Safety Team
James Candejas

James has shown exemplary leadership skills and has helped his co-workers improve their abilities.



Clean Team
Harlem Rhome

Harlem has effectively assisted citizens with providing directions to landmarks and resources.



Guide Team
Janet Medina

Janet is enthusiastic about providing high quality service to residents, Downtown workers, and tourists.



Safety Team
Sergio Mollinedo

Officer Mollinedo never hesitates to cover additional shifts when asked and has proven to be a reliable asset to the team.



Guide Team
Angelica Velasco

With a smile and a cheerful charisma, Angelica welcomes tourists and residents with useful Downtown information.



Clean Team
Anita Colquitt

Anita is highly admired by her associates and has been an effective manager.



ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT

BRINGING INVESTMENT TO DOWNTOWN

The DCBID directly recruited and/or facilitated the opening of nearly 70 new businesses in Downtown LA in 2013 including Urban Outfitters, Acne Studios, Wal-Mart Neighborhood Market, and Sport Chalet. Construction began on the Wilshire Grand (a 73-story, \$1.1 billion hotel), 8th and Grand Apartments (700 units and a Whole Foods), 888 Olive Apartments, and The Emerson on Grand Avenue. Major projects including The Bloc (formerly known as Macy's Plaza) and the next phase of the Grand Avenue Project were announced. Developments currently under construction will shape Downtown LA's future. The area continues to attract developers, investors, retailers, and commercial tenants who recognize the benefits of an urban environment rich with amenities, nightlife, culture, transportation, and diverse neighborhoods.

INVESTMENT IN DOWNTOWN LA 1999–2013



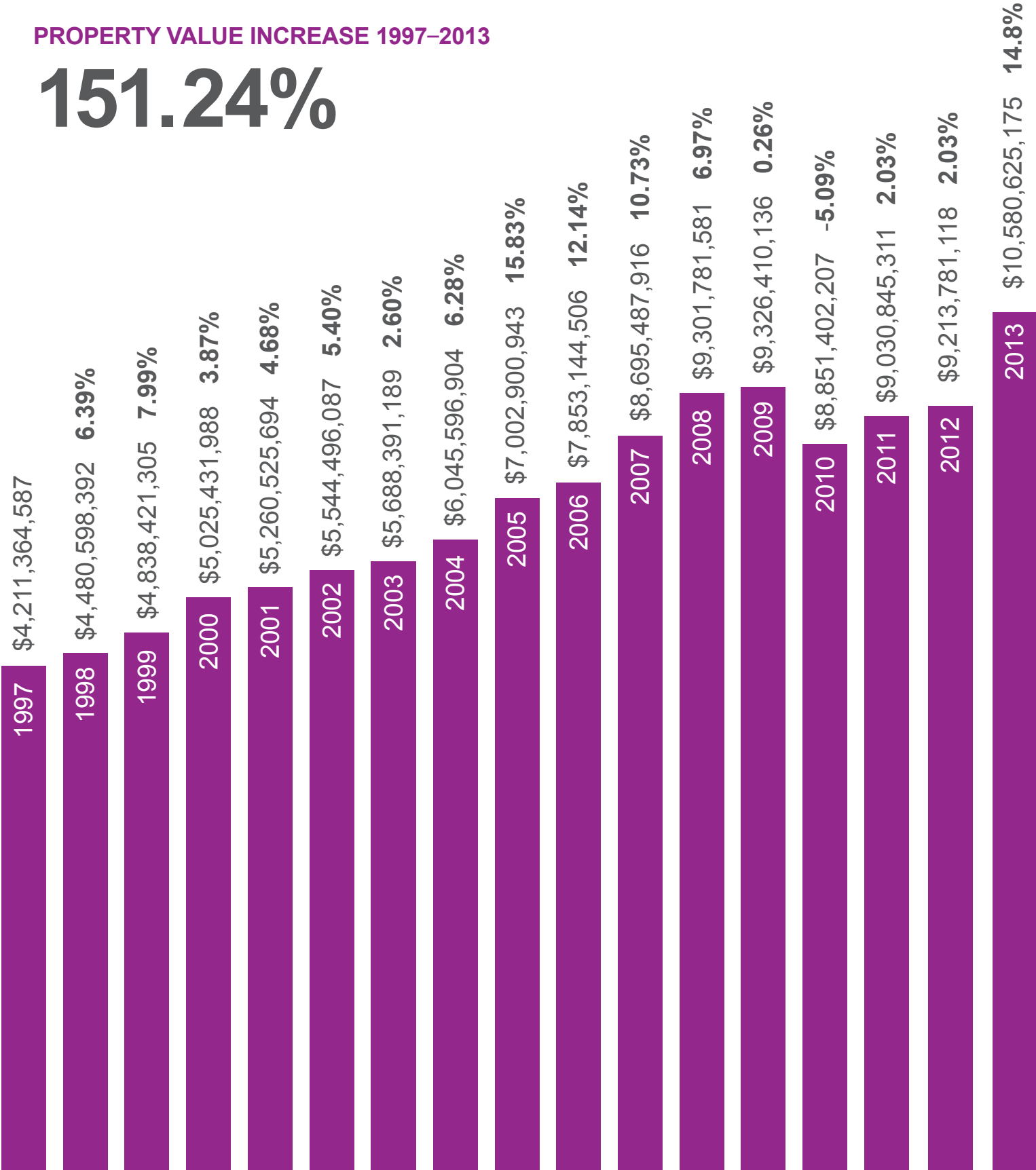
TOTAL \$17,311,897,436

COMMERCIAL MARKET OVERVIEW

In 2013, we met with numerous real estate investors, developers, lenders, and large commercial tenants in Downtown LA.

PROPERTY VALUE INCREASE 1997–2013

151.24%



SIGNIFICANT COMMERCIAL SALES 2013

ASSET	ADDRESS	BUYER	BUILDING SQ FT	PRICE PER SQ FT
MPG Office Trust Portfolio	333 S. Grand Ave.	Brookfield Office Properties, Inc.	4,879,991	\$438.50
City National Plaza	1000 Wilshire Blvd.	CommonWealth Partners Management Services, LP	2,853,726	\$300.66
One Wilshire	624 S. Grand Ave.	GI Partners	1,213,579	\$453.20
U.S. Bank Tower	633 W. 5th St.	Overseas Union Enterprise Limited	1,780,799	\$206.37
Macy's Plaza	700 S. Flower St.	The Ratkovich Company	1,478,500	\$139.12
One California Plaza	300 S. Grand Ave.	Madison International Realty	1,034,134	\$285.26
Figueroa Tower	660 S. Figueroa St.	C-III Asset Management	320,000	\$209.38
801 S. Grand Ave.	801 S. Grand Ave.	CIM Group, LP	207,057	\$253.55
800 Wilshire Building	800 Wilshire Blvd.	Angelo, Gordon & Co.	220,767	\$218.33

17,849,841 Total Square Feet Sold



OFFICE VACANCY & RENT TRENDS

YEAR	DIRECT VACANCY	DIRECT AVERAGE RENT PER SQ FT
2013	20.7%	\$36.02
2012	20.0%	\$35.79
2011	18.6%	\$35.67
2010	16.7%	\$35.40
2009	15.3%	\$36.77
2008	12.5%	\$38.64
2007	12.3%	\$36.37
2006	13.8%	\$31.65
2005	11.2%	\$28.05
2004	14.2%	\$26.88
2003	14.4%	\$26.22
2002	15.2%	\$25.53
2001	12.9%	\$24.84
2000	16.0%	\$23.40
1999	14.2%	\$23.04

SIGNIFICANT OFFICE LEASES 2013

Building	Address	Tenant	Leased Square Feet	Building Class
Wells Fargo Tower	333 S. Grand Ave.	Gibson, Dunn & Crutcher	267,492	A
1000 Wilshire	1000 Wilshire Blvd.	Wedbush	99,975	A
550 South Hope	550 S. Hope St.	KPMG	88,648	A
777 Tower	777 S. Figueroa St.	AIG	83,256	A
Aon Center	707 Wilshire Blvd.	Wells Fargo	77,000	A
Bank of America Plaza	333 S. Hope St.	Cooperative of American Physics	59,426	A
Citigroup Center	444 S. Flower St.	SEC	57,633	A
801 Tower	801 S. Figueroa St.	Sedgwick, Detert, Moran & Arnold	47,377	A
865 Figueroa	865 S. Figueroa St.	Davis, Wright, Termaine	44,148	A
The Garland Building	1200 W. 7th St.	LA Care	43,295	A
Manulife Plaza	515 S. Figueroa St.	Mitsui Manufacturers Bank	41,874	A



“Commercial real estate property values have **increased**
by 151.24% since 1997.”

RESIDENTIAL MARKET OVERVIEW

At the end of 2013, there were over 5,000 residential units under construction in Downtown LA.

DOWNTOWN RESIDENTIAL OCCUPANCY RATE

95%

13,000+

Units in the
Pipeline

5,000+

Units under
Construction

CONDO SALES 2000–2013 PRICE PER SQUARE FOOT

2013	\$487.89	30.5%
2012	\$373.78	16.7%
2011	\$320.39	-2.8%
2010	\$329.58	-3.2%
2009	\$340.31	-28.4%
2008	\$475.49	-9.9%
2007	\$527.54	-5.6%
2006	\$559.09	20.9%
2005	\$462.51	18.8%
2004	\$389.29	41.3%
2003	\$275.59	25.4%
2002	\$219.78	14.8%
2001	\$191.44	13.5%
2000	\$168.61	

1BR

2013	\$525.11	22.0%
2012	\$430.55	33.0%
2011	\$323.46	-4.5%
2010	\$338.54	-2.8%
2009	\$348.19	-28.3%
2008	\$485.86	-8.1%
2007	\$528.86	-5.3%
2006	\$558.66	6.2%
2005	\$525.82	19.4%
2004	\$440.42	38.3%
2003	\$318.36	41.2%
2002	\$225.48	13.6%
2001	\$198.50	13.7%
2000	\$174.56	

2BR

2013	\$1,009.69	29.1%
2012	\$781.74	86.8%**
2011	\$418.56	-7.3%
2010	\$451.62	-5.2%
2009	\$476.52	-2.9%
2008	\$490.52	-7.5%
2007	\$530.52	-8.0%
2006	\$576.47	4.1%
2005	\$553.95	19.8%
2004	\$462.50	40.8%
2003	\$328.46	23.4%
2002	\$266.18	26.2%
2001	\$210.93	20.6%
2000	\$174.93	

3BR

** Increase due to bulk sale of Ritz-Carlton Residences

APARTMENT UNITS UNDER CONSTRUCTION

700

8th AND GRAND

290

8th AND HOPE

283

888 OLIVE

271

THE EMERSON

438

ONE SANTA FE

RETAIL MARKET OVERVIEW

RETAIL, RESTAURANTS, NIGHTLIFE, AND AMENITIES

This year, Downtown LA began to return to its roots as a retail destination with the opening of Sport Chalet, Smart & Final, Acne Studios, and Urban Outfitters. The momentum in Downtown's restaurant and nightlife scene continued to grow. Almost every notable Los Angeles hospitality operator is interested in Downtown, and our District in particular.



WE DIRECTLY RECRUITED AND/OR FACILITATED THE FOLLOWING DEALS IN 2013

Bugis Street Brasserie	Fatburger	Mendocino Farms	Sprinkles Cupcakes
Bunker Hill Bar & Grill	Flying Pig	Oleego by Park's BBQ	Sticky Rice
Tender Greens	George's Greek Grill	Pizza Studio	Supercuts
Casa Nostra	Honeycut	Press Brothers Juicery	Sushi Zo
Ebanos Crossing	Horse Thief BBQ	Sixth Street Tavern	Tangram Studio
Eggslut	Indus by Saffron	Smart & Final	
Etchea	Invention	Sport Chalet	

1 EVERYTHING BUT THE STICK 6
 2 F 117 STOUT 6
 3 DOGFISH HEAD 90 MIN IPA 8
 4 BLANCHE DE BRUXELLES 7
 5 LEVITATION ALE 6
 6 1903 LAGER 6
 7 GOLDEN EAGLE ALE 5
 8 WINTER WONDERLAND 7
 9 TANGERINE WHEAT 5
 10 ANGEL CITY IPA 6
 11 DOUBLE MOUNTAIN VAPORIZER 6
 12 APPLE CIDER 6

13 HEAVENLY HEFEWEIZEN
 14 ANGEL CITY PILS 5
 15 KOSTRITZER BLACK LAGER
 16 OMMEGANG ADORATION
 17 6 GEESE A LAYING 8
 18 PORT TOWN PILSNER 6
 19 FLEMISH SOUR 7
 20 MAREDSOUS BRUNE 8
 21 POPPYFIELDS PALE ALE
 22 MIRROR POND PALE 6
 23 BELIEVER RED ALE 7
 24 LA CHOUFFE 9



REACHING INVESTORS BID INVESTMENT SERVICES

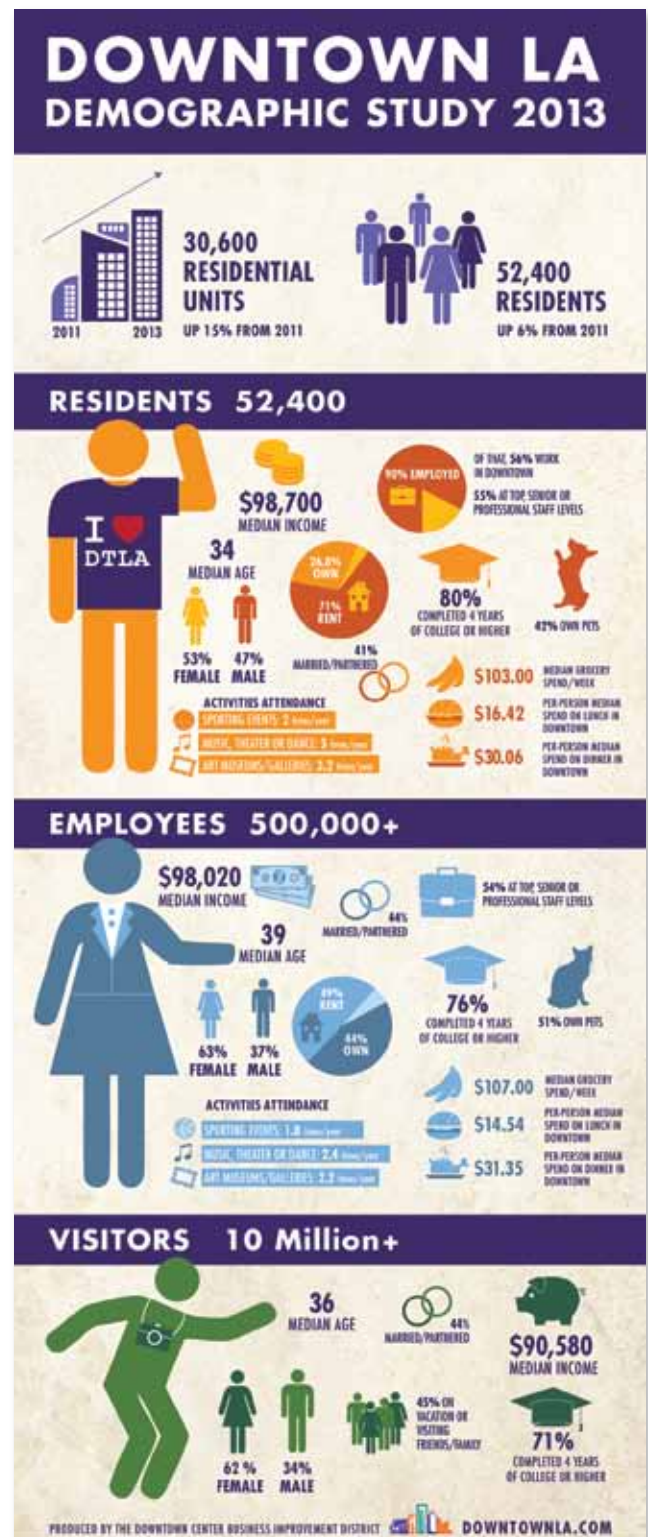
DOWNTOWN LA DEMOGRAPHIC STUDY 2013

Every two years, the DCBID embarks on an ambitious study to identify the demographic profile of people who live, work, and play in Downtown LA. This information is used to recruit restaurants, retailers, bars, nightclubs, amenities, service providers, and developers to the Central City. Our fourth study was released in September and revealed a highly educated, affluent residential population whose median household income had increased by 11% since 2011 to \$98,700.

LEARN MORE AT DOWNTOWNLA.COM/SURVEY

ONE STOP SHOP FOR MARKET INFORMATION

The DCBID is the hub of market research for Downtown LA. We compile a diverse library of data and statistics related to various markets including residential, retail, and office. Additionally, we produce custom reports and projects throughout the year. Our research department responded to over a thousand requests for market information from developers, real estate brokers, appraisers, bankers, students, and media in 2013. These efforts were instrumental in recruiting businesses to Downtown LA.





DCBID HOSTS INVESTOR CONFERENCE

The DCBID planned a day-long conference to spur continued investment in Downtown LA. Held on January 9, 2014 at the JW Marriott Los Angeles L.A. LIVE, the event was attended by over 450 developers, investors, brokers, hoteliers, retailers, and others interested in investing in Downtown. The conference opened with four panels featuring prestigious leaders in the real estate industry discussing the current and future state of the residential, retail, office, and hospitality markets. During lunch, attendees were treated to a conversation with Eli Broad, Founder, The Broad Foundations, by Frank Mottek, Anchor and Host, KNX 1070 Newsradio. In the afternoon, buses toured participants around the neighborhood, stopping along the way to visit the Ace Hotel, Grand Central Market, Smart & Final, FIGat7th, 1111 Wilshire, and the Nation Builder creative office space.

COMMERCIAL TENANT RECRUITMENT

In 2013, we toured various commercial tenants including a large hospital facility, educational institutes and school programs, creative office users, non-profits, and cultural institutes.

OUTREACH, RECRUITMENT & TOURS

To promote investment, we assisted and/or toured dozens of companies and individuals, including the followings:

- Residential Developers and Investors
- Hotel Developers and Operators
- Commercial and Investment Bankers
- Real Estate Appraisers
- Retailers
- Restaurateurs
- Commercial and Residential Real Estate Brokers

In addition, we continued to participate in the following conferences and events:

- International Council of Shopping Centers (ICSC) Western Division Fall Conference
- Urban Land Institute Fall Conference
- International Downtown Association Fall and Spring Conferences

Lastly, over 1,000 people attended our Downtown Housing Tours. The tours were consistently booked throughout the year, proving that there is an increased interest in Downtown.





SHOP
AT
COCA



"The event **served**
as a bridge between
residents, employees, and the
business **community.**"



BUILDING COMMUNITY BID EVENTS

The following DCBID annual events helped build community in Downtown LA and served as a bridge between residents, employees, and the business community.

RESIDENT MIXER SERIES

In 2013, we launched a new quarterly mixer series for Downtown residents titled, “What’s Up Downtown.” The events provided a forum for residents to mingle with their neighbors, learn about the DCBID and our accomplishments, and ask questions. Local businesses presented raffle items and guests left with welcome bags from the DCBID. The events were hosted at the Daily Grill, Border Grill, the Los Angeles Athletic Club, and Watermarke Tower.

7TH ANNUAL DOWNTOWN DOG DAY AFTERNOON AT THE CATHEDRAL

On the afternoon of July 10, 1,500 people and 1,000 dogs filled the 2.5-acre plaza at the Cathedral of Our Lady of the Angels for a community-building event celebrating Downtown dogs. Dogs of all breeds and their owners enjoyed mingling, music, pet-related vendor displays, and great food by Levy Restaurants.

6TH ANNUAL HALLOWEEN PARTY FOR DOWNTOWN L.A. KIDS

On the evening of Wednesday, October 31, more than 1,600 children and their parents attended our 6th Annual Halloween Party at Grand Hope Park at the Fashion Institute of Design & Merchandising (FIDM). Major attractions included a bouncy house, puppet show, arts and crafts tables, video game truck, jugglers, and trick-or-treat doors. Ralphs Fresh Fare generously donated hot dogs, candy, and other treats.



14TH ANNUAL PUBLIC SAFETY APPRECIATION BBQ

For the 14th consecutive year, the DCBID hosted its annual community BBQ on Friday, September 6, to acknowledge the law enforcement and public safety community for making Downtown LA a safe and vital community.

Congressman Xavier Becerra, Councilman Tom LaBonge, Mike Rothans of the County of Los Angeles Sheriff’s Department, Commander Sherman of the City of Los Angeles Police Department, and Deputy Chief Yamahata of the City of Los Angeles Fire Department, were among the 1,000 officers and civilians who attended the event at FIGat7th. Guests enjoyed a barbeque lunch by Morton’s The Steakhouse and California Pizza Kitchen, live music, and giveaways. Net proceeds in the amount of \$5,000 went to the Sheriff’s Youth Foundation.



MARKETING

MARKETING

ENGAGING CONSUMERS WITH DOWNTOWN

2013 was another successful year for the marketing department with the implementation of strategic programs that created awareness and drove traffic to Downtown businesses and events. With the steadfast goal of increasing the value of your properties, we promoted thousands of businesses, events, and programs on our website DowntownLA.com, the go-to resource for all who live, work, and play in Downtown. The site had over 1.5 million page views and 495,000 unique visitors. We increased our email newsletter distribution by 32% to 38,400 subscribers. Our four marketing campaigns continued to have a strong positive impact on the perception of Downtown LA and brought renewed awareness to the area.

DCBID WEBSITE

DowntownLA.com has become the most comprehensive source for information on Downtown LA. In order to maximize the benefits of online marketing, the DCBID's website was updated throughout the year with new content and user-friendly features.

FEATURE ADDITIONS ON DOWNTOWNLA.COM

- Integrated a beautiful new feature slider on the home page
- Multiple upgrades of search tools
- Additional promotion of featured events
- Upgraded email newsletter campaign templates
- Integrated an interactive parking map
- Created a profile on Instagram

PERFORMANCE STATISTICS

- 1,552,038 page views
- 494,979 unique visitors
- 38,400 email subscribers

WEBSITE REDESIGN

In 2013, we began the process of redesigning DowntownLA.com. After issuing an RFP, we selected Downtown marketing firm WeAreGiants. The new site will be compatible with mobile devices and will offer a richer experience through improved content, navigation, and visuals. It will also incorporate the content of our second website, ThisIsMyDowntown.com.



SOCIAL MEDIA

The DCBID regularly leveraged social media to share messages about Downtown LA events and promotions. This year we increased our Facebook subscribers to 13,680 (+26% compared to 2012) and our Twitter followers to 16,446 (+81% compared to 2012). We also created an Instagram account with 1,000 followers.



MEDIA COVERAGE

DCBID events and initiatives resulted in coverage from a number of media outlets including *The Wall Street Journal*, *Los Angeles Times*, ABC Channel 7, KPCC, KNX 1070 NEWSRADIO, *Los Angeles Downtown News*, *California Apparel News*, and *Los Angeles Business Journal*. The buzz about Downtown LA grew exponentially this year, with stories running in local, regional, and national press.

NEWSLETTERS

QUARTERLY NEWSLETTER

To keep our stakeholders informed, the DCBID published and mailed four quarterly newsletters to all property owners within the District.

WELCOME MAPS



The DCBID printed 500,000 copies of an updated map highlighting Downtown LA attractions, points of interest, and public transit routes. The maps were distributed to Downtown businesses, transportation hubs, and hotels throughout Southern California.



GENERAL DOWNTOWN LA ADVERTISING

General ads promoting Downtown LA were placed in the *Los Angeles Downtown News* and *Where Magazine* throughout the year.

MONTHLY EMAIL NEWSLETTER

The DCBID sent monthly email newsletters highlighting new businesses, events, seasonal marketing campaigns, and exclusive specials.

TALK OF THE TOWN

America's Next Great City Is Inside LA, Jan. 2014

"The new capital of cool in the US...America's new great city." - GQ Magazine

Chinese Developer Oceanwide Buying Property in Downtown L.A., Dec. 27, 2013

"It [Oceanwide Real Estate Group] will spend \$200 million to buy a 4.6-acre site across from Staples Center and L.A. LIVE where it plans to build a hotel, apartments and retail space." - Los Angeles Times

Carol Schatz, a Force for Downtown L.A., Nov. 6, 2013

"She [Carol Schatz] has pushed and prodded the area's makeover... Downtown L.A. — it's not a punch line anymore; it's a destination." - Los Angeles Times

5 of 52 Places to Go, Jan. 10, 2014

"The growing dynamism of downtown is the food scene. Most notable is the Grand Central Market... Just down the street is Alma, which was named the best new restaurant in the country by Bon Appétit magazine. And where there is good food there is good shopping. Stores will be adding cachet to the neighborhood soon..." - New York Times

The Concept of an 'Untethered' Office Takes Root, Oct. 30, 2013

"Real estate brokerage CBRE's staff in Downtown L.A. now has no assigned desks or offices, with employees roaming freely." - Los Angeles Times

In Downtown L.A., a Housing Revival, Nov. 26, 2013

"A lot of smart people are saying, 'Now is the time for downtown L.A., for multifamily rental...Los Angeles's downtown revival, which began a little more than a decade ago, is picking up momentum as a number of residential developers rush to build rental housing.'" - Wall Street Journal

2013 Newsmaker: Downtown LA as a Retail Destination, Dec.12, 2013

"Already a destination for foodies, downtown Los Angeles is poised to become a destination for shoppers, as well." - Apparel News



ADVERTISING CAMPAIGNS

ROMANCE IN THE CITY

The DCBID highlighted ways to celebrate Valentine's Day in Downtown including romantic dining spots, best places to propose, weekend hotel packages, romantic gifts, and events for singles. The campaign generated 15,000 page views and 700 new email subscribers.

CAMPAIGN PROMOTIONS INCLUDED

- Advertising with the *Los Angeles Downtown News*
- Radio spots on The Wave 94.7fm
- Distribution of 10,000 postcards
- Social media and public relations outreach

EXPLORE LA'S URBAN FRONTIER

This campaign showcased 17 cultural and historic sites to visit, as well as dining, shopping, tours, hotel packages, special offers, and 12 Mother's Day brunches. Over 8,200 guests viewed the content and 1,400 joined our email newsletter.

CAMPAIGN PROMOTIONS INCLUDED

- Advertising with the *Los Angeles Downtown News* and Google AdWords
- Distribution of 10,000 postcards
- Radio spots on KCRW 89.9fm
- Custom map
- Booth at Art Walk
- Social media and public relations outreach



STAY COOL IN DOWNTOWN LA

The DCBID ran its summer campaign showcasing five itineraries to help beat the heat. Each itinerary featured a narrative, map, and business information. Over 36,315 guests viewed the content.

CAMPAIGN PROMOTIONS INCLUDED

- Advertising with Star 98.7fm, *Los Angeles Downtown News*, and *LATimes.com*
- *LAMagazine.com* and Google AdWords
- Inclusion in the monthly email newsletter
- Distribution of 20,000 postcards
- Social media and public relations outreach

SHOP DOWNTOWN LA

The holiday marketing campaign highlighted over 25 boutiques and shops as well as events, restaurants, and hotel packages. The dedicated webpage, DowntownLA.com/Holidays, was live November 25 through December 31. There were 142,000 visitors to our website during the campaign and a segment aired on ABC Channel 7 featuring Downtown businesses including Brigade LA and the Library Store.

CAMPAIGN PROMOTIONS INCLUDED

- Advertising KOST 103.5fm and KCRW 89.9fm
- Advertising with *Los Angeles Downtown News*, Facebook, and Google AdWords
- Inclusion in the monthly email newsletter
- Media outreach
- Custom Map
- Distribution of 40,000 postcards





DOWNTOWN GUIDES

PROVIDING A WARM WELCOME

Once new residents, office workers, and businesses arrive in Downtown LA, our friendly Guides are here to greet them. The team provides much needed customer service including distribution of Downtown materials, directions, answering general questions, creating welcome bags, and much more. In 2013, we received numerous testimonials praising our team of friendly Guides. We continue to perfect their performance through quarterly training sessions and additional benchmarks.

2013 DOWNTOWN GUIDES STATISTICS

- 213,200 welcome maps provided
- 2,250 welcome bags provided
- 6,635 businesses contacted
- 13,614 directions given

2014 GOALS

Our organization continues to play a vital leadership role in the resurgence of Downtown LA. Below is a summary of our key goals for 2014.

OPERATIONS

- Keep Downtown safe and clean.
- Increase the Purple Patrol's visibility among Downtown stakeholders.
- Provide additional customer service training.
- Increase the effectiveness of BID A.C.T.I.O.N.

MARKETING

- Drive traffic to Downtown Center businesses and events.
- Redesign DowntownLA.com and incorporate compelling and dynamic content.
- Strengthen our relationships with key influencers, community leaders, and District businesses.

ECONOMIC DEVELOPMENT

- Focus on reducing office vacancy rates.
- Recruit specific projects including mixed-use developments, residential housing, services, schools, medical centers and facilities, cultural venues, and retailers.
- Continue to work with 7th Street property owners to recruit retail.
- Continue to be the #1 source for Downtown LA market research.
- Continue to connect with residents through our proprietary Downtown Residential Management Association (DRMA).
- Push the residential demand curve through strategic outreach.





FINANCIALS

FINANCIALS

STATEMENT OF ACTIVITY

For the Year Ending December 31, 2013

REVENUES

Assessment Revenue	\$5,979,841
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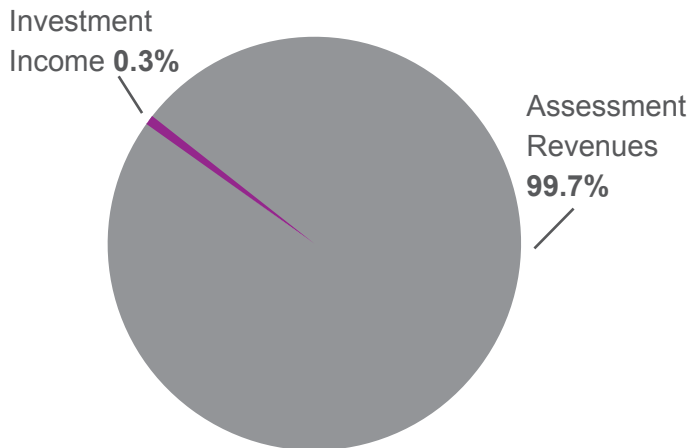
OTHER INCOME (EXPENSE)

Interest & Dividend Income	\$ 15,508
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Total Other Income	15,508
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Increase in Net Assets	655,728
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Total Net Assets	\$1,711,136
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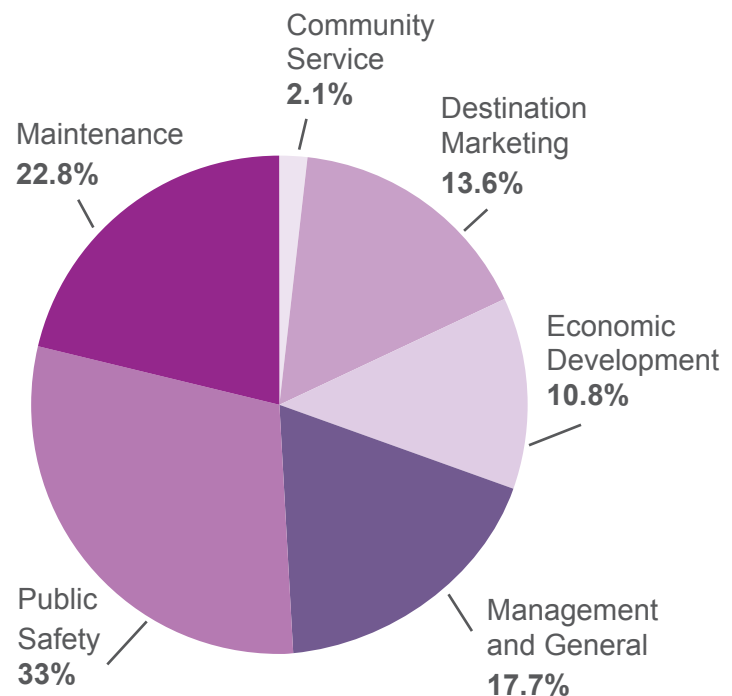


EXPENSES

Public Safety	\$ 1,760,967
Maintenance	1,216,538
Community Service	111,276
Destination Marketing	728,153
Economic Development	577,916
Management and General	944,771

Total Expenses	\$5,339,621
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Net Income from Operations	\$640,220
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DCBID REVENUES 2013 vs. 2012

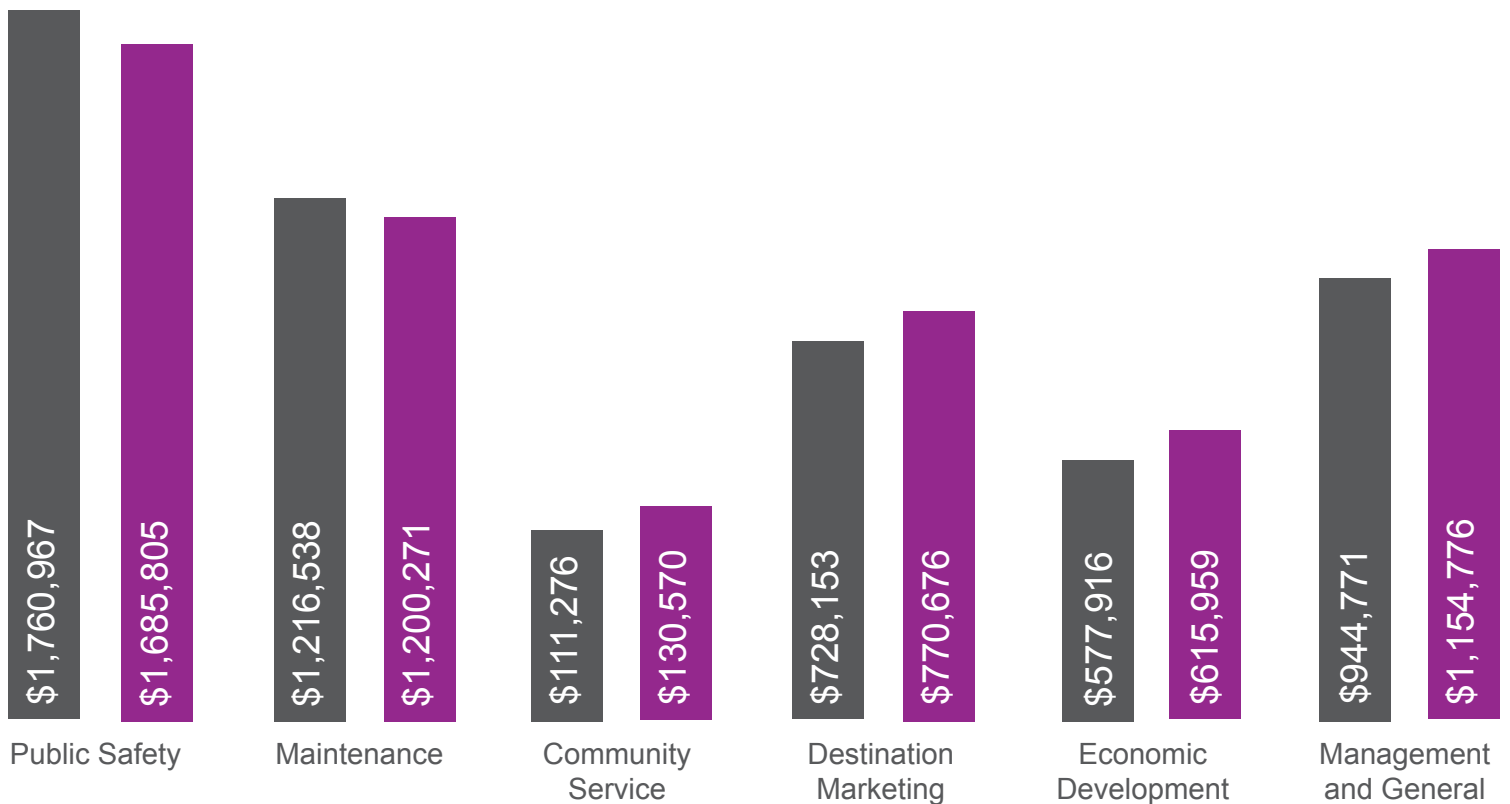
2013 2012

Assessment
Revenues

\$5,979,841

\$5,574,177

DCBID PROGRAM EXPENSES 2013 vs. 2012





BOARD OF DIRECTORS

EXECUTIVE OFFICERS

Kathy Faulk – Chairperson
Omni Los Angeles Hotel at California Plaza

Patrick Spillane – Former
Chairperson
IDS Real Estate Group

Sauli Danpour – Treasurer
Xyvest Holdings, Inc.

David Damus, Esq. – Secretary
System Property Development Company, Inc.

Peklar Pilavjian – Executive
Vice Chair
Los Angeles United Investment Company

Cari Wolk – Executive Vice Chair
Athena Parking, Inc.

Daniel B. Swartz – Executive
Vice Chair
Quadrangle Development Company

Carol E. Schatz – President & CEO
Downtown Center BID

BOARD MEMBERS

Eric Bender
Downtown Properties

Jim Bonham
Hines

Barbara Bundy
FIDM

Marty Caverly
EVOQ Properties, Inc.

Richard Costanzo
RP Realty Partners, LLC

Robert Cushman
Brookfield Office Properties

Clare De Briere
The Ratkovich Company

K.C. Yasmer
Forest City Development

Simon Ha, AIA LEED AP
Tate Snyder Kimsey Ha

Robert Hanasab
Hanasab Investments

Steven Hathaway
Los Angeles Athletic Club

Cindy Troesh
Watermarke Properties, Inc.

Adele Yellin
Yellin Company

Peter Zen
Westin Bonaventure Hotel & Suites

ALTERNATES

Michael Czarcinski
Westin Bonaventure Hotel & Suites

Matthew Nolan
Yellin Company

Brian Plymell
Hines

DCBID STAFF

Carol E. Schatz*
President & CEO

Suzanne Holley*
Chief Operating Officer

Hal Bastian*
*Executive Vice President
& Director of Economic
Development*

Shawn Bratton*
*Executive Assistant to
Carol Schatz*

Jeff Chodorow*
Director of Finance

Ron Colcol
*Superintendent of
Maintenance Services*

Dalia Cuiriz*
Staff Accountant

Kate Kertez
*Economic Development
& Marketing Assistant*

Josh Kreger
*Research & Special
Projects Associate*

Lauren Mitchell
*Director of Marketing
& Communications*

Lena Mulhall*
Executive Assistant

Ken Nakano
Director of Operations

Herman Pang*
Director of I.T.

Angela Puchala
*Graphic Design &
Marketing Associate*

Jessica Whaley
*Associate Director of
Economic Development*

John Yanez*
Assistant Controller

**Salaries allocated between
Downtown Center Business
Improvement District and
Central City Association*



Downtown Center Business Improvement District

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DowntownLA.com

