DOWNTOWN LA

ARTS & CULTURE

DTLA
MAKE IT YOURS
ABOUT US

Founded in 1998, the Downtown Center Business Improvement District (DCBID) is a coalition of nearly 1,700 property owners in the central business district, united in their commitment to enhance the quality of life in the area. The organization has been a catalyst in the transformation of the Downtown Center District and all of Downtown Los Angeles (DTLA), turning it into a vibrant 24/7 destination.

The mission of the Economic Development team is to improve and revitalize the District, and bring investment and new businesses to the area. We provide services to current and prospective residents, workers and businesses, including:

- Development Consulting
- Research and Information Requests
- Events and Marketing
- Monthly Housing and Office Tours
- Customized Tours and Reports

Whether you need information on new development, introductions to local decision-makers and influencers, or you just want to learn more about Downtown’s dynamic growth, we are the portal for information about the District and DTLA.

To learn more about Downtown’s Renaissance and how to join us, visit www.DowntownLA.com.
Downtown Center Business Improvement District

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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.

"Arts and culture are driving forces in Los Angeles, and they have defined the economic and social revitalization of Downtown — the beating heart of our City of Angels.”

Los Angeles Mayor, Eric Garcetti
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 projected economic growth of 8.8 percent over the next five years (about six times the rate of the rest of the top American markets) 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

83% of DTLA residents and workers feel passionate about the community

40,000 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
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
CBI
Center Theater Group
Central Park
CES Gallery
Charlie James Gallery
Chateau Shatto
Chinese American Museum
Chinatown Summer Nights
Cirrus Gallery
Club Pro
Coagula Curatorial
Coaxial
Colburn School
Cornerstone Theater Company
DAC Gallery
Diego Cardoso Studio
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
Gregorio Escalente Gallery
Grice Bench
Harmony Murphy
Hauser & Wirth Los Angeles
Human Resources
Inner City Arts
Institute of Contemporary Art Los Angeles
Italian American Museum LA
Jai & Jai
Japanese American Cultural & Community Center
Japanese American National Museum
KCHUNG
LA Art Share
LA Dance Project
LA Live/Staples Center
LA Master Chorale
LA Opera
Downtown Center Business Improvement District

LA Phil
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 Theater Center
Lucas Museum of Narrative Art
Machine Inspired Art
Main Museum of Los Angeles 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
P.I.A. Projects
Peace Yoga Gallery
Pershing Square
Piece by Piece
Plaza Olvera
Please Do Not Enter
Poetics Research Bureau
PS Kaufman
PYO Gallery LA
REDCAT
REN Gallery
Resident
Robert Reynolds Gallery
Santa Fe Arts 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
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 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 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 **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.

The **Main Museum**’s mission is to engage the public with the most important ideas of our time through the art of Los Angeles, with a residency program at its center rather than a collection.

**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 **CBI**. Operating in former warehouses, these galleries boast large footprints for multiple exhibitions, experimental works, and large audiences.
THE BROAD
820,000 visitors in its first year

MOCA
7,000 works of art in its collection

DTLA
50 independent galleries

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, and the Los Angeles Opera, under the direction of famed operatic tenor and conductor Plácido Domingo. 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.
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

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

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, 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, 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 theaters 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.
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.

Night on Broadway is an annual event transforming a mile-long stretch of Broadway into a free 250,000+ attendee arts and music festival as part of local Councilmember José Huizar’s Bringing Back Broadway initiative. The event showcases the street’s historic theatres and activates the streets between them with the city’s biggest and boldest block party.

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.
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 Times
USC
42,469 students; $5.1 billion endowment

SCI-ARC
#8 undergraduate architecture program in the US

EXPOSITION PARK
160 acres; 9 venues

CENTRAL LIBRARY
89 miles of bookshelves
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 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.
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 LA.

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, 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.
**CHINATOWN SUMMER NIGHTS**

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

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**LITTLE TOKYO NISETSU WEEK**

- 84 years running

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**PIECE BY PIECE**

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

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**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, particularly Millennial workers 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 lead 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.
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 premiere 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 addition of The Broad, and plans for a 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 Two California Plaza 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. 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, Aesop, Tanner Goods, 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 Air Jordan 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, and Alchemy Works now highlight 3rd Street, making the area 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.”
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. During 2015, DTLA saw just shy of 19 million visitors — over 6.2 million from LA County and more than 12.7 million from outside the area.

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 the LA Live / Convention Center complex.

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 and W Hotel.

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. Boutique hotel group Sydell Group has taken note, by bringing two unique properties - the Freehand Hotel and The NoMad Hotel - to the district, as have larger luxury groups like Intercontinental with their flagship location at The Wilshire Grand Center.
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 Jonathan Gold’s 101 Best LA Restaurants, 19 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.

DTLA’s heart and center, 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 Michelin star-awarded Tony Esnault’s Spring, ranked one of the best new restaurants in the US.

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 a second location for the San Francisco gem The Slanted Door.
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 70,000 and projected to top 100,000 by 2020. 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 83% of residents saying they are passionate about DTLA, and 73% that they 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.
PLEASE CONTACT THE DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT WITH ANY QUESTIONS YOU MAY HAVE.

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