



EXECUTIVE COMMITTEE

Teleconference Meeting

Call in: 213-338-8477 Meeting ID: 838-9272-9845 Passcode: 992555

Meeting Link: <https://us02web.zoom.us/j/83892729845?pwd=aUIRUVo3YzJkVWZiNmZod2dEazZhUT09>

Wednesday, December 9, 2020

8:00 am – 8:30 am

AGENDA

- | | | | |
|-------|--|-----------------|---------|
| I. | CALL TO ORDER | | CUSHMAN |
| II. | PROPERTY OWNER/PUBLIC COMMENT PERIOD | | CUSHMAN |
| III. | APPROVAL OF MINUTES: August 3, 2020 | (ACTION) | CUSHMAN |
| IV. | 2020 ANNUAL ACCOMPLISHMENTS PRESENTATION | | HOLLEY |
| V. | CLOSED SESSION | | |
| | a. Performance Evaluations, California Government Code § 54957 | | |
| | i. Suzanne Holley, President and CEO | (ACTION) | HOLLEY |
| | ii. Nick Griffin, Executive Director | (ACTION) | HOLLEY |
| | iii. Staff (other than senior management) | | HOLLEY |
| VI. | REPORT OF ACTION TAKEN AFTER CLOSED SESSION | | HOLLEY |
| VII. | CEO REPORT | | HOLLEY |
| VIII. | NEXT MEETING – <u>TBD</u> | | CUSHMAN |
| IX. | ADJOURNMENT | | CUSHMAN |

MEETING MATERIALS ARE AVAILABLE AT 600 WILSHIRE BLVD., SUITE 870. THANK YOU.

Note: In compliance with the Americans with Disabilities Act and its implementing regulations, the DCBID will provide reasonable accommodations upon request, which must be received 24 hours in advance of the desired meeting date. To request such an accommodation, please contact Executive Assistant Kevin Thomas, at 213-416-7534 or kthomas@downtownla.com.

Posted Friday, December 4, 2020



Property Owner/Public Comments on Agenda Items



Minutes



Downtown Center Business Improvement District

EXECUTIVE COMMITTEE of the BOARD OF DIRECTORS

Teleconference Meeting

Call in: 213-338-8477 Meeting ID: 816-5776-1482 Passcode: 992555

Meeting Link: <https://us02web.zoom.us/j/81657761482?pwd=MndVL1JPc1NoWGpiTGpXLzNhN1N4dz09>

MEETING MINUTES

August 3, 2020

Executive Committee Members Present

Robert Cushman, Sauli Danpour, Pekar Pilavjian, Cari Wolk

Absent

None

Staff

Suzanne Holley, Nick Griffin

CALL TO ORDER: Mr. Cushman called the meeting to order at 1:03 PM.

PROPERTY OWNER/PUBLIC COMMENT ON POSTED AGENDA ITEMS: None.

APPROVAL OF MINUTES: On a motion made by Mr. Danpour and seconded by Mr. Pilavjian, the Committee unanimously approved the minutes for the Executive Committee meeting of December 4, 2019.

DIVERSITY, EQUITY, & INCLUSION PROGRAMMING: Mr. Griffin reviewed a memo regarding proposed expenditures for diversity, equity and inclusion consulting services provided for the Committee's consideration.

On a motion made by Mr. Pilavjian and seconded by Mr. Danpour, the Committee unanimously agreed to not move forward with the expenditures at this time.

CEO REPORT: Ms. Holley reported:

- RHF Housing's Petition for Rehearing with the Court of Appeal was denied. If RHF wishes to file for a Petition for Review by the California Supreme Court, they must do so by August 7, 2020.
- Assessment collections are \$136K under budget primarily due to \$40K from County collections and \$95K from State collections.
- The Director of Operations position has been placed with Jorge Castro being promoted to the position.
- Ms. Holley then excused herself from the meeting.

CLOSED SESSION: The meeting entered Closed Session at 1:49 PM. Closed Session ended at 1:54 PM.

REPORT OF ACTION TAKEN AFTER CLOSED SESSION: Mr. Cushman noted that:

The officers unanimously approved a motion to extend Suzanne Holley's employment contract for two years contract with its current terms.

OLD BUSINESS: None.

NEW BUSINESS: None.

NEXT MEETING: TBD

ADJOURNMENT: The Executive Committee meeting was adjourned at 1:56 PM.

***Pursuant to California Executive Order #N-29-20 dated March 17, 2020, the Downtown Center Business Improvement District Executive Committee conducted its meeting via teleconferencing. The meeting was accessible telephonically and electronically to all members of the public seeking to observe and address the Committee.*



2020 Annual Accomplishments



Memorandum

To: DCBID Board of Directors
From: Suzanne Holley, President & CEO
Date: December 9, 2020
Re: 2020 DCBID Accomplishments

What a year...

Months-long civil unrest, local political corruption, a historic national election, a combined NBA Championship and World Series win – any of these would have made 2020 an epic year for our District, so it is truly hard to believe that in fact they all paled in comparison to the impact of the COVID-19 pandemic. Everything we did this year was colored by COVID – responding to it, living with it, working around it, helping the businesses in our District survive it (on top of everything else), and laying the groundwork for how we recover and what comes next.

We started the year cohosting a CD14 candidate forum in January with other DTLA business improvement districts, focusing on an election that would end the long-running instability in the office of our closest city partner. But our attention quickly pivoted to a new reality with the Safer at Home orders that commenced in March.

We started by aborting nearly every plan we had set for the year and rapidly, repeatedly, reinventing them to meet the most immediate needs of ever-shifting circumstances. For those of us who have worked from home since March 13, I am incredibly proud of what we were able to accomplish from our home offices, dining room tables, and living room couches while managing the unprecedented life challenges this situation presented. And I am humbled by the commitment from those of us that continued to work in the field every single day to keep our District clean and safe in the face of daunting conditions.

Finally, I am indebted to all of our Board Members whose already full plates – overflowing with new concerns and responsibilities – still managed to double down in support of the BID with record meeting attendance, communication, ideas, and generous appreciation of our staff and operations workers with food, gift cards, and warm messages of gratitude.

Here is a very large nutshell of what we were all able to achieve in this (hopefully) unique year.

Significant Achievements

I. COVID Response – Highlights:

Due to COVID, nearly all programs set for the year were not feasible as planned and there were prolonged staffing vacancies. However, as summarized below and detailed further in this report, creative and responsive services were provided, new and meaningful programs were developed to address immediate needs and provide a platform for the future, and excellent candidates were recruited with all vacancies filled.

A. Administration & COVID:

One of the many challenges COVID presented was meeting the City Clerk requirement that the DCBID spend down to less than \$722K rollover by year-end 2020. The DCBID successfully achieved the required rollover—not only without sacrificing the quality of the services it provided but by working thoughtfully to make them even better.

B. Operations & COVID:

While the unemployment rate soared across the nation, as essential service providers funded by assessments, the DCBID was able to retain all employees during COVID. Safety measures were implemented for contract workers, and enhancements to the environment – such as social distancing signage on sidewalks and waste receptacles – were added through the District.

C. Economic Development & COVID:

Immediately upon shutdown, the Economic Development team created online resources for impacted businesses. Programming – which relied heavily on in-person meetings and tours – all had to be shelved. The placemaking initiative, which commenced at the end of 2019, took on a whole new perspective in light of what we imagined a post-COVID environment would look like and thus DTLA Re.Imagined was born, a program designed to generate enthusiasm about returning to DTLA. Our wildly successful tours were also reimagined with the development of a whole new virtual tour program. Going forward, we will no longer be limited by the capacity of our bus or the location of our guests and will be able to present our District in entirely new ways. Building on our survey skills and using our 2020 Survey (which we released this year) respondents, we launched our Recovery Compass Tracking Survey to gauge consumer sentiments and behaviors and help guide recovery efforts.

D. Marketing & COVID:

The implementation of a new website in March allowed the Marketing team to quickly populate our website with business support services, including a #TogetherDTLA Gift Card Giveaways campaign and featured businesses pages. Our signature in-person events were canceled in form only: the Safety Appreciation BBQ was converted to Thankful Thursdays gift bag giveaways for Medical Responders, Dog Day was converted to a virtual event, and Halloween for Downtown Kids happened with a festive drive-thru. Rather than mixers, outreach to residents and workers was via DTLA gift

bags with gift cards supporting local businesses, and promotional campaigns such as DTLA Grand Giveaway and DTLA for the Holidays continued. With money saved from in-person events, Marketing spent the last several months of the year on an ambitious search engine optimization (SEO) project that will greatly improve online visibility for our District businesses in the future.

II. Advocacy:

As a contractor for the City of Los Angeles, it is routine for the DCBID to communicate with City family members and on occasion with our County representatives. It is also routine for the DCBID to monitor state-level activity, which may impact the BID. But this year, the rapid pace at which conditions changed was unprecedented, and a much higher level of vigilance and response was needed to represent District stakeholders.

A. City & County Outreach:

1. Office Reopening & Al Fresco: Office towers had made significant investments in following reopening guidelines to ensure that inhabitants were safe. Allowing office workers to return is critical not only for the towers, but also for the survival of the restaurants, services, and other businesses that support Downtown office workers. We met with the Mayor's office and County officials to explain the extraordinary efforts that businesses had taken and determine how office reopening could be facilitated. We also communicated with the LADOT on expanding its Al Fresco dining, indicating that it was a materially beneficial program to business owners.
2. LADOT: LADOT took this slow time on the city streets as an opportunity to accelerate a significant number of road improvement projects – much-needed work to be sure, but the enhancements – including bike lanes, bus lanes, barriers, etc. – went beyond basic repairs, and the timelines were so compressed that the window to provide stakeholder input was materially narrowed from what it would normally be. Recognizing this, we moved quickly and forcefully to ensure that our stakeholders were represented as the following projects were implemented:
 - a. **7th Street Improvements** – repaved streets and restriped lanes; automobile lane reductions, metered parking and loading zones relocations, and protected bicycle lanes with buffered areas with plastic bollards added from Figueroa Street to Broadway. We arranged for board presentation and stakeholder meetings and worked with the Los Angeles Athletic Club on their specific concerns regarding disabled access.
 - b. **5th Street/6th Street Improvements** - repaved streets and restriped lanes; added protected bike lanes on 5th Street and 6th Street, between Spring Street and Central Avenue (LADOT); and added bus-only lanes operating on weekdays from 7:00 am to 7:00 pm (LA Metro). We arranged for board presentation and stakeholder meetings and worked with the Heron Building to ensure that their 6th St. loading spaces could be relocated.

- c. **Olive Street Bike Lane Upgrade** – repaved streets and restriped lanes; upgraded and switched the existing Olive Street bike lane on the right side of the street from Pico Boulevard to 7th Street to a parking-protected bike lane on the left side of the street. Scheduled stakeholder meetings.
 - d. **Grand Avenue Improvements** - repaved streets and restriped lanes from 4th St. to Pico Blvd; upgraded and switched the existing 7th St bike lane on the right side of the street from Wilshire to Pico Blvd to a protected bike lane with buffered areas with plastic bollards on the left side of the street; added a new protected bike lane from 5th St to Wilshire on the left side of the street. We assisted One Wilshire regarding their safety concerns about the conflict between the relocated bike lane and their garage parking entrance, and assisted the Biltmore in convincing LADOT to relocate the new bike lane away from the sidewalk curb to maintain access to their hotel parking entrance.
3. Central City Association (CCA) Coalition: Joined CCA coalition of residents, business owners and operators, nonprofits and civic organizations committed to Downtown Los Angeles (DTLA) to advocate to the City for much-needed health, safety, and economic development support for Downtown. Joined subsequent meetings with City Attorney and Mayor’s Office.
- B. State: As a member of the Board of Directors of the California Downtown Association, successfully advocated for the defeat or support of the following state legislation and measures:
- 1. **SB 939 (Wiener) – Commercial Tenancies: Evictions - OPPOSED
BILL WAS HELD IN SENATE APPROPRIATIONS COMMITTEE**
This bill would have forced commercial space lessors to provide rent-free space for an extended period of time with no specific end date. The bill also contained provisions that would have undermined and or nullified existing lease contracts.
 - 2. **AB 1436 (Chiu) – Rental Payment Default: State of Emergency – OPPOSED
BILL WAS HELD IN SENATE RULES COMMITTEE**
AB 1436 linked rent deferral to the duration of the state emergency – which could last more than a year - without any compensation to landlords.
 - 3. **AB 1976 (Eggman) – Laura’s Law – SUPPORTED
SIGNED BY THE GOVERNOR ON 9/25/20**
“Laura’s Law” assists mentally ill individuals who are unable to access community mental health services voluntarily by allowing family members, relatives, cohabitants, treatment providers, or peace officers to initiate the Assisted Outpatient Treatment (AOT) process on their behalf. Laura’s Law originally required counties to go through a process to “opt-in” to the program. This amendment converted this to an “opt-out” program and removed the sunset provision.
 - 4. **Proposition 15 – \$12 Billion Dollar Commercial Property Tax Increase -
OPPOSE**
Voters rejected this measure 48% (yes) to 52% (no)

The ballot measure would have made significant changes to the current Proposition 13 (enacted by voters in 1978) by allowing local governments to assess commercial property taxes based on that property's current market value versus capping the tax assessment based on when that property was sold.

5. **Proposition 21 – Rent Control – OPPOSE**
Voters rejected this measure 40.1% (yes) to 59.9% (no)

The proposition would have repealed portions of the state's existing rental housing laws and open the door for extreme forms of "rent control" that would likely be enacted at the local level. Prop. 21 would have allowed for the establishment of permanent price caps on all forms of housing, including single family homes and condominiums.

III. PATH Partnership:

In 2015, the DCBID executed a contract with PATH (People Assisting the Homeless) to provide full-time, on-the-street, mobile outreach to connect homeless individuals in the District with much-needed services including housing, and mental health and wellness services, and to provide training and education to DCBID Safety and Maintenance teams. The Board voted to extend the PATH contract for another year in 2020 based on the program's success. In the fifth contract year, the teams completed 171 Coordinated Entry System (CES) assessments and connected 207 individuals with housing services. With the Project Roomkey program becoming available due to the COVID-19 pandemic, more temporary housing opportunities opened up for individuals with the goal for those individuals to be placed in a long-term housing facility.

Accomplishments by Department

I. Administration:

A. Virtual Property Owners Meeting:

The inability to meet in person due to COVID actually created new opportunities to reach a broader audience by converting our Annual Property Owners Meeting to a virtual event. With the money saved from hosting at a live location, we printed Annual Reports with a commissioned colorful illustration featuring many of the District's key points of interest and mailed hard copies to all District property owners along with an invitation to participate in the meeting. A recording of the meeting was posted on the website for all who could not attend.

B. RHF Housing Lawsuit:

1. Pretender Legal Fees: We successfully advocated for - and received reimbursement of - \$40K in disputed pretender legal fees.
2. Lawsuit Status: While the court found in favor of the DCBID in 2018, RHF Housing submitted an appeal in January of 2019. In June of 2020, the appeals court affirmed

the trial court's ruling in favor of the DCBID. Subsequently, RHF filed a Petition for Rehearing with the Court of Appeal. RHF's request was denied by the appellate court. RHF then filed a Petition for Review with the California Supreme Court, which was granted in September 2020. We are preparing a response to their opening brief, which was filed in November. It is anticipated that the case will take 18 months for resolution.

C. Annual Audit:

Consistent with prior years, we successfully completed a clean annual audit with no material weaknesses in internal controls.

D. Board Membership: Recruited three new board members:

1. Eric Grossman, Vice President, Investments of Equity Residential (Eric also joined the Finance Committee), representing Stoa / Milano Lofts / Pegasus Apartments / 4th & Hill (proposed)
2. Winston Yan, Executive Vice President, General Manager & Chief Technical Officer of Greenland USA, representing Metropolis
3. Adam Daneshgar, President Langdon Street Capital, representing Grand Central Market

Given the interest of significant owners to participate on the Board and the idea that more "hands-on deck" would assist in our recovery effort, a Nominating Committee was formed to explore the possibility of expanding the Board. The Committee met to review the current Board composition, new members recommended, and vet board expansion. Their recommendation will be brought to the full Board on December 9, 2020.

E. Staffing:

1. Promoted Michael Ashkenasi to Director of Administration and Policy
2. Promoted Jorge Castro to Director of Operations
3. Hired Gerald Pierce as Maintenance Superintendent to replace Jorge's role as #2 in command of the Service Center. Gerald had previously served for several years as the DCBID's Maintenance Project Manager under contract with Chrysalis.
4. Hired Cole Judge as Program Manager. Cole is a seasoned research professional formerly employed by Progressive Urban Management Associates (P.U.M.A.) in Colorado and the International Downtown Association in Washington D.C., two well-respected organizations in the place management field.
5. Hired Annie Canada, Senior Content Marketing Specialist. Annie, with an extensive background in real estate marketing—having worked in Cushman & Wakefield for several years as Communications & Marketing Manager--has taken on writing a large portion of all DCBID communications.

F. Staff Training:

1. Sexual Harassment Prevention Training: Completed sexual harassment prevention

training, newly required in California for employers of 5 or more employees.

2. DEI: Worked with consultant to develop and provide diversity, equity, and inclusion (DEI) training for staff.

G. Employee Handbook:

Performed extensive review of employee handbook, updating as needed, and ensuring consistency with current labor law, including the following legislation passed this year:

- 1) **California Family Rights Act (CFRA) Expansion.** SB 1383 Expands CFRA in various ways including requirement that businesses with as few as five employees to provide 12 weeks of mandatory family leave per year.
- 2) **Paid Sick Leave Designation.** AB 2017 Provides employees sole discretion to designate days taken as paid sick leave under Section 233 of the Labor Code.

H. Radio Repeater Relocation:

Due to the growth in the District, radio transmission from the existing location of the repeaters had been diminished, with some areas dropping out altogether. Radio communications are critical to DCBID field operations. We asked board members if there were any opportunities to provide rooftop space on their buildings for this use, and we engaged our radio contractor to conduct an assessment to determine optimal locations. 611 Wilshire, owned by Board member Sauli Danpour, was determined to be an ideal location. A very favorable rental contract was executed, and the repeaters were relocated, subsequently greatly improving communications.

I. Office Access System Upgrade:

Upgraded the DCBID office access system with one that enables hands-free access and can be programmed remotely. This will help reduce infection not only during COVID but during normal flu seasons and greatly enhances the flexibility and security of the system but not requiring that access programming happen on-site.

J. Filemaker Pro Upgrade:

Filemaker Pro is the database that we use to store and calculate property tax assessments. We upgraded the system to a new template that will assist us in streamlining assessment calculations.

K. Third-Party Contracts:

Provided the following third-party (non-assessment) contract services, resulting in net income to the BID of approximately \$7K. While providing these services generates revenue for the BID, the primary motivation to engage in this work is that it allows us to maintain areas within our District - not normally under our purview but within view – in a first-class standard at no cost to the BID.

1. Broadway Streetscapes Dress Rehearsal: with the City of Los Angeles to provide maintenance services on Broadway between 2nd and 4th Streets. Almost immediately after the shutdown, the City requested that we cease services on this contract until further notice. While they did renew our contract through January 1, 2021, there remains a hold on any work being done.
 2. Angels Knoll: with the City of Los Angeles to provide maintenance and safety services to the vacant property adjacent to Angels Flight. In an effort to assist the City in reducing their expenditures, the maintenance services provided in this contract were reduced by about half effective 11/1/20. The DCBID continues to be fully reimbursed for all services provided under this contract.
 3. 3rd St. Pedway: with G.H. Palmer Associates to provide safety services for two pedestrian bridges over Figueroa and 3rd St. G. H. Palmer's obligation to provide these services ended on April 30, 2020 and our contract was terminated as well at that time.
- L. LAACO Olive Street Garage Safety: In November of 2019, we commenced a contract to provide nightly safety patrols of the garage in which the DCBID Service Center occupies the ground floor space. The contract, due to terminate June 30, 2020, was extended for an additional year.

M. Value of BIDs Study:

In conjunction with the Los Angeles BID Consortium, we are developing an update to a 2015 study on the Value of BIDs in Los Angeles. This will be used as an educational tool for those unfamiliar with the services and value BIDs provide and may have many different applications.

II. Operations:

A. State Issued COVID-19 Stay at Home Orders:

Under this order and in communications with the Mayor's office, Council District 14, and LAPD, it was determined that the safety, cleaning, and homeless outreach services provided by the DCBID were essential and could continue to be provided. These services have continued since March 19, 2020, without interruption. The DCBID worked with AUS, Chrysalis, and PATH to implement safety guidelines provided by the CDC and the City of Los Angeles. The BID also created a strict cleaning schedule of the Service Center that is performed four times a day. During shift changes, all bikes, vehicles, carts, etc., are thoroughly cleaned before use.

B. COVID Signage:

1. Sidewalk Stencils: Created "STAY SAFE – STAY 6 FEET APART" stencils and painted sidewalks to encourage social distancing.

2. Big Belly Trash Cans: Installed signage encouraging mask and social distancing practices.
3. Standard Waste Receptacles: Outfitted nearly 200 standard waste receptacles with new plaques to accommodate social distancing practice signage, which can be used in the future for other public service messages.

C. Civil Unrest:

1. Protests & Marches: Extra maintenance staff was deployed beginning the last two days of May and continued as needed to address significant graffiti, broken glass, and trash resulting from demonstrations and civil unrest activity following the death of George Floyd. All of the 325 buildings in the District received some form of damage – either graffiti or broken glass. Over 40 District businesses were looted. Deployment of safety team was modified to increase visibility, deter illegal activity, and report maintenance-related issues.
2. Lakers NBA Championship: Performed extensive cleanup and graffiti removal following celebrations of the Lakers championship
3. Dodgers World Series Win: Two weeks after the Lakers event, similar cleanup and graffiti removal was required following the Dodgers World Series win.

D. Clean & Safe Staffing:

1. New AUS Lead: In October, upgraded AUS lead on-site position to Director of Safety Services and hired Paul Hutchinson.
2. New trash truck driver' assistant: Added a driver's assistant position to our trash truck to facilitate and improve the pick-up of trash bags throughout the District.
3. Additional sweepers: Added six (6) additional sweepers for a limited period to assist with maintenance projects, who were also utilized for civil unrest cleanup.

E. Pressure Washing Vehicle: Purchased a new pressure washing vehicle to increase pressure washing throughout the District as a result of feedback from stakeholders, including that received at our annual property owners meeting in July.

F. Tree Trimming: Completed a sixth year of selected tree trimming with 214 trees trimmed.

G. Trash Receptacles: Purchased 30 new trash receptacles. These were placed in high-traffic areas and near new developments and were also used to replace old and damaged receptacles.

H. Electrical Box/Streetlight Pole Maintenance: Continued the beautification project to remove graffiti and stickers and restore the paint on electrical boxes and streetlight poles

throughout the District. We were able to accelerate the project, taking advantage of fewer pedestrians out on the streets due to COVID-19.

I. By the numbers, over the last 12 months:

1. Totals:

- a. 25,397 calls for service received
- b. 110,529 maintenance and safety issues addressed

2. Safety:

- a. 5,775 merchant contacts
- b. 5,405 wellness checks
- c. 1,082 citizen assists

3. Maintenance:

- a. 72,391 bags (806 tons) of trash removed
- b. 15,640 graffiti removals
- c. 13,292 sidewalk washdowns
- d. 323 maintenance issues to the City of Los Angeles for correction
- e. 9,679 special cleanup/spot pressure washing requests

III. Economic Development:

A. Business Resources:

As part of the DCBID's effort to provide valuable resources to Downtown stakeholders during the COVID-19 pandemic, the economic development team curated a page on DowntownLA.com for small businesses, including information on special funding programs, organizations that provide no-cost assistance, and protocols for business re-opening.

B. Business Engagement:

In response to the unprecedented challenges confronting businesses in our District, the DCBID launched a program of in-person, high-touch outreach to our local restaurants and retailers. This effort aims to provide resources to businesses and help the DCBID assess what kinds of initiatives and programs to undertake to achieve maximum benefit. Through this effort, the DCBID made direct contact with over 50 businesses in the District.

C. DTLA Recovery Compass Survey:

The DTLA Recovery Compass is an ongoing tracking study based on survey responses collected every two weeks. It is intended to gauge sentiments and behaviors regarding the pandemic and associated economic impacts to help guide our efforts towards recovery. We collected ten waves of survey responses and published our first three

DTLA Recovery Compass Reports in 2020. We intend to continue this effort into 2021, publishing reports every month.

D. Market Reports:

We produced and published quarterly Market Reports in a simplified format with a letter from the President & CEO discussing current conditions and the path towards recovery. The reports received coverage in Globe St, The Real Deal, LA Business Journal, CoStar, and Connect Media. It was also promoted on our website, newsletters, and social media channels.

E. DTLA 2020 Survey:

We released the DCBID's seventh biennial Downtown LA Survey Report following the cancellation of our promotional launch in March due to COVID. The published report includes a new Executive Summary that puts the survey results in the context of the pandemic as a portrait of the "once and future DTLA."

F. Placemaking Study:

We completed work on our 2020 Placemaking Study with DTLA-based architecture firms CallisonRTKL and Bureau Spectacular, who delivered assessment reports on the streetscapes and public spaces of our District. These will provide a foundation for our placemaking efforts in the coming years. Initial vision pieces were displayed on a banner in front of the vacant Casey's establishment at 613 S. Grand as a "Street Show" public art exhibition element of the upcoming DTLA/Re.Imagined initiative.

G. Streetlight Banners:

To inspire, beautify, and promote the District as we move toward recovery, the DCBID launched a streetlight banner program with the theme of DTLA: Today Meets Tomorrow. The first round of 29 banners was installed on October 1, 2020, in strategic locations around the District and will be expanded to additional locations through 2021.

H. Virtual Tours:

Arising from our current inability to conduct in-person tours, we developed a virtual tour platform to promote the District to investors, developers, and prospective office, retail, and residential tenants. This platform will also provide the BID with a tool to showcase DTLA nationally and globally. The Development Tour is being planned as the first offering and is expected to launch in January 2021, with housing and office tours to follow soon after.

I. DTLA Re.Imagined:

This initiative will consist of a series of events, activations, and exhibits exploring the future of the Downtown Center, with the goal of generating ideas, engagement, and enthusiasm for DTLA's recovery and revitalization. The initiative is based on our 2020 Placemaking Study and features a special section on our website, a virtual symposium, and a public art exhibition in locations around the District. The first "Street Show"

exhibition is a 50' banner adorning construction fencing at the vacant Casey's Pub location on Grand Avenue, which not only promotes the initiative but beautifies the street and deters graffiti.

J. DTLA Works/Art of Retail Campaigns:

We continued our DTLA Works and Art of Retail marketing campaigns, highlighting the best of DTLA office and retail. This "thought-leadership" approach to promoting the office market has proved engaging to our target audiences, driving views, clicks, and downloads of our Office Guide and Retail Report. Due to the impacts of the pandemic, these programs only ran through the first two quarters of 2020.

K. Communications & Information:

1. Email: Maintained regular direct email communication to over 2,200 subscribers of our Economic Development mailing list – which grew by 35% in 2020 - keeping them apprised of DCBID events, reports, and initiatives, as well as relevant outside activities and information.
2. Building Database: Updated and maintained the DCBID building database of over 700 Downtown properties.
3. Community Engagement: The Economic Development team participated in meetings and communications for the following Downtown organizations and projects:
 - a. LA BID Consortium
 - b. Alliance for SoCal Innovation
 - c. Central City Association
 - d. DTLA 2040
 - e. Council District 14
4. Requests for Information: The Economic Development Team responded to over 50 requests for information from various companies and organizations in 2020, including:

- Avison Young	- International Downtown Association
- Brookfield Properties	- Jones Lang LaSalle (JLL)
- California Downtown Association	- Ketchum-Downtown YMCA
- CBRE	- Modern Times Dankness Dojo
- Cognoscenti Coffee	- National Real Estate Development
- Colburn School	- Pepperdine Graziadio Business School
- Conscious Communities	- PPI Capital
- Eastdil Secured	- Related Properties
- Essex Apartment Homes	- Ritual
- Fashion District BID	- The Madera Group
- Fundamental DTLA	- Transwestern
- Hollywood Property Owners Alliance	- Wilshire Metro Realty

IV. Marketing:

A. Events:

DCBID's in-person signature events were canceled as a result of COVID restrictions, and alternative variations with similar goals were held in 2020:

1. 14th Annual Virtual Dog Days was held for two weeks in September, celebrating Dogs in DTLA and promoting local pet vendors. We had over 1,000 visits to the event page, gave out 20 pet-related prizes, and held a doggie photo contest.
2. Thankful Thursdays were held in place of the annual Public Safety Appreciation BBQ. We distributed 300 Thank You gift bags to Downtown-based healthcare professionals at USC Keck, UCLA Health, Kaiser Permanente, and California Hospital. These bags included branded face masks, information about the DCBID, and assorted gift cards from local businesses.
3. Halloween: A Trick or Treat Drive-Thru Experience was held to adhere to county safety guidelines, and 500 treat bags were handed out to children whose parents drove through a parking lot with Disney characters, scenic backdrops, and festive music.
4. National Night Out: We attended, promoted, and supported National Night Out, which was hosted by LAPD in September.

B. Marketing Roundtable:

Held monthly Marketing Roundtable meetings that went to a virtual format in April. The monthly meetings took on a new focus after COVID-19, and the DCBID used the opportunity to engage with local businesses, provide useful business resources, and receive feedback about the Downtown business environment and needs from the business community.

C. Downtown Guides:

The Downtown Guides were active in their outreach to businesses, residents, and visitors while walking the District and being great ambassadors for DTLA. The Guides assisted at the Marketing Roundtable meetings, the Housing Tour, and the DTLA Development Tour in Q1. During the Safer at Home order, the Downtown Guides reallocated some of their time to assist our safety team in providing essential services for the District. They also spent time touring the District and contacting retail businesses to help assess the impact of closures and civil unrest, offering support and information. The Downtown Guides also assisted with the #TogetherDTLA and #ThankfulThursday programs where the DCBID created gift bags for District residents and medical first responders. In October, the Downtown Guides provided support at the Halloween Trick or Treat Drive-Thru Experience event. They also assisted with our holiday campaign and helped put together gift boxes for the giveaway.

D. Advertising Campaigns – Together DTLA, DTLA Grand Giveaway, DTLA for the Holidays:

Planned and implemented three advertising campaigns: Together DTLA, DTLA Grand Giveaway, and DTLA for the Holidays. The campaigns were designed for the current environment and restrictions, and each focused on providing promotional value to District businesses. Together DTLA included social ads for in-district restaurants and hotels, directed traffic to the Dining Services and Hotel Guide pages on DowntownLA.com, and included gift card promotions on our social channels using the hashtag #TogetherDTLA. DTLA Grand Giveaway was held in the summer and was a sweepstakes for ten retail and staycation packages to in-district retailers and hotels. There were 12,260 registrants for the sweepstakes, over 2 million ad impressions, and the campaign drove nearly 38,000 visitors to the website. DTLA for the Holidays drove traffic to the Holidays campaign page on DowntownLA.com, highlighting DTLA retailers, events, and dining and encouraging visitors to DTLA for holiday celebrations and gifts.

E. Press Coverage:

Generated press coverage equivalent to \$7.57 million in advertising value, garnering 305 million impressions, in 59 news stories in a wide variety of media outlets including Forbes, Los Angeles Times, Women's Wear Daily, Yahoo! Finance, Yahoo! Lifestyle (US), Bisnow, Connect Media, CoStar, Urbanize LA, Globe Street, The Real Deal, Los Angeles Downtown News, Los Angeles Business Journal, Eater LA, Eye Spy LA, KNX_AM Los Angeles, Daily Republic, Yahoo! Finanza, Korea Daily, The Korea Times - Washington DC, The Korea Times, Spectrum News 1, and Commercial Property Executive.

F. Social Media:

Social Media continues to be an ideal channel to reach a large, targeted audience, which is why we have consistently used social media for all our paid advertising programs. With large audiences on all three platforms (Twitter = 39,460, Facebook = 44,071, Instagram = 53,899), Instagram saw the largest growth in 2020. LinkedIn, while much smaller in overall followers (1125), has made significant strides in increasing followers in 2020 (300%), and it is an ideal platform to reach targeted, professional audiences and promotes our DCBID brand. Our social posts reach hundreds of thousands of people every month, with over 20 million impressions combined across all our social channels in 2020.

G. DowntownLA.com:

The DCBID launched a new version of DowntownLA.com in early March 2020. The new website greatly improves the user experience, simplifies site navigation, adheres to ADA standards, identifies clear website goals on all web pages, and provides greater staff administration via an updated CMS. Website traffic diminished greatly, by about 30-35%, after COVID-19 restrictions were put in place in mid-March. However, as of late November, our total site traffic YTD was about 15% less than in 2019, with over 255,000 users and 305,000 sessions. We began a robust, six-month SEO initiative in July 2020 and have already seen significant results with several months remaining, including hundreds of new and improved keywords and double-digit month-over-month search traffic growth since September.



Closed Session



Report of Action Taken After Closed Session



CEO's Report



Property Owner/Public Comments on Non-Agenda Items