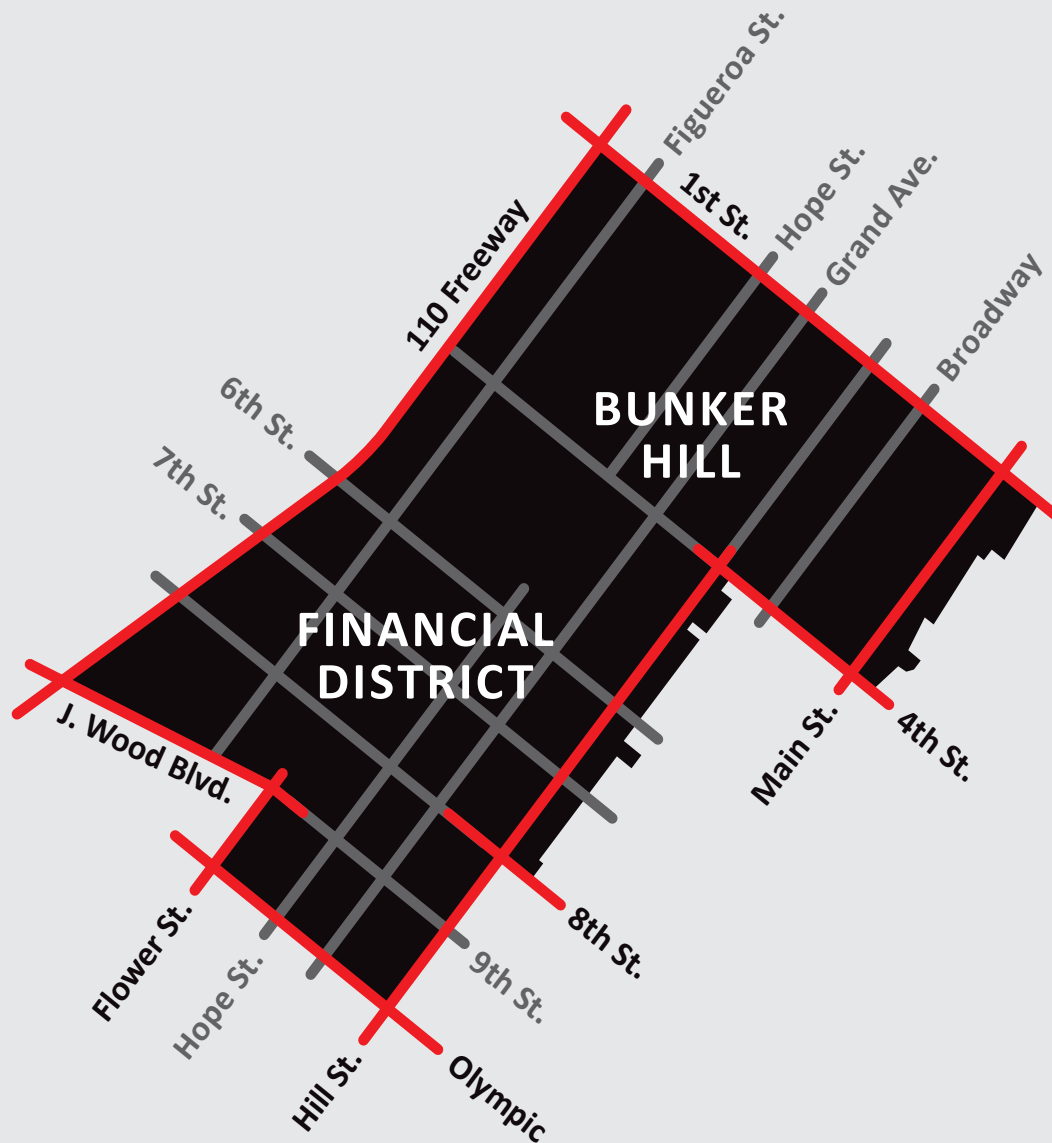


**DOWNTOWN LA**

# ARTS & CULTURE



Founded in 1998, the **Downtown Center Business Improvement District (DCBID)** has been a catalyst in Downtown Los Angeles' transformation into a vibrant 24/7 neighborhood. A coalition of nearly 2,000 property owners in the Downtown Center, the DCBID members are united in their commitment to enhance the quality of life in Downtown Los Angeles.

Bounded by the Harbor Freeway to the west, First Street to the north, Main and Hill streets to the east, and Olympic Boulevard and 9th Street to the south, the Downtown Center BID helps the 65-block District achieve its full potential as a great place to live, work, and play.

DCBID services include:

- 24 Hr. Safety and Maintenance Services – “The Purple Patrol”
- Economic Development and Business Recruitment/Retention programs
- Strategic Marketing Programs that promote the area to residents, workers and visitors.

For more than 20 years, these programs and initiatives have been the driving force behind the Downtown Los Angeles Renaissance that has seen the city become one of the nation's most dynamic urban centers.



## INSIDE

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# DTLA: CREATIVE CAPITAL

## IT IS ALMOST UNIVERSALLY AGREED

that Arts and Culture have a distinctly positive impact on cities. As numerous studies have concluded, they are essential to the long-term vitality of urban centers. Arts and culture are drivers of global tourism and catalysts for economic development across residential, workforce, and business sectors.

The world's most visited and thriving cities are synonymous with globally-renowned cultural landmarks, experiences, and investments. Building a concentrated creative community, developing cultural infrastructure and attracting culturally engaged residents, employees, and visitors are key success factors for top cities.

And DTLA is Exhibit A.





## CHECKLIST



Improve a city's competitive edge



Attract new companies, residents, and investment



Attract and develop a skilled workforce



Engage local and tourist populations



Create a foundation for defining a sense of place



Allow communities to share their story and increase awareness



Unite visions of community and business leaders



# LOS ANGELES: CITY OF CREATIVITY

Culture and creativity, more than anything else, define Los Angeles. There are more actors, artists, dancers, filmmakers, musicians, and writers living and working in Los Angeles than in any other city at any other time in history. One in every six people in LA is employed in a creative field. Los Angeles is home to more than 1,000 annual theatrical productions, over 800 museums and art galleries, and some of the nation's leading colleges for art, design, creative media, and architecture.

With such a large workforce and number of cultural institutions, LA is one of the best places on earth to create, produce, and distribute culture. Creativity is Los Angeles's greatest economic asset, most important export, and the engine of its on-going success.

## THE FACTS

1 in every 6 people in LA is employed in the creative industries, earning a total of **\$57 billion** a year.

Creative companies make up **7%** of LA's total businesses and generate **\$190 billion** a year in economic output.

Over the last decade, LA has seen an increase in fashion designers (**136%**), multimedia artists (**49%**) and architects (**27%**).







## ARTS & CULTURE AND THE DOWNTOWN RENAISSANCE

Since the beginnings of LA's history, Downtown has been the region's hub for cultural assets and activity. With the phenomenal growth of its revitalization, DTLA has re-emerged as LA's epicenter for cultural investment and innovation. From new residential and work spaces, arts institutions, and an influx of entertainment, media, design, fashion, food, and retail – it has become one of the most vibrant and valuable cultural centers in the world.

A collection of uniquely defined neighborhoods, DTLA offers unparalleled cultural diversity, drawing the world's attention with its continued expansion and evolution. With over \$2 billion of investment projects in the pipeline and a projected 20,000 new residents by 2025, DTLA is expected to be a key driver of the city's economy into future.

### THE FACTS

**21%** of DTLA residents work in Arts & Entertainment

**80%** of DTLA residents feel passionate about the community

**36,000** residential units are currently under construction or proposed

The residential population is projected to increase to **100,000** by 2025



# DTLA: THE CULTURAL EPICENTER

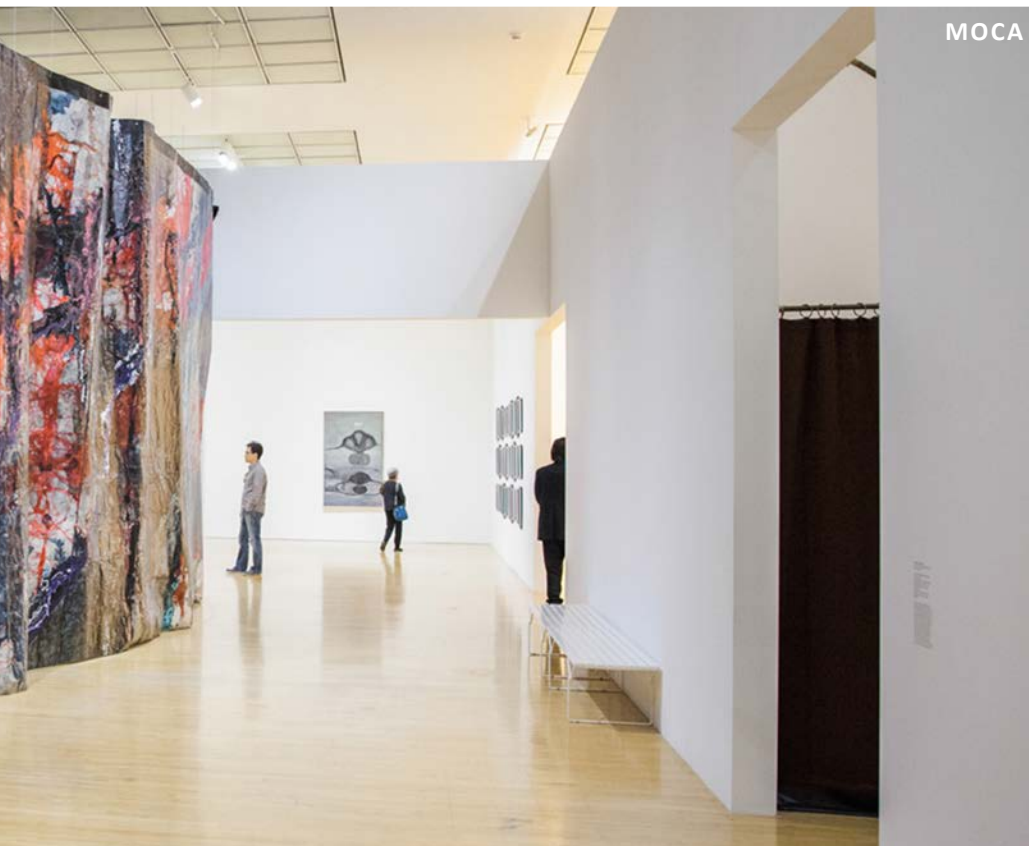
Actual Size Los Angeles  
Architecture + Design Museum  
Art Share LA  
Arts Brookfield  
Arts District Center for the Arts  
ArtCenter  
Blue Whale  
Brewery Arts Complex  
Broadway Theater Group  
California African American Museum  
California Science Center  
Carol Cirillo Stanley Studio Gallery  
Cathedral of Our Lady of the Angels  
Center Theatre Group  
Central Park Gallery  
Charlie James Gallery  
Chateau Shatto  
Chinese American Museum  
Chinatown Summer Nights  
Cirrus Gallery  
Club Pro  
Coagula Curatorial  
Coaxial Arts Foundation  
Colburn School  
Cornerstone Theater Company  
DAC Gallery  
Downtown Independent  
Downtown LA Art Walk  
Durden & Ray Project Space  
East West Players  
El Nopal Press  
FIDM  
François Ghebaly Gallery  
Gateway Gallery at Cooper  
Design Space  
Globe Theatre  
Gloria Delson Contemporary Arts  
Grammy Museum  
Grand Central Market  
Grand Park  
Grand Performances  
Grand Star Jazz Club



Hauser & Wirth Los Angeles  
Human Resources  
Inner-City Arts  
Institute of Contemporary Art LA  
Italian American Museum LA  
Japanese American Cultural &  
Community Center  
Japanese American National  
Museum  
KCHUNG

LA Dance Project  
LA Live/Staples Center  
LA Master Chorale  
LA Opera  
LA Philharmonic  
LA Plaza de Culturas Y Artes  
LAMP Community  
Leiminspace  
Los Angeles Center for Digital Art





Los Angeles Central Library  
 Los Angeles Contemporary Archive  
 Los Angeles Theatre Center  
 Lucas Museum of Narrative Art  
 Machine Inspired Art  
 Metro Arts  
 Microsoft Theater  
 Miguel Osuna  
 Million Dollar Theater

MOCA  
 Natural History Museum of  
 Los Angeles  
 Night Gallery  
 Night on Broadway  
 Now Art LA  
 Orpheum Theater  
 Peace Yoga Gallery  
 Pershing Square

Piece by Piece  
 Plaza Olvera  
 Please Do Not Enter  
 Poetics Research Bureau  
 pskaufman  
 PYO Gallery LA  
 REDCAT  
 REN Gallery  
 Resident  
 Robert Reynolds Gallery  
 Santa Fe Art Colony  
 SCI-Arc  
 Skid Row History Museum  
 and Archive  
 Spring Arts Collective  
 Summit LA  
 Superchief Gallery  
 The Belasco Theater  
 The Box  
 The Broad  
 The Container Yard  
 The Geffen Contemporary  
 at MOCA  
 The Good Luck Gallery  
 The Hive Gallery  
 The Industry  
 The Mayan  
 The Mistake Room  
 The Music Center  
 The Novo  
 The Regent Theater  
 The Smell  
 The Theatre at Ace Hotel  
 These Days  
 Think Tank  
 Tower Theater  
 Union Station  
 USC  
 Visual Communications  
 Wells Fargo History Museum  
 Wilding Cran Gallery

## VISUAL ART

Recent years have seen an extraordinary amount of investment in the arts in DTLA. With an already-impressive concentration of the city's top institutions and a long history of pioneering artists, Downtown's visual arts impact is expanding with new museums, world-class collections, burgeoning and renowned galleries, and cultural producers.

**The Broad** is home to the 2,000+ work collection of philanthropists Eli and Edythe Broad, which is among the most prominent holdings of postwar and contemporary art worldwide. The 120,000-square-foot, \$140-million building, designed by Diller Scofidio + Renfro, features two floors of gallery space and offers free general admission.

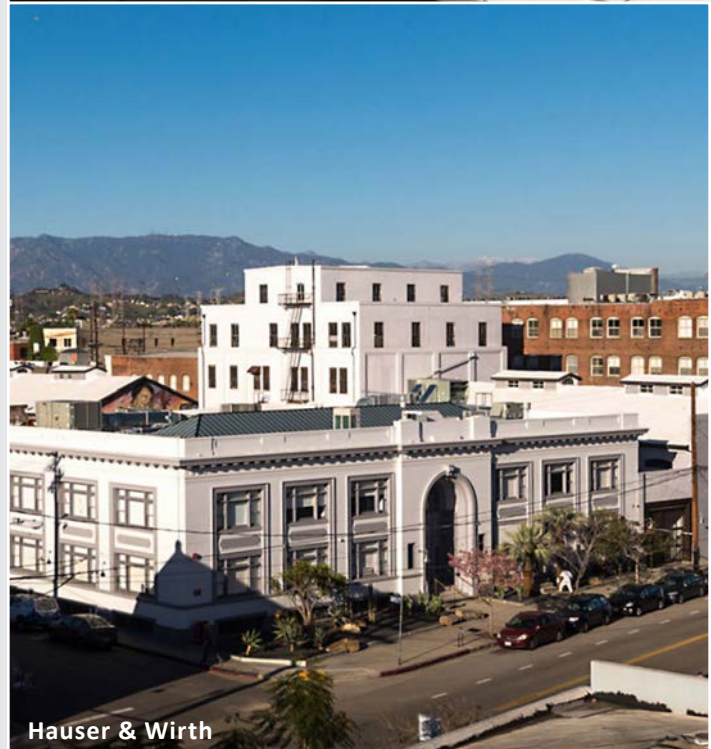
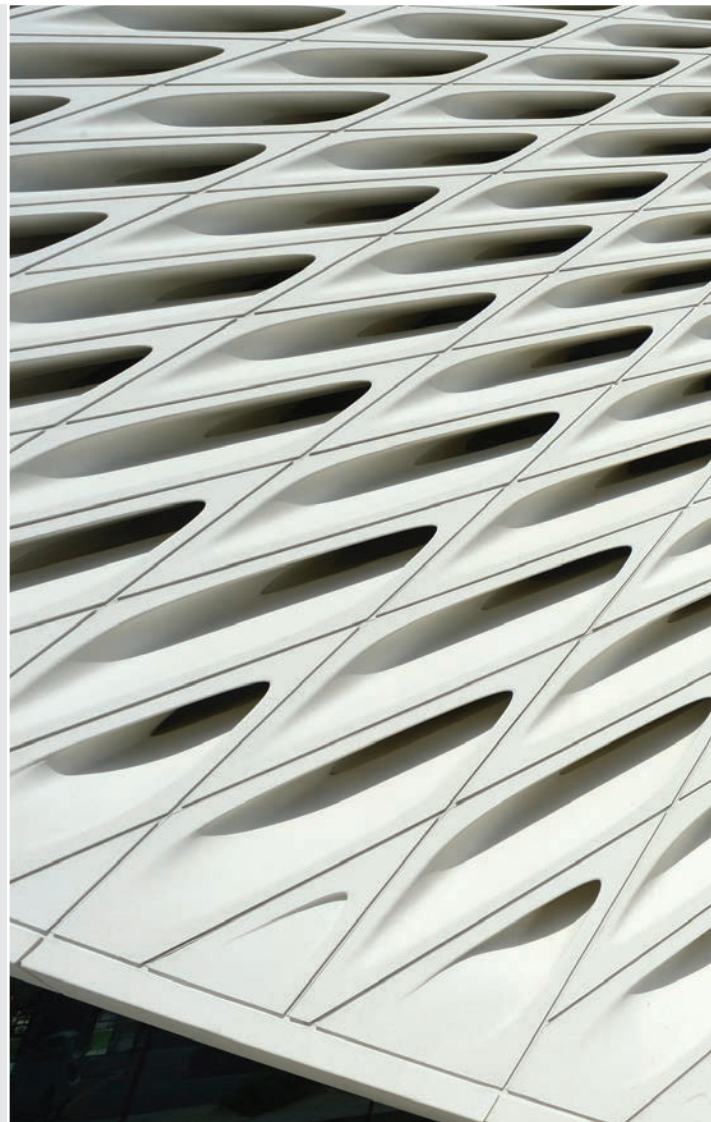
The groundbreaking **Museum of Contemporary Art (MOCA)** boasts one of the finest collections of contemporary art in the country, and hosts dynamic programming and world-class exhibitions at its main location on Bunker Hill and at the Geffen Contemporary in Little Tokyo.

The **Institute of Contemporary Art, Los Angeles** (formerly the Santa Monica Museum of Art) occupies a renovated manufacturing facility in the Arts District. For decades, the museum has been one of California's leading non-collecting art institutions, with a long history of community and social engagement.

**ArtCenter** provides a platform of dialogue and engagement, intersecting their DTLA campus in the Old Bank District with the community in a way that is diverse, inclusive, innovative, and relevant.

**Hauser & Wirth's** LA flagship in the Arts District builds on the international gallery's global presence. Its massive creative complex accommodates innovative, museum-caliber exhibitions, an art-focused bookstore, fine dining, public gardens, and a robust schedule of public programs.

Some of LA's most celebrated galleries are clustered in Downtown's Industrial District, including **Night Gallery**, **Francois Ghebaly**, and **CB1**. Operating in former warehouses, these galleries boast large footprints for multiple exhibitions, experimental works, and large audiences.







The Broad

**THE BROAD**  
**900,000**  
annual  
visitors

**MOCA**  
**7,000**  
works of art in  
its collection

**DTLA**  
**50**  
independent  
galleries



ArtCenter

**HAUSER & WIRTH**  
**100,000**  
square feet of  
exhibition and  
community space

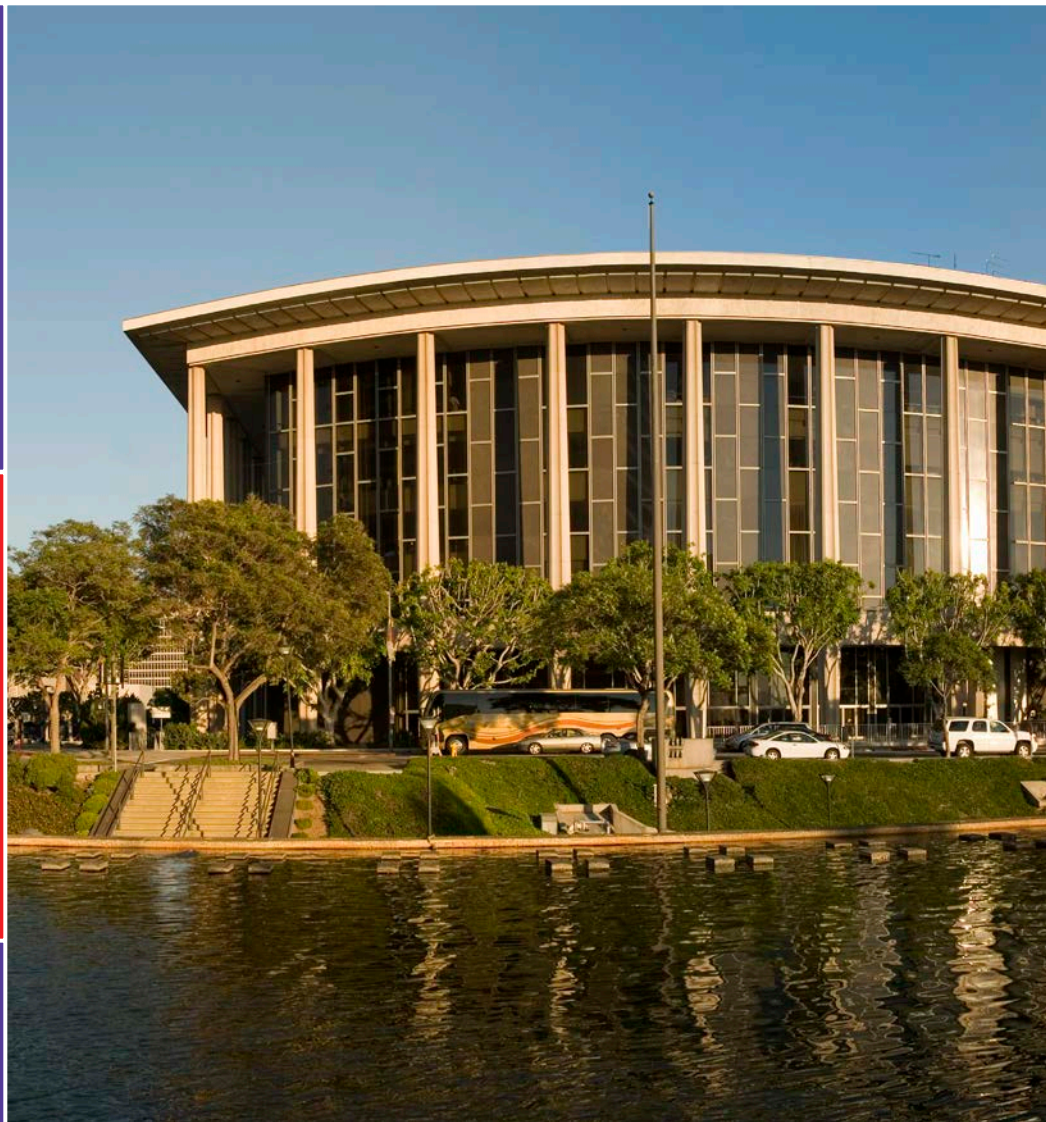


THE MUSIC  
CENTER  
**1.3 million**  
visitors per-year

**LA PHIL**  
“The most important  
orchestra in America.  
Period.”  
**Zachary Woolfe,**  
*New York Times*

**COLBURN SCHOOL**  
**3** performance  
halls, **54** rehearsal  
studios, and **152**  
pianos

**L.A. DANCE  
PROJECT**  
“Millepied has become  
a major voice in the arts  
world, with a mission to  
modernize ballet.”  
**WNYC Radio**







## PERFORMING ARTS, MUSIC, & DANCE

Downtown has long been home to internationally recognized performing arts organizations that draw diverse local and global audiences, and employ a talented international workforce. The creative spirit of DTLA is now attracting independent companies and performance spaces to grow alongside the more established ones.

**The Music Center** hosts major performing arts in its iconic theaters, concert halls, and outdoor spaces including the **Dorothy Chandler Pavilion**, **Mark Taper Forum**, **Ahmanson Theater**, and the iconic **Walt Disney Concert Hall**, one of architect **Frank Gehry's** international masterpieces. Its resident companies include the **Los Angeles Philharmonic**, led by internationally renowned music director **Gustavo Dudamel**, the **Los Angeles Opera**, and **LA Master Chorale**, the largest professional chorus in North America. These are joined by the award-winning **Center Theatre Group**, one of the nation's most influential non-profit theatre companies.

The **Colburn School** is home to acclaimed faculty providing students of all ages with top-notch performing arts education, including a multitude of performance opportunities in their state-of-the-art facilities. More than 2,500 students attend classes in Colburn's four schools.

**The Roy and Edna Disney/CalArts Theater (REDCAT)** is an interdisciplinary arts center for innovative visual, performing and media arts. With performances, exhibitions, screenings, and literary events, REDCAT introduces diverse audiences to influential and experimental projects from around the world.

**L.A. Dance Project**, founded by choreographer and dancer Benjamin Millepied to create new work and revive seminal collaborations, presents productions in traditional venues and more innovative environments.

**Human Resources**, one of the city's most dynamic arts venues, located in a cavernous former Kung Fu theater in Chinatown, offers a platform for exhibitions, performance, film screenings, concerts and readings.



L.A. Dance Project



## PUBLIC ART & PUBLIC SPACE

Energized by arts and culture, Downtown's public spaces create vibrant civic engagement, increased pedestrian traffic, and commercial activity. Such public realm activations give DTLA a distinctive and meaningful appeal that encourages repeat visits by locals and tourists alike.

**Grand Park** is a 12-acre public space connecting the cultural institutions of Grand Avenue to the Civic Center, with year-round programming celebrating the cultural life of LA, including LA's largest gatherings for July 4th and New Year's Eve.

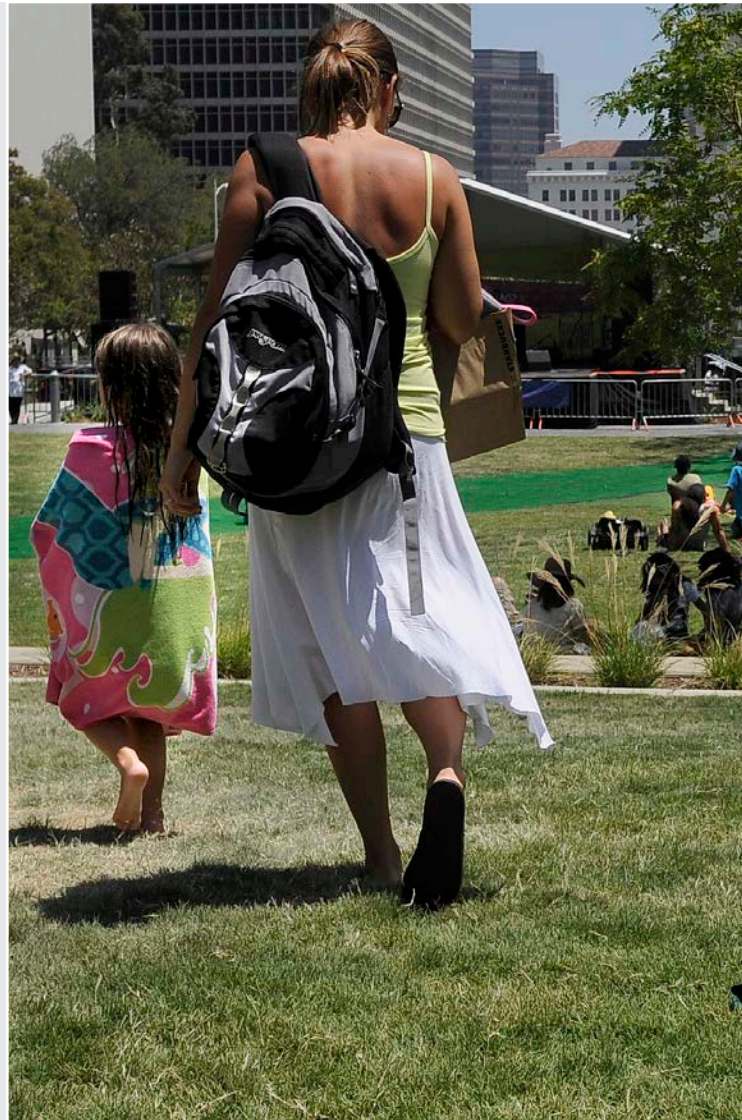
**Pershing Square** offers free outdoor concerts, movies and special events that transform the park into a cultural showcase, from holiday ice skating and Oktoberfest festivities, to **DTLA Proud** - Downtown's own LGBTQ celebration.

LA's longest-running public concert series, **Grand Performances**, enlivens California Plaza every summer with a showcase of local and global acts, inspiring community among LA's diverse populations, and reflecting the range of culture across the region.

DTLA benefits from innovative nonprofit organizations like **NOW Art LA**, which curates and produces public art, and developer-led initiatives such as **Arts Brookfield**, which offers free cultural programming at their major office properties, such as silent discos at **FIGat7th** and major public art displays at **Bank of America Plaza**.

As the hub of the region's public transit network, Downtown reflects **LA Metro's** investment in the arts. **Union Station**, one of LA's most iconic landmarks, is a dynamic destination for cultural activity, forging connections to the arts through installations, performances, concerts, screenings, and more.

DTLA is also home to an impressive concentration of large scale **murals**, transforming building walls into engaging works of art. World-renowned street artists such as **JR**, **Banksy** and **Thierry Noir** have contributed to a robust visual landscape of self-expression and community culture.







Grand Park

## GRAND PARK

**50,000**  
attendees for  
New Years Eve and  
**25,000** for  
July 4th

## GRAND PERFORMANCES

**31 years**  
running  
continuously

## ARTS BROOKFIELD

**62** events on  
**5** properties



Grand Performances

## UNION STATION

**2 million**  
visitors per-year



L.A. LIVE  
**7** venues,  
**5,600,000**  
square feet

## STAPLES CENTER

Home of the  
NBA Lakers and  
Clippers, WNBA  
Sparks, and  
NHL Kings

## HISTORIC BROADWAY THEATERS

**6**  
currently activated

## CONCERTS

**2,800** acts  
play annually at  
venues in DTLA



The Theatre at Ace Hotel





## ENTERTAINMENT, SPORTS, & NIGHTLIFE

As a regional hub for sports and entertainment, DTLA is a major economic and tourism driver. Large-capacity venues are home to three of LA's professional sports teams and draw a wide range of talent from budding indie acts to some of the biggest names in music.

Through both new construction and adaptive reuse Downtown now boasts dozens of unique concert and nightlife venues, from century-old historic theaters and retrofitted warehouses, to stage-adorning bars and rooftop hangouts.

**L.A. LIVE** is a world-class sports and entertainment complex adjacent to the **Los Angeles Convention Center**, owned and operated by global entertainment giant AEG. The larger-than-life collection of venues is highlighted by **STAPLES Center**, home to the LA Lakers, Clippers, Sparks, and Kings, as well as high-profile concerts and award shows. The campus also includes the **Microsoft Theater**, **The Novo by Microsoft**, and the **GRAMMY Museum**.

The **Historic Broadway Corridor** brings entertainment back to its local birthplace, with the nation's largest collection of historic theatres on one street. The **Broadway Theatre Group** has restored several of these regal movie palaces as versatile venues for contemporary performing artists and cultural events. **The Theatre at Ace Hotel** is a restored gem that hosts large-scale concerts, movie premieres, and other performances. Just up the block, the revitalized **Globe Theatre** is an elegant multi-story venue for music, burlesque, nightlife, and special events.

Other venues are sprouting up across Downtown's various neighborhoods. **The Regent** on Main Street was converted into a full-fledged indie music venue by LA's home-grown event company Spaceland Presents. In the Arts District, **Resident** is a multi-purpose concert and culinary space, complete with an indoor dance hall and a lush backyard.



Resident



## INSTALLATIONS & ACTIVATIONS

A range of organizations have developed innovative street-level cultural offerings that engage Downtown's diverse population and steady stream of visitors, providing compelling opportunities for the public and buzzworthy marketing tools for social media platforms. These activations and installations make great use of DTLA's dynamic venues, walkable communities, and active streets, allowing for unique and memorable experiences where the creative spirit comes alive.

**The Industry**, an experimental opera company, has received worldwide accolades for groundbreaking performances in which Downtown plays a featured role, including: *Invisible Cities*, staged entirely within Union Station; *Hopscotch*, a mobile opera for 24 cars that unfolded on streets of DTLA; and *War of the Worlds*, performed simultaneously at multiple outdoor locations and inside Disney Concert Hall.

In its first flagship city event, **Summit** gathered 3,500 leaders across a range of disciplines over three days, making use of prime venues across DTLA for a diverse array of talks, performances, wellness classes, art installations, and experiences designed to foster relationships and inspire new perspectives.

The **Downtown Los Angeles Art Walk** supports local community development through a variety of programs, including the self-guided Art Walk on the second Thursday of each month. It is dedicated to improving local community and creating economic opportunities for artists, galleries, small businesses, and local youth.



Night on Broadway





Downtown Los Angeles Art Walk



Summit

## SUMMIT LA

**3,500** attendees  
& **200+** programs  
and performances

## DOWNTOWN LA ART WALK

**10,000**  
monthly attendees

## NIGHT ON BROADWAY

**250,000**  
attendees &  
**17.5m** social media  
impressions

## HOPSCOTCH

*"Hopscotch triumphantly  
escapes the genteel, fenced-  
off zone where opera is  
supposed to reside."*

**Alex Ross,**  
*The New Yorker*



USC

**48,500**

students;  
\$**5.5** billion  
endowment

SCI-ARC

**#9**

undergraduate  
architecture program  
in the US

EXPOSITION PARK

**160** acres;  
**9** venues

CENTRAL LIBRARY

**89** miles of  
bookshelves



Fisher Art Museum







FIDM

## EDUCATION, HISTORY, & DESIGN

Many of Southern California's leading institutions are based in and around Downtown LA, creating a synergy of students, faculty, researchers, designers, and practitioners. Within many of these institutions reside museums, art collections, and major cultural assets of their own, offering programming and engagement opportunities for its own affiliates and the greater public.

The **University of Southern California (USC)** is one of the nation's leading educational institutions and one of the region's largest employers, with two campuses just to the north and south of Downtown, and a high-rise tower of its own in the city center. The university operates the **Fisher Art Museum** alongside numerous higher education and cultural research institutes.

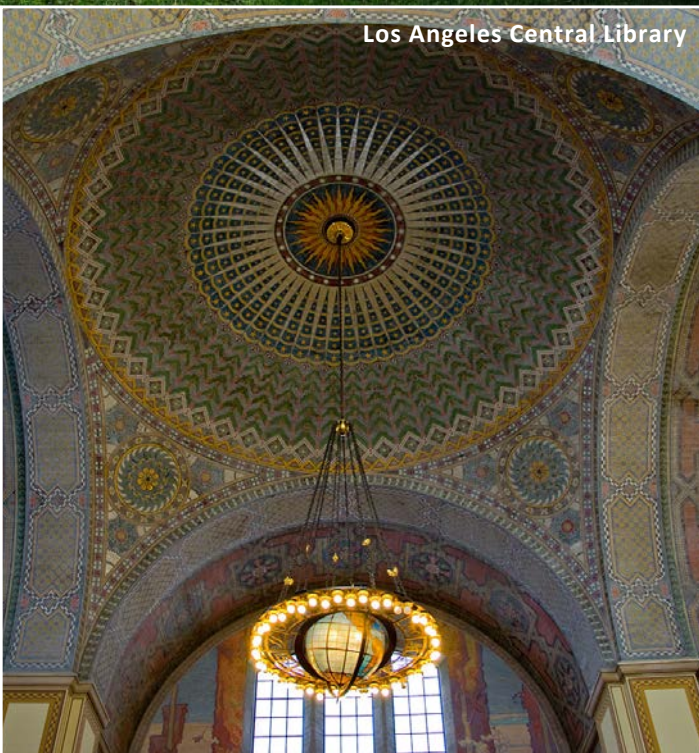
Adjacent to USC is **Exposition Park**, home to many of LA's major museum institutions, including the **California African American Museum**, **California Science Center**, **Natural History Museum of Los Angeles**, and the upcoming **Lucas Museum of Narrative Art**.

**SCI-Arc** is one of the nation's few independent architecture schools, and an integral part of the emerging cultural hub of the city, comprising two on-campus exhibition spaces on a quarter-mile long, former freight depot in the Arts District.

Relocated from Miracle Mile to the Arts District, the **Architecture + Design Museum (A+D)** showcases the work of important regional, national and international designers, and provides a forum for contemporary issues in architecture and urbanism that help shape the city itself.

The **Fashion Institute of Design and Merchandising (FIDM) Museum and Library** collects, preserves, and interprets fashion objects and support materials, fostering student and public engagement with access to the collections, exhibitions, and publications.

The **Los Angeles Central Library** is a state-of-the-art landmark of art and architecture fostering broad engagement through its extensive collection resources. The library also hosts exhibitions, literacy programs, computer training, language learning, and events.



Los Angeles Central Library



## CULTURAL COMMUNITIES & SOCIAL IMPACT

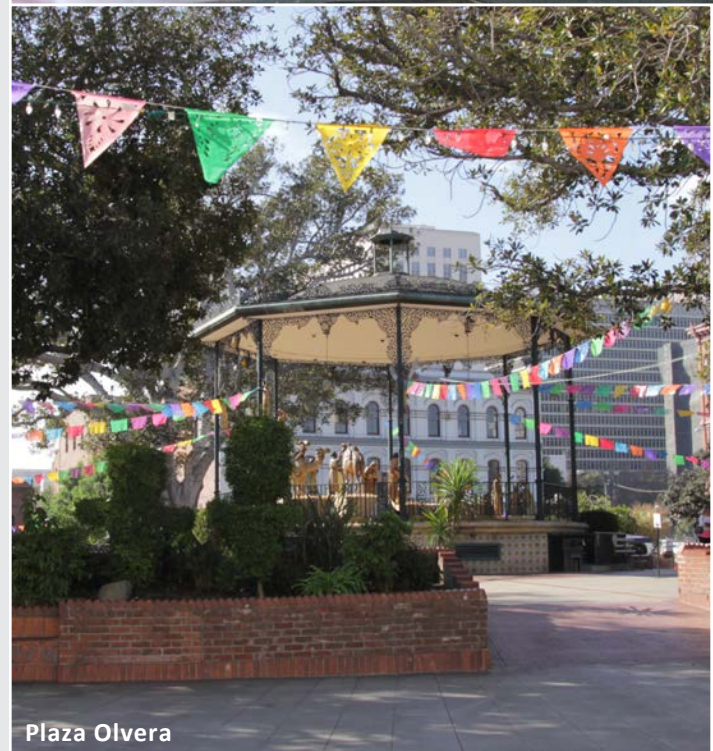
DTLA's cultural significance comes from not just its major institutions, but also the anchored cultural communities that have long called Downtown home.

Little Tokyo was once the largest Japanese community in the nation. Arts and cultural entities, such as the **Japanese American National Museum** and **Japanese American Cultural Community Center**, are the pillars that keep it thriving today, with **Nisei Week** drawing thousands for an annual cultural celebration.

Cultural expression plays a primary role at **El Pueblo**, Los Angeles' historic birthplace. At its center is **Plaza Olvera**, with regular programming reflecting Latino traditions. El Pueblo is lined with museums showcasing the area's Mexican origins, such as **LA Plaza de Cultura y Artes**, as well as other cultures that have called Downtown home, like the **Italian American Museum LA** and the **Chinese American Museum**.

To the north, Chinatown offers an eclectic mix of Chinese-American businesses and restaurants alongside culturally-inspired architecture and local galleries on **Chung King Road**. Chinatown's cultural impact extends to the wider public during **Chinatown Summer Nights**, a series of evening festivities drawing together artists, musicians, restaurateurs and local businesses.

Many cultural organizations in DTLA are also committed to supporting artists and underserved communities. The **Brewery Art Colony**, known as "the largest live-and-work artists' colony in the world," is comprised of 21 former warehouses, serving hundreds of artists and businesses in work studios, living lofts, and galleries. **Art Share LA** provides artists with space to create and exhibit their art as well as reside with on-site affordable housing — offering stability and support in an ever-changing landscape. **Inner-City Arts** is an oasis of learning, achievement, and creativity in the heart of Downtown LA's Skid Row and a vital partner in creating a safer, healthier Los Angeles. **Piece by Piece** offers low-income and formerly homeless residents free mosaic art workshops using recycled materials, supporting them with marketable skills, self-confidence, earned income and an improved quality of life.



Plaza Olvera





Chinatown

## CHINATOWN SUMMER NIGHTS

**2** KCRW DJs,  
**1** craft market,  
& **10** food trucks

## LITTLE TOKYO NISEI WEEK

**80** years  
running

## PIECE BY PIECE

**1,060**  
participants, **1** ton  
of recycled  
materials, **293**  
projects completed



Piece by Piece

EL PUEBLO  
**2 million**  
visitors annually





## ECONOMIC & SOCIAL IMPACT OF DTLA ARTS & CULTURE

There is no question that the arts help shape and enhance communities, and Downtown Los Angeles is amongst the best examples in the nation. Cultural investment in DTLA is actively concentrating LA's creativity, innovation, and human capital in the dense, diverse center of the city, **elevating quality of life, raising economic standards, encouraging visitorship**, and ultimately **fostering a climate of growth and improvement**.

The strength of the culture industry is helping Downtown attract major investment and engagement across all of its other key sectors: office, residential, retail, and hospitality.

Proximity to DTLA's flourishing arts and culture scene is an attractor for growth companies, particularly in the TAMI industries (technology, advertising, media, information), and the creative talent they employ. Millennial workers are especially drawn to dynamic urban places with access to both good jobs and vibrant lifestyle.

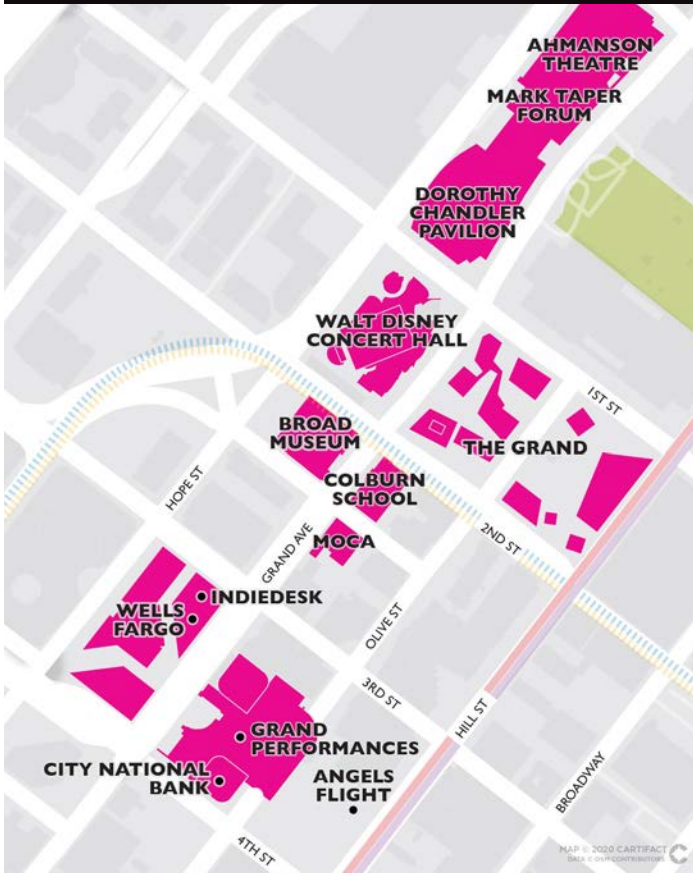
Landmark cultural entities and world-class offerings increase the number and frequency of local and regional visitors, as well as national and international travelers, including "cultural tourists" who stay longer and spend more. All of which has led to a boom in hotel projects, especially boutique properties that also cater to the creative business traveler.

With this growing mix of workers, residents, and visitors gravitating to local offerings, retailers and restaurateurs continue to open and thrive near cultural entities in DTLA, enhancing pedestrian activity, expanding the local economy, and improving the culinary culture in a virtuous and reinforcing cycle.

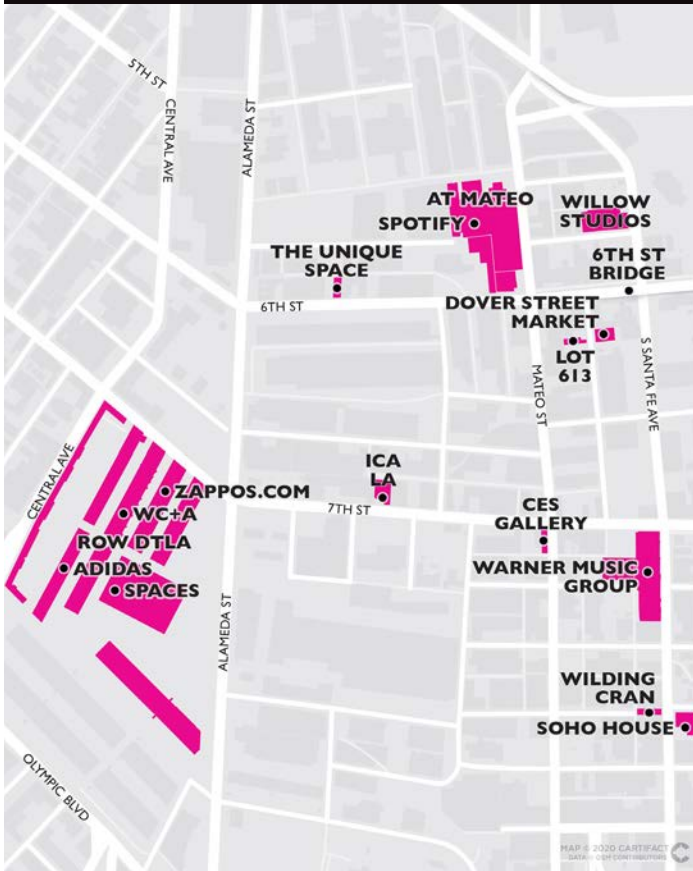
And thanks to the increased investment and attention all of this activity brings, cultural organizations that serve Downtown's disadvantaged communities receive increased exposure and support as well. Culture and the arts continue to be leveraged as a means to tell local communities' unique stories and as a force for broad economic and social equity and inclusion.



## GRAND AVE/BUNKER HILL



## ARTS DISTRICT SOUTH



## OFFICE & INDUSTRY

With a weekday population of over 500,000, Downtown has one of the largest concentrations of highly skilled and globally engaged workers in the nation, making it a desirable environment for companies to attract top talent. These demographics are also a prime driver of the impressive scale of both commercial and residential development.

For decades, **Bunker Hill** has been the premier location for Class A office space in Los Angeles. But a major increase in cultural capital along Grand Avenue is fueling new investment and further enhancing the area's appeal. The additions of The Broad and The Grand — the under-construction major mixed-use development by architect Frank Gehry — have spurred companies like **City National Bank** to make long-term commitments — becoming the primary tenant of the 2Cal tower.

**Brookfield**, Downtown's largest property owner, has made significant investments in renovating and reactivating their Bunker Hill properties, supporting both traditional tenants such as **Wells Fargo** and a new generation like start-up incubator **IndieDesk**.

The powerful cultural identity of DTLA's Arts District is also attracting a swell of new office space and tenants ranging from established media like **Warner Music Group**, relocating their global headquarters to the renovated **Ford Factory**, to fast-growing tech like **Spotify**, moving into the new mixed-use **AT MATEO** property, also home to the **USC Roski School of Art and Design**. Capitalizing on the appeal of adaptive reuse projects, **ROW DTLA** has transformed 1.3 million sq ft of industrial buildings into a giant creative campus, attracting office tenants such as **Adidas** alongside a curated selection of retailers and restaurants.





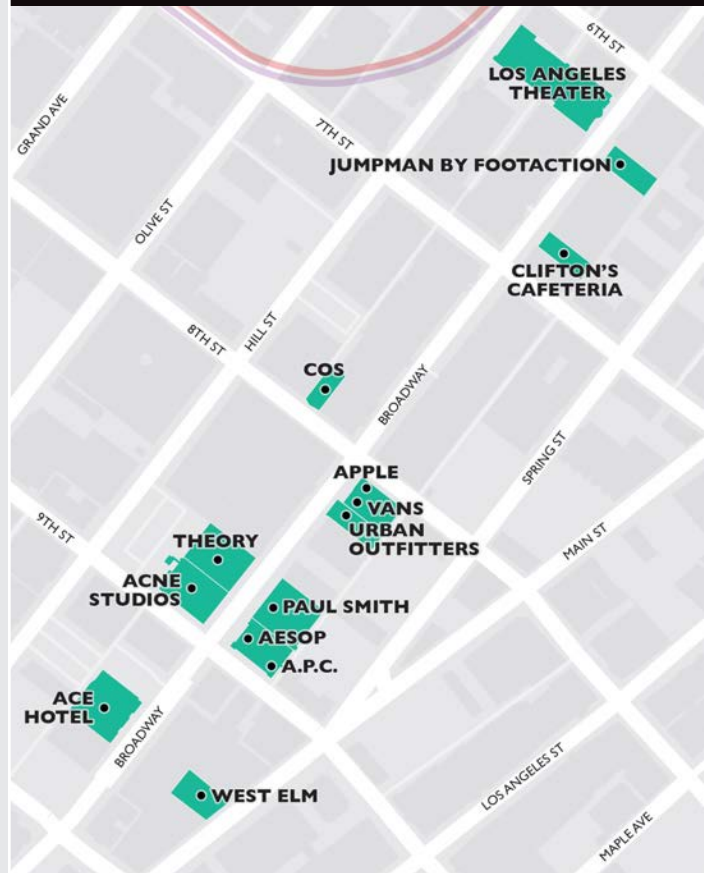
## RETAIL

Unique, highly-visible retailers - from national brands to independents - continue to flock to the DTLA scene. Downtown is also home to the West Coast fashion industry, with over 100 blocks of designers, manufacturing, and showrooms in the Fashion District and the highly-regarded **Fashion Institute of Design & Merchandising (FIDM)**.

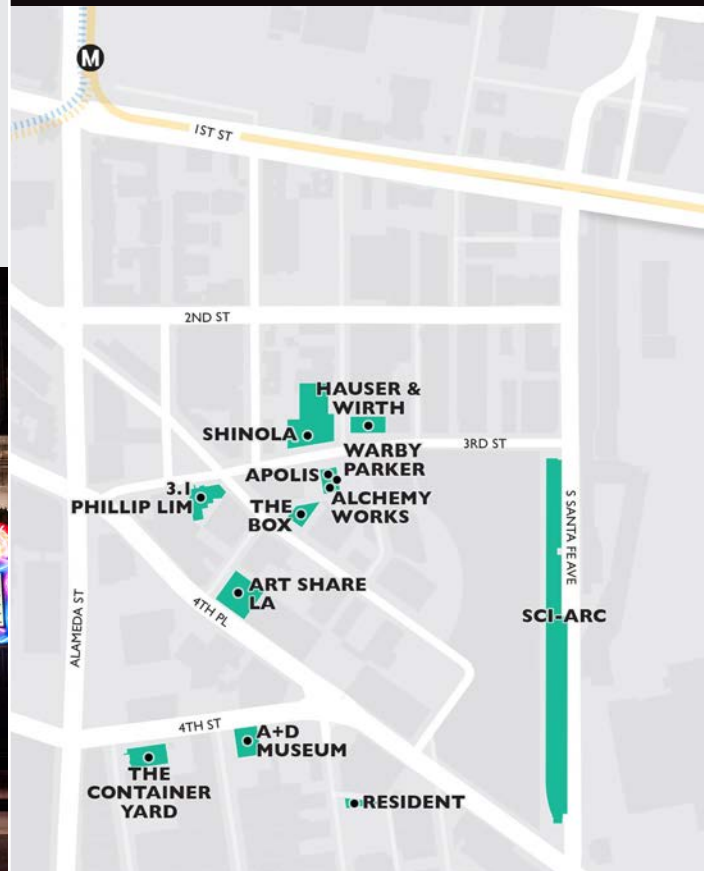
Thanks to the Bringing Back Broadway initiative of local Councilmember José Huizar, retailers like **Acne Studios**, **APC**, **Paul Smith**, **Urban Outfitters**, **Theory**, and **COS** have committed to Broadway as their outpost in the Downtown market. These fashion-focused retailers are being joined by major brands like **Jumpman by Footaction** and **Vans** further north on the corridor. Capitalizing on the highly creative **Ace Hotel** and thriving on proximity to the **historic Broadway theatres**, these investments are creating a vibrant, culturally-rich, and experiential retail mix.

Following years of arts-driven growth, the north end of the Arts District has welcomed a new contingent of contemporary, locally-oriented retailers strategically positioned around compelling murals and art spaces such as **Hauser & Wirth** and **Art Share LA**. Retailers like **Apolis**, **Shinola**, **3.1 Phillip Lim**, **Warby Parker**, **Dover Street Market**, and **Alchemy Works** now highlight the area, making it one of the city's new must-go destinations, and prompting Fashionista.com to tout DTLA as “**the coolest place in the country for fashion brands to open up a store.**”

### BROADWAY



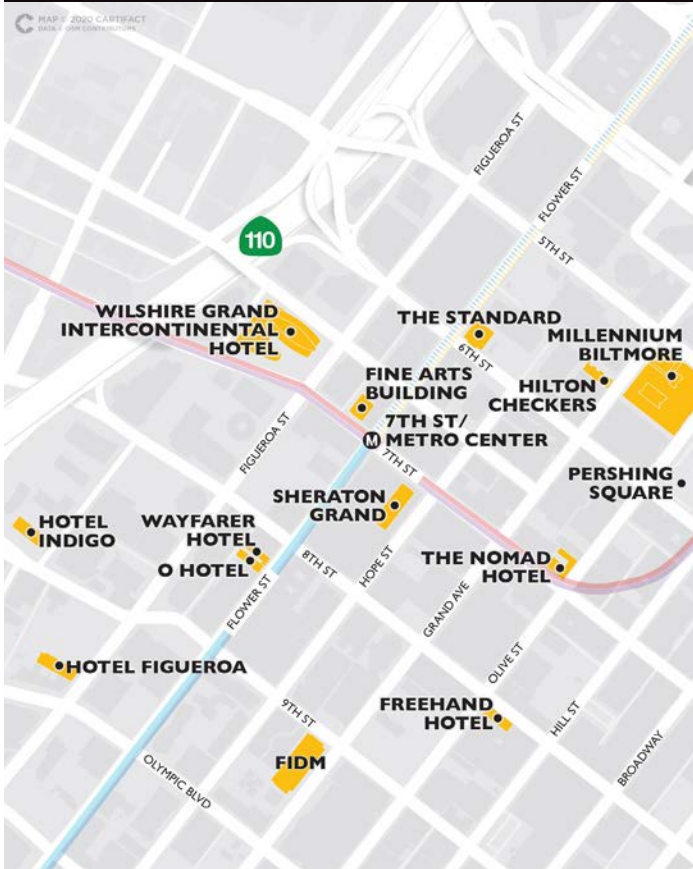
### ARTS DISTRICT NORTH



Urban Outfitters



## FINANCIAL DISTRICT



## SOUTH PARK



## HOSPITALITY & TOURISM

Unique cultural assets, alongside a rapidly evolving industry mix and a booming residential population, are attracting millions to not just visit, but stay in DTLA.

As Downtown is increasingly seen as a “home base” for visitors to the greater Los Angeles area, new hospitality offerings are on an unprecedented rise. Hotel development is strategically locating itself around key cultural hubs and entertainment districts, such as **Grand Avenue** and the **L.A. Live / Convention Center** complex.

With tourists coming to DTLA to experience Downtown itself, as well as the rest of the region, there is a strong desire for proximity to its local cultural offerings. This positions the Financial District as a prime location for hospitality development. Unique properties such as the **Freehand Hotel** and **The NoMad Hotel** have come to the District in recent years, as have larger luxury groups like **Intercontinental** with their flagship location at **Wilshire Grand Center** and other refurbished hotels such as **The Wayfarer** and **Hotel Figueroa**.

Hotel development is expanding most rapidly in South Park, serving both convention-goers and the millions of visitors coming for entertainment and cultural experiences. In close proximity to L.A. LIVE and the Figueroa Corridor, Marriott’s existing **Ritz-Carlton**, **JW Marriott**, **Courtyard**, and **Residence Inn** properties are being joined by new luxury flags such as **Park Hyatt**, the **W Hotel**, and the under-construction **Marriott AC** and **Moxy** hotels.





## RESTAURANTS & FOOD CULTURE

There is no better way to understand local and global cultures than through food, as culinary culture is both deeply primitive and bursting with new means of expression. Los Angeles has recently been hailed as “the most exciting food city” in the world, an evolution that is concentrated in DTLA. Of TimeOut’s 31 Best LA Restaurants, 10 are in Downtown.

The success of DTLA’s food scene comes in part from young entrepreneurs who bring deep community engagement to their restaurants, bars, specialty shops, and coffee houses. In addition to serving an increasing demand for locally produced, wholesome foods, they are highlighting Downtown’s culinary creativity on a national stage.

The **Historic Core** has emerged as one of the nation’s top dining destinations, anchored by **Grand Central Market**, a 100-year-old food hall that has been rediscovered and revitalized by vendors and customers alike. Local chef Josef Centeno has also had a major impact with four of the city’s top-ranked restaurants including **Bacö Mercat** and **Orsa & Winston**. Many lauded restaurants are now clustered here, including **Hock + Hoof**, a contemporary American restaurant merging classic French techniques with refined Asian ingredients and flavors.

Deeper into Downtown, culinary expression is taking root in the Fashion District as well. **Poppy & Rose** offers a floral homage alongside beloved breakfasts to the hundreds of patrons and vendors of the bustling LA Flower Mart. Nearby, the major new City Market South project is attracting high-end restaurants such as **Rossoblu** and **Dama**.



Grand Central Market



Hock + Hoof



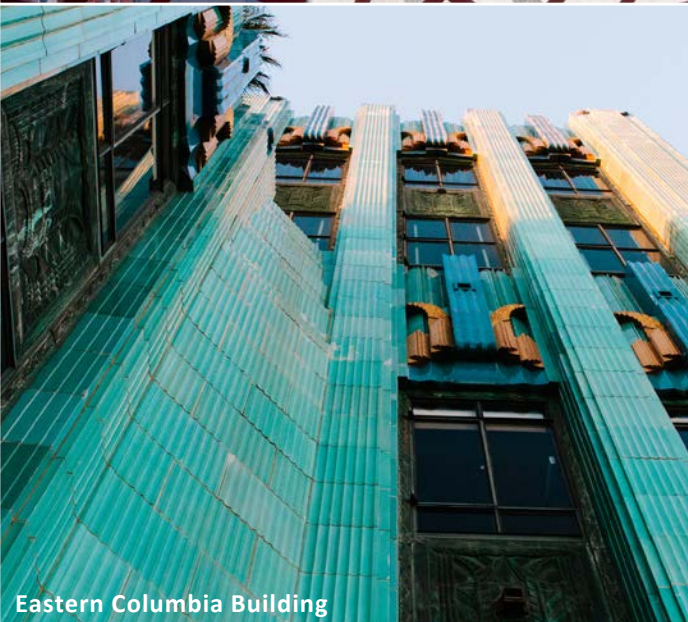
Metropolis



Blossom Plaza



Eastern Columbia Building



## RESIDENTIAL COMMUNITIES

Perhaps the most impressive evidence of Downtown's cultural allure has been the rapid growth of its residential communities. What was once a place where many worked but few lived has become one of LA's most sought-after residential areas thanks in great measure to the pioneering artists, art spaces, and culture entities that demonstrated the appeal of the city's urban center.

In 2000, Downtown's residential population was 27,849. Now, it is more than 80,000 and projected to top 200,000 by 2040. This boom has occurred across all of Downtown's neighborhoods, from adaptive reuse projects in the **Historic Core** to ground-up towers in **South Park**, market-rate developments in **Chinatown**, and affordable housing for artists and seniors in **Little Tokyo**.

DTLA's unique residential communities have their own relationship to local arts and culture, and support a diverse and thriving creative ecosystem. Thanks to both new development and vibrant existing communities, residential life in Downtown transcends any one neighborhood, offering access and proximity to all of DTLA's cultural opportunities.

As development alone does not create demand, cultural engagement and a strong sense of community have been prime factors in the unprecedented growth across Downtown, with 80% of residents saying they are passionate about DTLA, and 73% feel part of the DTLA community. The greater the engagement, the greater the returns. Very simply: culture draws residents and residents support culture.





## CONCLUSION & RECOMMENDATIONS

Arts and culture has been a dynamic catalyst of Downtown's renaissance over the last 20 years. It has sustained the viability and character of its unique communities, while helping attract a flood of new residents, workers, visitors, companies, investment and development. And it has greatly enhanced DTLA's local, national and international image and appeal.

DTLA is now home to many of the nation's top museums, galleries, and cultural institutions. Performing arts are being revitalized by emerging companies eager to call Downtown home. Thriving entertainment districts welcome millions of visitors to sporting events, concerts, and nightlife experiences. Many of the city's most popular parks and plazas have themselves become sites for public art and creative gatherings, with temporary installations and activations, making innovative use of Downtown's wealth of venues, public spaces, and walkable streets. Cultural communities long-anchored in Downtown LA use art and culture to tell their story, and local organizations find meaningful ways to give back and support Downtown's own disadvantaged residents.

This culturally vibrant ecosystem makes DTLA one of the world's top urban centers, attracting a wave of new office and industry tenants, retailers, hospitality groups, and residential developers, to fuel its growth and shape its evolution.

As arts and culture have laid a strong and dynamic foundation for the future of Downtown, it will be imperative for organizations, developers, and local leaders to recognize its value and support its continued growth. A diverse array of cultural offerings and solid investment in public culture are essential to maintaining DTLA's sense of place and realizing its promise of engaging and fulfilling work, life, and play.



Local leaders and stakeholders should support culture that engages and benefits residents, workers, and visitors alike. As reflected in urban centers around the world, audiences are increasingly looking to Downtown Los Angeles for experiences that are:

**AUTHENTIC:**

Increasingly, cultural consumers seek unique, authentic experiences rather than familiar, generic offerings. Culture that responds to this desire to discover and explore is a powerful attractor and key differentiator for top cities.

**EXPERIENTIAL:**

People prefer active engagement, and DTLA provides a rich sense of its history, present, and future through the sensory experiences and activities of its cultural communities and institutions.

**DIVERSE:**

Heightened interest in cultural diversity has increased demand for experiences that touch a broader range of genres, customs and traditions. Downtown is uniquely positioned to engage this interest and support that culture.

Using these three qualities as guides, public and private sector players in DTLA — particularly the business and real estate community — have a tremendous opportunity to capitalize on Downtown's existing cultural assets and cultivate its thriving creative ecosystem. Developing partnerships between artists, cultural stakeholders, leaders of the entertainment, fashion and tech industries, developers, architects, and government, can support Downtown's continuing economic growth and social vitality.

With innovation and collaboration across sectors and active support of individuals and institutions, Downtown Los Angeles will continue to expand its image and reality as one of the world's leading centers for culture, creativity, and economic prosperity.







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