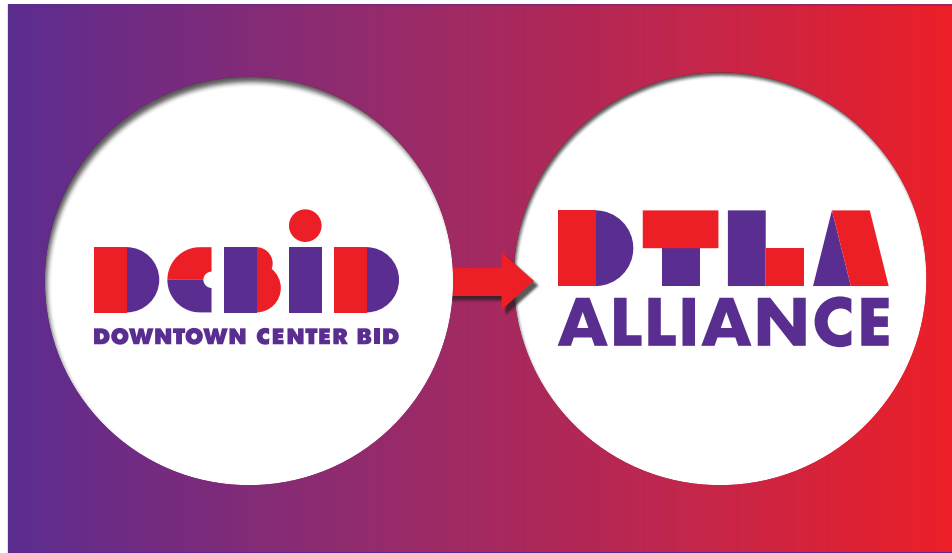


DTLA ALLIANCE DISTRICT NEWS



WHAT'S IN A NAME?

The DCBID Becomes the DTLA Alliance

We're embracing our next chapter with a brand-new name that aligns with the evolving priorities of our community and the alliances with local stakeholders and partners that make our work possible. The name change is a reaffirmation of our commitment to fostering a welcoming and vibrant DTLA.

Our core services, including our clean and safe operations, marketing, and economic development programs, will not change, but we recognize the need to expand our repertoire in these changing times. Resulting from a year-long strategic planning process, we have identified new areas of focus and priority to help us build a Downtown that is welcoming, vibrant, thriving, authentic, and flexible.

Placemaking plays a key role in our new strategy by helping enhance public spaces with events, activations, and

art. This approach aims to improve the place itself and the experience of DTLA, fostering a sense of engagement and delight in every corner of our District.

Additionally, we're elevating the priority of advocacy for our organization, with the goal of promoting policies and initiatives that advance the economic, social, and environmental vitality of Downtown LA and our stakeholders.

The name-change is also in service of increasing our visibility to the community and enhancing our engagement with our stakeholders. The DTLA Alliance is more than a name; it symbolizes our collaborative spirit and our dedication to working in tandem with local businesses, property owners, and other partners in both the public and private sector to shape a prosperous future for Downtown LA. To learn more, visit DowntownLA.com/DTLA-Alliance.

2023 ANNUAL ACCOMPLISHMENTS

2023 was a pivotal year for the DTLA Alliance. The development of our first ever Strategic Plan was monumental, but there were numerous other accomplishments to note as well. Operations continued their popular Safety Awareness Meetings, partnered with Metro on the success of their new Regional Connector stations, added 15 new sweeper carts, and completed a District planter beautification project. The team took 29,572 calls for service and addressed 133,614 maintenance and safety issues throughout the year including wellness checks, graffiti removal, and sidewalk washdowns to name just a few. Economic Development produced a number of reports on the Downtown market, including *DTLA 2023 Outlook & Insights*, *DTLA Residential*, *DTLA Works* (office), our Quarterly Market Reports, and a series of articles entitled *DTLA Reimagined*. The team's monthly Business News & Insights newsletter reached 3,300 subscribers with an impressive 44% open rate. The Marketing Department held roughly 54 days of programming throughout the year including our signature DTLA Dog Days and DTLA Halloween Festival for Kids events, as well as office worker engagement efforts, and the Marketing Roundtable. *This Week in DTLA*, the popular weekly e-newsletter, had an open rate of 40% to an average of 26,700 subscribers, and we saw a net audience growth of 79% on social media.



Operations continued their popular Safety Awareness Meetings in 2023.

DTLA ALLIANCE BOARD

EXECUTIVE OFFICERS

Dan Cote, *Chair*

The Bloc

Robert Cushman, *Past Chair*

Brookfield Properties

Cari Wolk, *Secretary*

Athena Parking, Inc.

Adam Daneshgar, *Executive Vice Chair*

Langdon Street Capital

Stacy Lieberman, *Executive Vice Chair*

Library Foundation of Los Angeles

Sauli Danpour, *Treasurer*

Xyvest Holdings, Inc.

Suzanne Holley, *President & CEO*

DTLA Alliance

BOARD MEMBERS

Nejdeh Avedian, *Los Angeles United Investment Co.*

William Dacunto, *Silverstein Properties*

Evan Grobecker, *CommonWealth Partners*

Eric Grossman, *Equity Residential*

Simon Ha, *Steinberg Hart*

Robert Hanasab, *Robhana Group, Inc.*

Jenni Harris, *Atlas Capital Group*

Jeff Herrera, *Rising Realty Partners*

Jennifer Kallend, *The Colburn School*

Bonny Kirin-Perez, *The Westin Bonaventure Hotel and Suites*

Joan McLane, *USC Institute of Urology*

Stuart Morkun, *Mitsui Fudosan America, Inc.*

Carol Pfannkuche, *YMCA of Greater Los Angeles*

Mark Spector, *Onni Group*

Dulce Vasquez, *Arizona State University*

Michael Wilson, *Related Companies*

Jeffrey Yamashiroya, *ManuLife Investment Management*

ALTERNATES

Travis Addison, *CommonWealth Partners*

Alexander Arroyo, *Related Companies*

Andrew Daneshgar, *Langdon Street Capital*

Sandra Dickson, *Manulife Investment Management*

Kira Perez, *Rising Realty Partners*

Susan Perlas, *Silverstein Properties*

Peklar Pilavjian, *Los Angeles United Investment Co.*

Brittney Sovich, *The Bloc*

Peter Zen, *The Westin Bonaventure Hotel and Suites*

DTLA ALLIANCE STAFF

Suzanne Holley, *President & CEO*

Nick Griffin, *Executive Vice President*

Michael Ashkenasi, *Senior Director, Administration & Policy*

Kevin Begovich, *Design Director*

Jorge Castro, *Vice President of Operations*

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, *Senior VP of Marketing & Communications*

Gabriel Yeager, *Director of Placemaking & Events*

16th ANNUAL HALLOWEEN DTLA FESTIVAL FOR KIDS

We hosted the 16th year of our Annual DTLA Kids Halloween Festival this past October with over 1,100 attendees.

This beloved event was a big success for the DTLA community and featured special trick-or-treat doors for kids, popular character meet-and-greets, an engaging live puppet and magic show, and dinner for all eventgoers.

After the conclusion of the event, several families expressed their gratitude for continuing to provide a safe and welcoming space for kids on Halloween in DTLA. We also want to extend a special thank you to our event partner ASU FIDM for providing the space at Grand Hope Park.



Sparkle at The Bloc

TIS THE SEASON IN DTLA

Spirits were bright this holiday season in Downtown LA as we brought back our *DTLA for the Holidays* campaign. This campaign included a large focus on promotion for holiday events at the various properties around the District like Sparkle at The Bloc and seasonal shows at Walt Disney Concert Hall. A festive giveaway, with 433 entries, featured three prize packages including ice rink tickets, restaurant gift cards, and an experience at a DTLA business. This year we also brought back our weekly office worker skate at the Pershing Square Holiday Ice Rink throughout the month of December, with 550 office workers signed up. 97% of attendees shared they had a good time with 68% of those not in the office daily reporting that the Lunch Break Skate was part of their decision to work in DTLA that day.

OPERATIONS STAFF OF THE QUARTER



Joel George, Safety Team

Since joining the Safety Team in March 2023, Joel George has proven himself to be a valuable asset to both the organization and the community. Recognizing his dedication and leadership potential, George was given the responsibility of training incoming safety staff. In this role, he ensures that new team members not only possess the technical skills to succeed, but also an understanding of our community, values, and goals.



Thomas Ochendusko, Clean Team

Thomas joined the Clean Team in April 2023 and has since excelled in his role. Ochendusko has demonstrated an impressive work ethic and a cheery attitude that brightens the day of all those that run into him. He has taken the initiative to help deploy workers in the morning and can be counted on by his team to provide support whenever it is needed. We thank Thomas for his dedication to the job!

OPERATIONS Q4 STATS

27,953

Officer Observations

8,325

Calls for Service

106,345

Maintenance Requests

743

Citizen Assists

21,143

Trash Bags Collected

1,690

Merchant Contacts

DTLA RESIDENTIAL REPORT

The Economic Development team recently released *DTLA Residential: A Guide to the Residential Market in Downtown Los Angeles*. Our first report on the residential sector, it joins existing reports on office, retail, and arts & culture.



These documents and our other research materials help inform investors, developers, and other professionals about the Downtown market. The *DTLA Residential* report provides an overview of the current market, how it has developed over the past two decades, and will continue to evolve in the coming years, including key statistics and demographic data about the growing Downtown population. DTLA currently boasts over 47,000 residential units, including market-rate rentals, condos, and affordable housing, with an additional 27,000 units in the development pipeline, and has maintained consistently

high occupancy rates and competitive rents. City Planning's newly released DTLA 2040 Community Plan Update projects on-going growth for Downtown, accommodating up to 100,000 additional housing units and a population that could reach 250,000 over the next twenty years.

NEW DISTRICT BUSINESSES



Rita's Deluxe
419 W. 7th St.
ritasdeluxe.com



Fabby's Sandwicherie
351 S. Broadway
[@fabbys.sandwicherie](https://www.instagram.com/fabbys.sandwicherie)



600 Wilshire Blvd., Suite 870
Los Angeles, CA 90017-2915
(213) 624-2146

downtown_la DowntownLA.com

SAVE THE DATE



**ANNUAL PROPERTY OWNERS' MEETING
MAY 8, 2024 @ 8:30 AM**



Immerse yourself in the rich public art that adorns the streets of Downtown Los Angeles.

DowntownLA.com/ArtTrail

UPCOMING MEETINGS

MARCH 27
DTLA Marketing Roundtable Meeting
DowntownLA.com/Roundtable

FEBRUARY 14, 8:30 AM
Board of Directors Meeting
600 Wilshire Blvd., Suite 870