

Downtown Center Business Improvement District Overwhelmingly Approved for Third Consecutive Term

***Organization behind Downtown renaissance receives huge vote of support
from property owners;
Promises to bring more economic dollars to and improve safety in
Downtown in next five years***

Los Angeles (July 17, 2007) – The Downtown Center Business Improvement District (DCBID) today announced that property owners across Downtown Los Angeles have voted overwhelmingly — by more than 97.5 percent — to approve DCBID for a third, five-year term.

The vote is the highest affirmative total yet, surpassing an 83 percent passage rate in 2002 and 65 percent in its inaugural election in 1997. Nearly 480 property owners provide funds to the DCBID via a special voluntary tax assessment, which finances safety and maintenance services, as well as business recruitment/retention and marketing programs.

“This vote is the greatest testament to the dramatic, positive changes we have engineered in Downtown,” said Carol E. Schatz, president and CEO of the DCBID. “These land owners have agreed to tax themselves to raise millions of dollars to promote, clean and make Downtown safe and enjoyable for residents, visitors and workers. They know it is money well spent; they voted accordingly, and we are gratified by their continued support.”

Since its inception in 1998, DCBID has been the driving force behind the renaissance of Downtown Los Angeles. Over the last decade, it has been extremely successful in increasing property values, investment and housing, creating a Downtown not just good for business, but in which residents and visitors alike can live, work and play year round.

“Downtown Los Angeles needed an organization to marshal forces for positive change and the DCBID did just that,” said Schatz. “DCBID has been integral in facilitating hundreds of millions of dollars in commercial and residential development, as well as scores of restaurants and entertainment venues that improve the quality of life for residents, visitors and workers Downtown. These are critical investments in shaping the future of Downtown and we will continue to reinforce the area’s offering as a vibrant and dynamic economic base in the next term.”

“As the largest property owner in Downtown, we have seen an extraordinary and positive change,” said Robert F. Maguire III, Chairman and CEO of Maguire Properties. “Investment in Downtown Los Angeles is at an all-time high, and an appreciation for what is here continues to increase. The DCBID programs have had vital economic impact by increasing tourist and residential traffic, and spawning more retail outlets.”

L.A. Councilmember Jan Perry, whose Ninth District includes Downtown said, "DCBID's success has had a positive domino effect, lifting property values and investment across the region. I applaud the organization's leadership in continuing to revitalize Downtown."

DCBID has achieved a wide range of successes, including:

- **Increased property values and business investment in Downtown** – From 1997-2007, Downtown property values have increased by almost 86.5 percent. Investment now stands at more than \$17.6 billion. Class A Office vacancy rates have dropped to 12.6 percent, from 16.1 percent in 1999.
- **Increased housing throughout Downtown** – DCBID Economic Development team helped generate more than six billion dollars in new housing developments since 1998. Since 1999, nearly 8,000 new housing units have been built with an additional 22,000 units expected in the next six years.

The Downtown Living Open House Tours have attracted approximately 20,000 people to learn about a variety of housing options throughout Downtown. And in the last five years, the popular Downtown Saturday Housing Tours have drawn a total of 3,000. The tours are filled to capacity.

- **Kept Downtown safe** – The crime rate in the Downtown area has dropped 18 percent, continuing a multi-year downward trend. This is the lowest crime rate since 1944. DCBID Safety Team answered more than 375,000 calls for service to date and works with the Los Angeles Police Department on a regular basis.
- **Kept Downtown clean** – DCBID Maintenance Team has collected more than 1 million bags of trash from 1999 - 2007 and removed 300-400 instances of graffiti per year.
- **Promoted Downtown** – DCBID Marketing Team has attracted tens of thousands of people to Downtown events to experience a broad variety of cultural and entertainment offerings. The organization has also produced and distributed more than two million brochures and maps of Downtown L.A. for visitors.

"Without the efforts of DCBID, we would not have opened a Roy's Restaurant in Downtown" said Matt Dochin, Managing Partner at Roy's Restaurant. "They demonstrated that a thriving residential and business community would be enhanced by our presence. Now, we know it was one of our smartest investments as the Downtown restaurant is ranked number one in sales in a family of 34 restaurants."

"As a longtime property owner in Downtown L.A., I can vividly recall what it was like to do business prior to the DCBID," said Steve Hathaway, President of the Los Angeles Athletic Club and Chairman of the DCBID Board of Directors. "Since its inception, we have seen a renaissance take place in this city that has changed the perception of those who work and now live in Downtown. As chairman of the DCBID Board, I look forward to continuing the progress we've made for the next term."

According to Schatz, DCBID will focus on three key areas of continuing improvement in the next five years:

- **Driving Economic Development** – DCBID will continue to leverage the momentum of the past 10 years into even greater investment in Downtown residential, commercial, recreational, cultural and infrastructure projects.
- **Marketing Downtown as “The Center of it All”** – Through its aggressive marketing efforts, DCBID will attract even more commercial and residential tenants, and drive down the vacancy rate still further. That, in turn, attracts more investment and more opportunity for tenants.
- **Stepping up Efforts to Keep Downtown Safe and Clean** – DCBID’s programs will continue to drive down the crime rate to new historic lows and increase the quality of life for everyone who comes to Downtown to live, work and play through its Safe and Clean programs.

“The DCBID, through its leadership and tremendous financial investment by property owners in the district, will continue to transform Downtown Los Angeles into a 24/7 community that will rival the great city centers of the world,” said Schatz.

About the Downtown Center Business Improvement District:

The DCBID is a coalition of property owners united in their commitment to enhance 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, and play. Nearly 480 property owners provide funds to the district via a special voluntary tax assessment, which finances safety and maintenance services, as well as business recruitment/retention and marketing programs. For more information, visit www.downtownla.com or call 213-624-2146.