



SHAPING THE FUTURE.

DOWNTOWN LOS ANGELES





**TOGETHER WE'RE
SHAPING THE FUTURE.**



We are very pleased to share with you the Downtown Center Business Improvement District's (DCBID) 2010 annual report, which summarizes the success of our thirteenth year of operation.

The DCBID has had a strong year of accomplishments and continues to lead the renaissance of Downtown LA by providing crucial services including safety, maintenance, economic development, and marketing at levels far above those provided by local government.

Thanks to your support, the DCBID continues to ensure that Downtown is safe, clean, and vibrant. The Purple Team fulfilled over 100,000 calls for service and provided security to thousands of Downtown employees, residents, and visitors in 2010.

Through our Economic Development programs, we were instrumental in recruiting a number of exciting new businesses that signed deals or opened in 2010, including Cabbage Patch, El Cholo, First & Hope Supper Club, and the first Target store in Downtown. Additionally, the 7th Street Retail Project has focused on recruitment of independent retailers to the center of Downtown.

Our first goal is to increase property values and help fill buildings. We also engage with visitors locally, regionally, and nationally. Our media campaigns continue to improve the perception of Downtown LA and have helped successfully attract new visitors

to Downtown with appealing and affordable hotel packages and other attractive offers, substantially increasing revenue for many businesses. Our website received 868,000 page views in 2010, an increase of 19% from the previous year. Our Downtown Guides have given 37,000 directions on the street, creating a more welcoming environment.

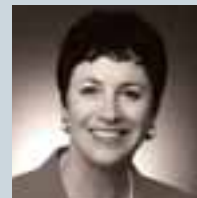
The DCBID continues to be the number one Los Angeles-based BID by budget and has set ambitious goals for 2011, including a new demographic study, which will assist in recruiting new office/retail tenants, a new smartphone app, and website enhancements to continue to attract visitors and reach the Downtown community, and enhanced technology in the Service Center to ensure that the center of Downtown remains safe and clean for all of us. As always, we seek your input in our efforts to stay true to our mission.

As one strong community, we are shaping the future.

Sincerely,



Patrick Spillane
Chairperson



Carol E. Schatz
President & CEO



The Downtown Center Business Improvement District is a coalition of property owners, consisting of more than 2,200 parcels, committed to enhancing the quality of life in Downtown Los Angeles.

The organization helps the 65-block Central Business District achieve its full potential as a great place to... **Live, Work & Play.**



ECONOMIC DEVELOPMENT

The interest in Downtown among hospitality operators remains strong.



Downtown Los Angeles had a transformative 2010 marked by groundbreaking, openings, and exciting announcements that will shape the future of Downtown. We continue to attract commercial tenants and residents, as well as unique businesses. The DCBID led the way as Downtown rose to become a premier sports, entertainment, nightlife, and cultural hub of Southern California. Since 2000, Downtown has seen a 133% increase in new residents, a 147% increase in additional housing units, and a diversity of new retail and hospitality. Our successes will craft the next decade of the Downtown Los Angeles journey.

We are pleased to showcase the Economic Development highlights of 2010.

7th Street Retail Initiative

In the summer of 2009, the DCBID hired retail consultants Downtown Works and Sperling & Hileman to produce a comprehensive Downtown retail study to assist with a massive retail recruitment initiative. We are using this study, along with continued consulting of Downtown Works, to recruit regional and boutique retailers to 7th Street. Our goal is to transform 7th Street into a premier restaurant and retail row from Figueroa to Los Angeles Streets. The DCBID actively canvasses key retail neighborhoods in the greater Los Angeles region to recruit unique tenants. We then follow up with Downtown market tours.

Retail, Restaurants, Nightlife and Amenities

The interest in Downtown among hospitality operators remains strong. A number of new hospitality-based businesses opened in 2010, and notable Los Angeles

hospitality groups are actively looking for space in Downtown. We recruited and/or facilitated openings of over 20 new businesses, including the following highlights:

Chipotle Mexican Grill
Cucina Rustica
El Cholo
First & Hope Downtown Supper Club
JW Marriott
Las Perlas
Mas Malo
Mixt Greens
Ritz-Carlton
Walgreens

The DCBID also recruited and/or facilitated various neighborhood service retail deals, most notably:

YAS Fitness
GNC

With the help of the DCBID's Downtown LA Demographic Study 2008, Target signed the largest national retail deal in Downtown in 25 years at Ernst & Young Plaza at 7+FIG.

Residential Real Estate Market

After a 10-year boom, the residential real estate market experienced a significant readjustment that appears to have hit its bottom. In spite of this, we opened a handful of new residences, including El Dorado, Emil Brown Lofts, Orsini III, The Blackstone, and WaterMarke Tower.

Downtown Residential Occupancy Rate

Number of Projects **129**
 Number of Units **18,751**
 Occupancy Rate **87.62%**

This includes completed lofts, apartments, and condominiums and excludes Single Room Occupancy.

DCBID Property Value Increase

YEAR	TOTAL ASSESSED DCBID VALUE	Percent + / -
1997	\$4,211,364,587	
1998	\$4,480,598,392	6.39%
1999	\$4,838,421,305	7.99%
2000	\$5,025,431,988	3.87%
2001	\$5,260,525,694	4.68%
2002	\$5,544,496,087	5.40%
2003	\$5,688,391,189	2.60%
2004	\$6,045,596,904	6.28%
2005	\$7,002,900,943	15.83%
2006	\$7,853,144,506	12.14%
2007	\$8,695,487,916	10.73%
2008	\$9,301,781,581	6.97%
2009	\$9,326,410,136	0.26%
2010	\$8,851,402,207	-5.09%

Percentage increase in value from 1997 to 2010: **110.18%**

Investment in Downtown Los Angeles 1999-2010

PROPERTY TYPE	PROJECT COST TOTAL
Arts & Entertainment	\$1,343,800,000
Civic & Institutional	\$2,041,700,000
Commercial	\$451,000,000
Mixed-Use	\$4,372,000,000
Residential	\$5,927,100,000
Figueroa Corridor/Expo Park	\$1,500,000,000
Grand Total	\$15,635,600,000

Includes money secured for projects starting or approved for construction through 2010

Housing Units New to Market in 2010

For-sale properties

El Dorado 65

For-rent properties

Brick Lofts 21
 Broadway Plaza Lofts (formerly The Blackstone) 82
 Emil Brown Lofts 39
 Jewelry Trades Building 62
 Renato Apartments 96
 SB Tower 250
 Spring Arcade 140
 The Orsini (Phase III) 210
 WaterMarke Tower 214

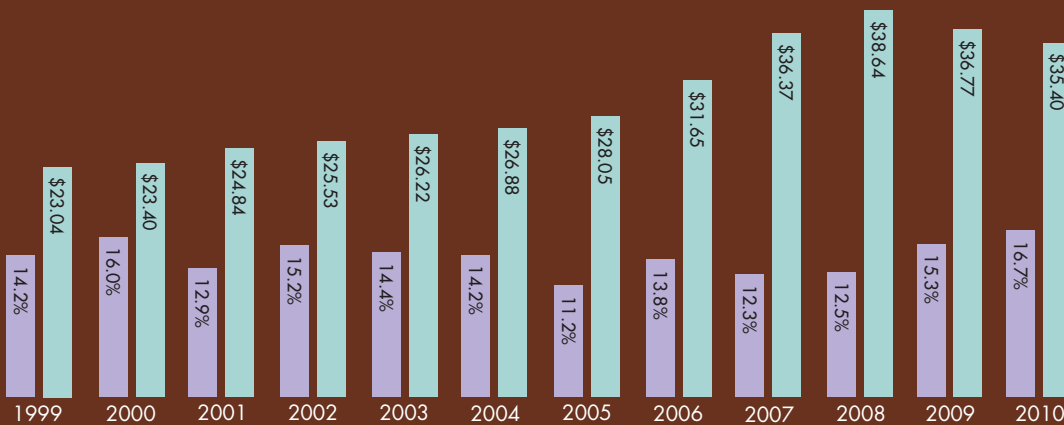
Total 1,179

Condo Sales 2000-2010

Year	Average Price PSF	Percent + / -
1BR		
2010	\$351.92	3.4%
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	
2BR		
2010	\$355.77	2.2%
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	
3BR		
2010	\$489.62	2.7%
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	

Office Vacancy / Rent Trends

Class A, Direct



Source: Cushman & Wakefield Research Services



Market Information

We continue to be the leader in market research for Downtown Los Angeles. We have compiled a diversified library of data and statistics related to various markets—including residential, retail, and office—and have produced various custom reports and projects this year. Our research department responded to thousands of requests for market information from developers, real estate brokers, appraisers, bankers, students, and press.

Office Tenant Recruitment

We have updated our comprehensive Downtown marketing package and distributed it on a consistent basis to potential office tenants and commercial real estate brokers in the community. We recruited and toured primarily small tenants seeking creative office space. Assistance was also provided to brokers representing large tenants seeking factory and Class A office space in Downtown.

Investor / Developer Outreach

We have given market tours to over 30 REITS, real estate investment firms, and various real estate developers and/or operators in the following areas:

- Shopping Centers and Retail
- Multi-Family Condos
- Multi-Family Apartments
- Hotel Flagships
- Hotel Developers

Ongoing Outreach

We have been active on outreach in 2010 with our trade show booth at the ICSC Western Division Conference, the Urban Land Institute Urban Market Place meeting,

and at numerous speaking engagements to civic, business, and media groups in Southern California.

Community Events

4th Annual Dog Day Afternoon at the Cathedral

On Tuesday, July 27, over 500 dogs and 1,000 humans filled the 2.5-acre plaza at the Cathedral of Our Lady of the Angels for a community-building event celebrating Downtown LA dogs.



Humans enjoyed food and drinks, available for purchase from Levy Restaurants. Dogs enjoyed treats provided by Downtown's pet supply and service businesses, including Pussy & Pooch, Pet Project, Bark Avenue, South Park Doggie, and several pet-friendly Downtown hotels: Sheraton Los Angeles, Hilton Checkers, and The Westin Bonaventure.

3rd Annual Halloween Party for Downtown LA Kids

On the evening of Sunday, October 31, the DCBID, Fashion Institute of Design & Merchandising (FIDM), and Ralphs Fresh Fare hosted the 3rd Annual Halloween Party for Downtown LA Kids. A record number of over 800 children and 1,000 adults attended this community-building party at Grand Hope Park on the FIDM campus.



Hot dogs, candy, and other treats were generously donated by Ralphs Fresh Fare. The party's large turnout is a welcome sign that a growing number of families are beginning to call Downtown Los Angeles home.



Significant Office Space Leases 2010

BUILDING	ADDRESS	TENANT	LEASED SF	RENEWAL / NEW
550 South Hope	550 South Hope Street	Canadian Consulate	22,000	Renewal
	550 South Hope Street	Consulate of Malaysia	18,793	Renewal
555 West 5th	555 West 5th Street	Gas Company	352,550	Renewal
777 Tower	777 South Figueroa Street	Nossaman LLP	42,954	New
	777 South Figueroa Street	Zuber & Taillieu LLP	21,880	New
	777 South Figueroa Street	Baute & Tidus	11,113	Renewal
801 South Grand	801 South Grand Avenue	Murchison & Cummings	42,162	Renewal
801 Tower	801 South Figueroa Street	RLI Insurance	14,008	Renewal
888 Figueroa	888 South Figueroa Street	Los Angeles Universal Preschool	11,317	Renewal
AT&T Center	1149 South Hill Street	Green Dot Public Schools	19,000	New
City National Plaza	515 South Flower Street	Miller LLC	11,146	New
Ernst & Young Plaza	725 South Figueroa Street	Pillsbury Winthrop	59,000	Renewal
	725 South Figueroa Street	DBS Bank	11,000	New
Figueroa at Wilshire	601 South Figueroa Street	Bank of Taiwan	13,209	Renewal
	601 South Figueroa Street	Cozen O'Connor	10,785	New
Figueroa Tower	800 South Figueroa Street	Konica Minolta Business Solutions	11,301	Renewal
KPMG Tower	355 South Grand Avenue	Reed Smith	79,974	Renewal
	355 South Grand Avenue	AT&T	14,581	Renewal
Mellon Bank Center	400 South Hope Street	Kids Line	27,515	New
One California Plaza	300 South Grand Avenue	Foley & Mansfield	19,470	New
865 S. Figueroa	865 South Figueroa Street	Swinerton Builders	19,940	Renewal
	865 South Figueroa Street	Duane Morris	13,059	New
The Figueroa Courtyard	201-281 South Figueroa Street	Associated Press	15,444	Renewal
The Garland Center	1200 West 7th Street	Community Redevelopment Agency (CRA/LA)	95,994	New
Two California Plaza	350 South Grand Avenue	Mitsui Fudosan	10,000	Renewal
Union Bank Plaza	445 South Figueroa Street	Union Bank	16,801	New
U.S. Bank Tower	633 West 5th Street	Barger Wolen	29,000	Renewal
	633 West 5th Street	Carroll Burdick & McDonough LLC	15,000	Renewal
	633 West 5th Street	Baker Keener	14,300	Renewal
	633 West 5th Street	Hypermedia Systems Inc.	13,452	Renewal
	633 West 5th Street	Media Creation Technologies Inc.	13,422	Renewal
	633 West 5th Street	Fitzpatrick & Hunt	11,900	New
Wells Fargo Center	333 South Grand Avenue	Dewey Le Boeuf	24,491	Renewal
	333 South Grand Avenue	Dykema Gossett	19,487	Renewal
	333 South Grand Avenue	Archer Norris	13,138	New
	333 South Grand Avenue	TM Financial Forensics	11,472	New
	333 South Grand Avenue	Wells Fargo	10,109	New
Wilshire Grand	600 Wilshire Boulevard	Jacobs Engineering	11,287	Renewal

Total Square Feet Leased

1,172,054



8th Annual Fall Downtown Los Angeles Program and Tour

On November 16, 2010, nearly 300 professionals—including commercial and residential real estate brokers, bankers, developers, investors, retailers, restaurateurs, and hospitality tenants—visited Downtown Los Angeles to experience the great progress Downtown LA made in 2010. The office of President Pro Tempore Councilwoman Jan Perry assisted with the planning details.

The day commenced at the Sheraton Los Angeles Downtown. Carol E. Schatz presented an overview of Downtown's highlights, followed by remarks from Councilwoman Perry. Hal Bastian, Senior Vice President & Director of Economic Development, then introduced a panel of experts, led by Carol Schatz, who made presentations detailing various market sectors, including:

Office space: John McAniff, Jones Lang LaSalle
Retail/Restaurant: Derrick Moore, CB Richard Ellis
Investment/Sales: Carl Muhlstein, Cushman & Wakefield
Residential: Tom Warren, Holland Partners
7+FIG Renovation: Ted Slaughter, Charles Dunn

Following these presentations, guests boarded buses for a comprehensive tour of Downtown, including:

WaterMarke Tower
Ritz-Carlton Residences at LA LIVE
707 Wilshire
First & Hope Downtown Supper Club
The Exchange, The Falls, Spring Street Bar
Orpheum Theatre

At each stop, speakers recounted their project or property's success story. The day concluded with a buffet lunch at the Sheraton. Participants left with high hopes for Downtown, and the DCBID is already seeing potential new transactions resulting from this very productive day.

Tours

For the 9th consecutive year, the DCBID gave Saturday Housing Bus Tours and Friday Business Walking Tours twice each month. These tours have been instrumental in recruiting new businesses and residents to the DCBID and greater Downtown. In 2010, over 1,500 people visited Downtown through these tours. Downtown Los Angeles continues to generate residential and professional interest.

Weekly Email Newsletters

Throughout 2010, the Economic Development team continued to distribute key notices, promotions, and information to our constituents through weekly email roundups. These messages have afforded businesses and organizations in Downtown LA the opportunity to highlight their key events and offer special promotions.





2010 was another strong year for the Marketing Department, featuring several successful campaigns and a mobile website, which promoted Downtown LA as a premier destination for visitors and Angelenos alike. The DCBID marketing team has continued to refine its channels of communication with those who live, work and play in Downtown LA, and has achieved an even greater level of participation from Downtown LA businesses.

Downtown Guides Program

The DCBID Downtown Guides Program has been very successful in outreach to both visitors and businesses. In 2010, we received over 100 individual testimonials praising our team of friendly Guides, and we continue to perfect the Guides' performance through quarterly training sessions and additional special checkups.

2010 Downtown Guides Statistics

- 37,000 directions given
- 2,200 businesses contacted
- 132,000 directories distributed
- 225,000 Welcome Maps provided
- 3,220 Welcome Bags provided

DCBID Website

In order to maximize the benefits of online marketing, the DCBID's website was updated throughout the year. New content and functionality have made DowntownLA.com a more useful and user-friendly resource.



2010 Feature Additions

- Happy Hour Finder
- Kids & Families page
- BID Alert feature
- "Movies Now Playing in Downtown LA" widget
- Smartphone-optimized, mobile version of DowntownLA.com

2010 Performance Statistics

- 868,000 page views
- 212,000 unique visitors
- 2 minutes, 41 seconds average time on site
- Traffic increase of 19% from 2009

Newsletters

Quarterly Newsletter

To keep our stakeholders informed at the beginning of each quarter, the DCBID published and mailed a printed newsletter to all property owners within the DCBID boundaries.

Monthly Email Newsletter

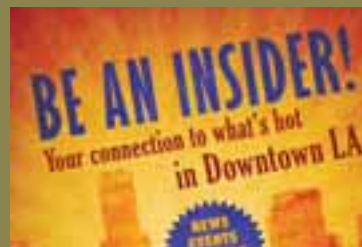
- Reached 13,500 subscribers each month
- Promoted seasonal campaigns, new businesses, upcoming events, and special offers in Downtown LA
- Each month, the Downtown Guides also distributed 1,000 copies of a teaser handout which included the most popular content

Collateral – Guides & Map

Guide to Downtown LA

The DCBID's annual directory of Downtown LA businesses was completely updated.

- 250,000 copies printed
- Businesses located in the Downtown Center were featured in bold, in color, and with their website address
- Limited advertising was made available to DCBID businesses at highly discounted rates
- Distributed to over 500 locations throughout Southern California
- Our Downtown Guides distributed copies to all businesses in the Downtown Center and fulfilled additional requests throughout the year



MARKETING (CONTINUED)

Downtown LA Welcome Map

The DCBID printed 300,000 copies of a new map, which highlights Downtown LA attractions of interest to visitors and includes a DASH bus route map.

Juror's Guide

The DCBID printed 20,000 copies of a new Juror's Guide for distribution by Downtown LA courthouses. Designed for jurors on their lunch breaks, this brochure highlights local restaurants, shopping, and culture.

Summer in the City: Discover Downtown LA

The DCBID ran its summer vacation campaign from mid-June through September to attract visitors from throughout LA County, Southern California, and beyond.



- Creative packages from nine Downtown Center hotels offered affordable ways to discover Downtown LA
- Campaign promotions included:
 - Targeted media outreach
 - A monthly e-newsletter
 - Messages to over 5,000 fans on Facebook and 3,000 followers on Twitter
 - An ad campaign which included *Los Angeles Times* and *latimes.com*, *KCRW*, Google Adwords, *Performances Magazine* in San Diego, LA Film Festival Program
 - 10,000 cards, distributed throughout LA County
- Notable media coverage included *Daily News*, *North County Times*, and several blogs
- Participating hotels reported a total of over \$500,000 in additional revenue

Other Media Campaigns

14 Activities for the 14th: Valentine's in Downtown LA

The DCBID promoted a list of fun and romantic ideas to celebrate Valentine's Day in Downtown. Campaign promotions included:



- Media outreach, with notable coverage from *Los Angeles Times*, *North County Times*, *San Gabriel Valley Tribune*, and ABC 7
- Advertising on *latimes.com* and *Downtown News*
- An on-air giveaway campaign through GoCountry 105FM
- Distribution of 5,000 promo cards in Downtown LA, Pasadena, Studio City, and Santa Monica

Campaign results

- Over 7,500 landing page views on DowntownLA.com
- Participating restaurants reported a noticeable increase in Valentine's dinners and Sunday brunches
- Participating hotels sold 130 additional weekend packages

Moms & Mimosas: Mother's Day in Downtown LA

This campaign highlighted brunches and lunches in Downtown on Mother's Day, including creative specials from 14 restaurants.

Campaign promotions included:

- Media outreach, with notable coverage from *Los Angeles Times*, *Daily News*, *Eater LA*, *LAist*, *Antelope Valley Press*, and *Los Angeles Magazine*
- Advertising on Google Adwords, *latimes.com*, *KCRW*, *Downtown News*, and *blogdowntown*
- Distribution of 5,000 promo cards in and around LA



Campaign results

- Over 5,000 views of our landing page at DowntownLA.com
- Participating restaurants noted an increase in business by up to 200%, with some calling it their best Mother's Day yet!

The Holiday Top 10 in Downtown LA

To attract visitors during the holiday season, the DCBID launched a holiday calendar and a landing page on DowntownLA.com featuring exclusive offers from hotels, restaurants, gift shops, and more. The campaign ran from mid-November through December. Campaign promotions included:

- Media outreach
- Clear Channel spots on eight LA-area radio stations for five weeks, driving listeners to a weekly giveaway to win Downtown LA experience packages with hotel stays, dining gift certificates, event tickets, and more
- A Downtown LA Gift Hunt in partnership with SCVNGR, featuring eight unique gift shopping destinations in Downtown LA
- Advertising in *Los Angeles Times*, *latimes.com*, *Daily News*, *Google Adwords*, *Downtown News*, *blogdowntown*, *Beverly Hills Courier*, *LA Canvas*, and *Family Magazine*
- 10,000 printed Holiday Calendars

Campaign results

- Over 67,000 landing page views on DowntownLA.com
- Listed businesses reported a significant increase in traffic
- Sales of participating stores increased by nearly 20%

General Downtown LA Advertising

General ads promoting Downtown LA were placed in the *Downtown News*, *Where Magazine*, and in the *StarLine Tours Guide* throughout the year.

Public Relations

In 2010, media coverage of DCBID events and initiatives resulted in over 124 million impressions from a range of regional and national outlets. This represents an increase of 30% over the previous 2 years.

Social Media

The DCBID has regularly utilized Facebook and Twitter to broadcast messages about Downtown LA events and promotions.

11th Annual Public Safety Appreciation BBQ

For the 11th consecutive year, the DCBID hosted this annual community BBQ to acknowledge the law enforcement and public safety community for their service in making Downtown LA a

safe and vital community. **Congresswoman Lucille Roybal-Allard, LAPD Chief Charlie Beck, and LAFD Deputy Chief Jimmy Hill**, were among the

2,000 officers and civilians who attended the event. Net proceeds in the amount of \$7,400 went to the **Los Angeles Police Memorial Foundation**, which provides grants for widows and orphans of officers killed in the line of duty.



dineLA Restaurant Week

In both January and October of 2010, the DCBID again collaborated with LA INC. to promote **dineLA Restaurant Week** with a focus on participating Downtown restaurants.





OPERATIONS



Safe and clean streets are the foundation of a vibrant Downtown. The DCBID's Safe & Clean team is proudly committed to assisting those who live, work and play in the Downtown Center. 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 2010, these teams responded to over 100,000 calls for services related to safety and maintenance. In addition, the DCBID's specially trained BID ACTION Team continued to assist the homeless community, working closely with service providers.

Safety

In 2010, the DCBID continued to champion a strong working relationship with the City of Los Angeles and local government entities. The Central area continued to see dropping crime rates, as it has over the past few years.

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 identified by the CAD (Computer Aided Dispatch) system, Safety Patrol staff observations, and LAPD statistics.

2010 Safety Team Statistics

- 11,445 unique calls for service – 32% increase over 2009
- 140,920 incidents – 5% increase over 2009
- Of those 145,290 incidents, approximately 32 resulted in an arrest for misdemeanor or felony crimes

Maintenance

On a daily basis, the members of the DCBID's Clean Team work to keep the district clean by removing graffiti, discarding trash, and sweeping sidewalks.

2010 Clean Team Statistics

- 98,169 bags of trash removed from district receptacles
- 1,000 bags of trash removed as our participation in Adopt-A-Highway
- 430 abandoned shopping carts removed
- 944 instances of graffiti removed
- 2,878 sidewalk wash-downs conducted
- Over 300 miles of sidewalks cleaned with mechanical devices
- Approximately 56,880 square feet of sidewalk pressure washed

BID ACTION (Outreach Program)

BID ACTION has focused on increasing teamwork and partnerships with service providers in order to find new and innovative ways to better assist in providing for the homeless. The campaign focused on meeting with our service providers to exchange ideas, information, and resources. We also look forward to updating our BID ACTION resource guide and partnering with agencies for ACTION staff training.

For the past eight years, the DCBID's specially trained Outreach Team has assisted the homeless community with a variety of services, providing clothing, bus tokens, blankets, transportation, medical facilities, and assistance with entry into rehabilitation programs. In 2010, the BID ACTION team made contact with approximately 681 homeless individuals and successfully provided services to 664 individuals, 20 of whom were placed in housing or drug and alcohol programs.



FINANCIALS

Statement of Activity

For the Year Ended December 31, 2010

REVENUES

	Total
Assessment Revenue	\$ 5,484,402
Total Revenues	<u>5,484,402</u>

EXPENSES

Public Safety	1,833,354
Maintenance	1,199,680
Community Service	82,087
Destination Marketing	1,054,248
Economic Development	778,667
Management and General	<u>921,016</u>
Total Expenses	<u>5,869,052</u>
Net Income (Loss) from Operations	<u>(384,650)</u>

OTHER INCOME (EXPENSE)

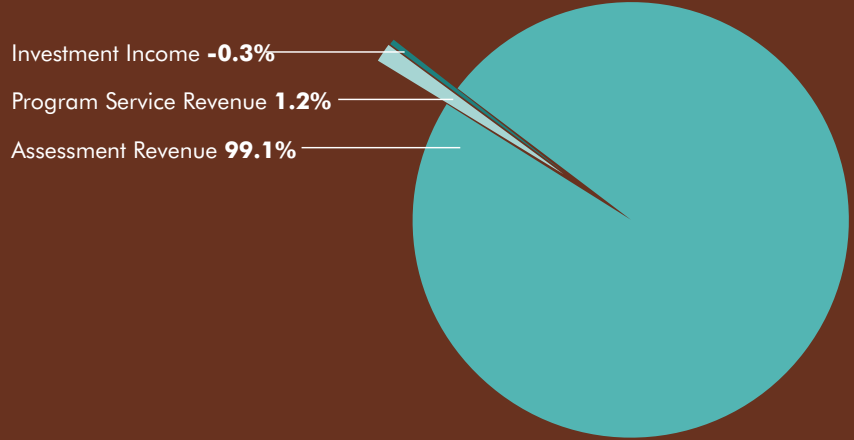
Program Service Revenue	68,192
Interest Income	14,412
Loss on Disposal of Fixed Assets & Investments	<u>(18,164)</u>
Total Other Income (Expense)	<u>64,440</u>
Increase (Decrease) in Net Assets	<u>(320,210)</u>

NET ASSETS

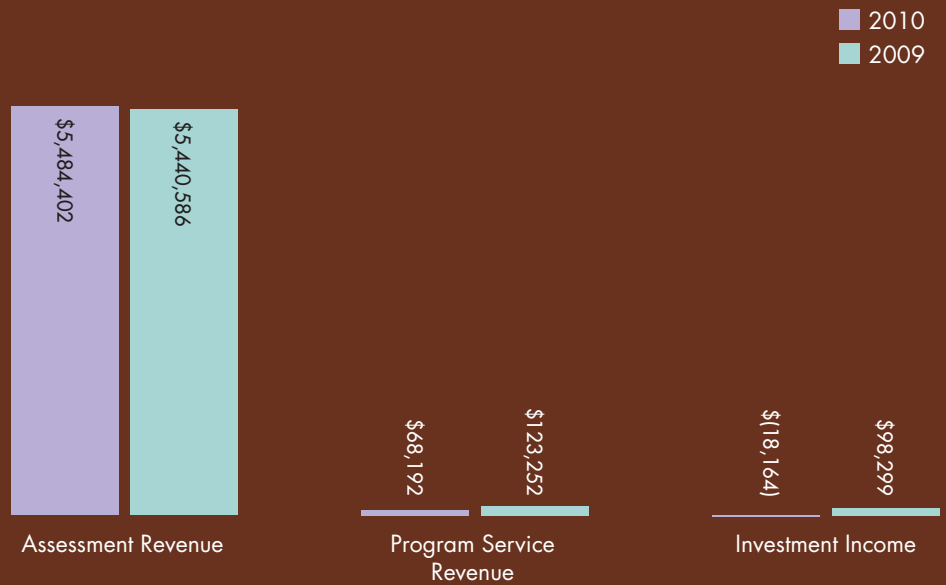
\$ 966,828



DCBID 2010 Revenues

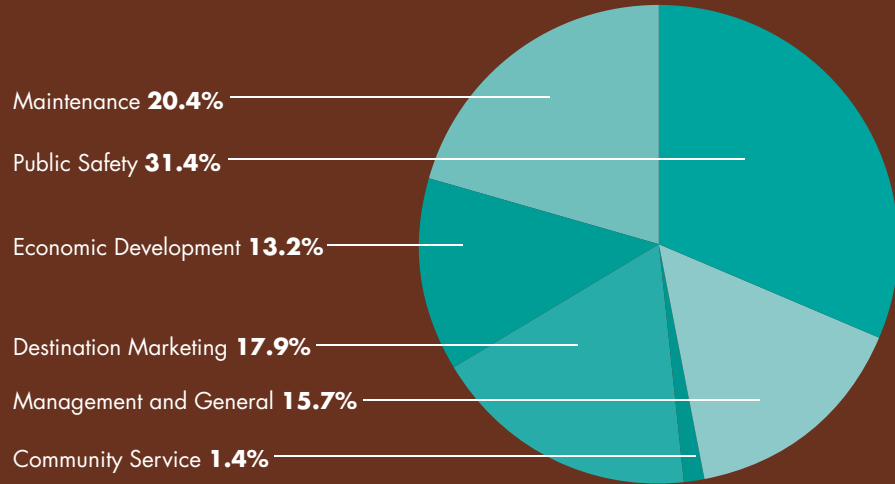


DCBID Revenues 2010–2009 (Comparison)

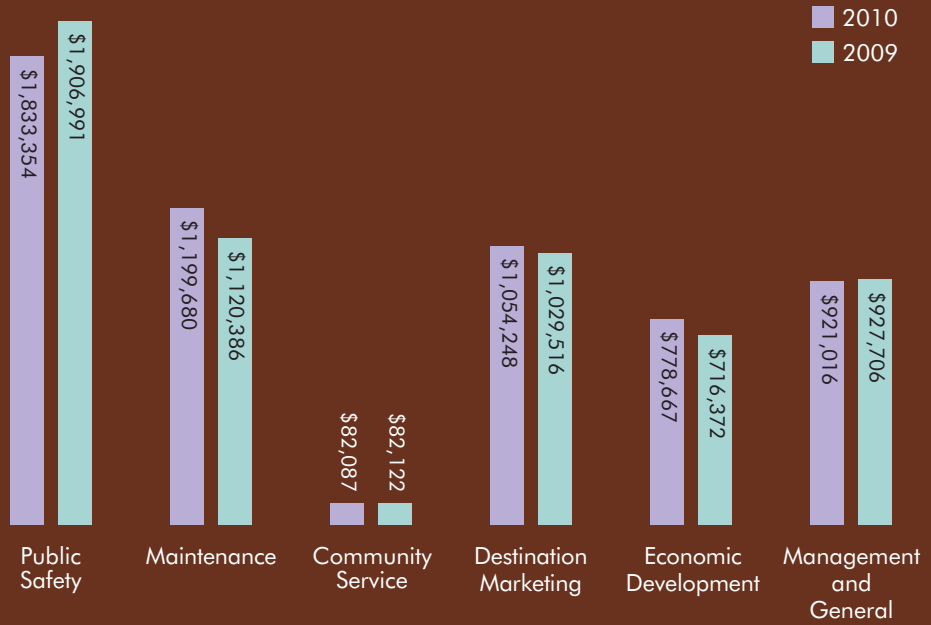


FINANCIALS (CONTINUED)

DCBID 2010 Expenses



DCBID Program Expenses 2010–2009 (Comparison)





Board of Directors

Patrick Spillane – Chairperson
IDS Real Estate Group

**Barbara Bundy –
Past Chairperson**
FIDM

Kathy Faulk – Treasurer
Omni Los Angeles Hotel
at California Plaza

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

**Anne Peaks –
Executive Vice Chair**
Yellin Company

**Peklar Pilavjian –
Executive Vice Chair**
L.A. United Investment Co.

**Daniel B. Swartz –
Executive Vice Chair**
Quadrangle Development Company

**Carol E. Schatz –
President & CEO**
Downtown Center BID

Sonny Astani Astani, Inc.

Eric Bender
Downtown Properties

Robert Cushman
Brookfield Properties

Joseph Flueckiger
Downtown Resident

Frank Frallicciardi
Forest City Development

Robert Hanasab
Hanasab Investments

Kent Handleman
Thomas Properties Group

Steven Hathaway
Los Angeles Athletic Club

Sandy Nam
Jamison Services, Inc.

Colin Shepherd
Hines Company

Cindy Troesh
Watermarke Properties Inc.

Susann Ventzke
Beacon Capital Partners, LLC

Cari Wolk
Athena Parking, Inc.

Josh Wrobel
MPG Office Trust

Peter Zen
Westin Bonaventure Hotel & Suites

DCBID Staff

Carol E. Schatz
President & CEO

Hal Bastian
Senior Vice President &
Director of Economic Development

Dianna Anderson-Washington
Receptionist

Shawn Bratton
Executive Assistant to Carol Schatz

Jeff Chodorow
Director of Finance & Administration

Ron Colcol
Superintendent of
Maintenance Services

Gennia Cui
Marketing & Graphic Design Associate

Jacob Holloway
Marketing & Graphic Design Manager

Connie Hwang
Economic Development Associate
Research & Special Projects

Aleeza Miller
Administration Associate

Ken Nakano
Director of Operations

Hollie Palmer
Administrative Assistant,
Economic Development & Marketing

Herman Pang
Director of Information Technology

Juan Sanz
Superintendent of Safety Services

Alexander Stettinski
Director of Marketing
& Communications

Justin Weiss
Associate Director of Economic
Development

John Yanez
Assistant Controller



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Downtown Center Business Improvement District