



**2005
ANNUAL REPORT**



**Live, Work & Play
Downtown L.A.**

DOWNTOWN CENTER, BUSINESS
IMPROVEMENT DISTRICT

Dear Downtown Stakeholder:

Looking back on 2005, it's exciting and rewarding to review the ongoing revitalization of Downtown Los Angeles, and to know that the Downtown Center Business Improvement District (DCBID) is leading the way. From the strong commitment of our Purple Patrol safety and maintenance teams to the hugely successful Downtown Living Open House weekend and Grand Avenue Festival, we know that our efforts are making a difference.

Over the past eight years, the DCBID has always remained focused on our mission to ensure that Downtown is safe, clean and vibrant. Service calls to our Service Center grow each year, a reflection of the increased needs that a growing population demands. Our partnership with the Los Angeles Police Department has never been stronger than it is today. The DCBID has become the clearinghouse for information for all of Downtown. Our tours and outreach to investors are now nationally recognized and have brought in several new retail and commercial tenants.

Our plans for 2006 are ambitious and include increasing investment, maintaining safe and clean streets and strengthening our vibrant image through events and promotions. In addition, we'll begin our campaign for renewal. As you know, the DCBID's charter must be renewed every five years. We'll be meeting with you individually and in small groups to convey our message of success and seeking your support for our renewal.

Please take a few minutes to review this Annual Report. In addition to details about each department, you'll find the year-end financial reports. Thank you for your support. We look forward to an even more prosperous year ahead.



Peklar Pilavjian
Chairperson

A stylized, handwritten signature in gold ink.



Carol E. Schatz
President & CEO

A stylized, handwritten signature in gold ink.



2005 was another very successful year for the Economic Development department. Events to recruit office tenants and residents were huge hits and drew record numbers of people to Downtown. Tours of Downtown's housing and business opportunities continued to be in strong demand. The DCBID remains the #1 source for information and research about Downtown Los Angeles.

DOWNTOWN LIVING OPEN HOUSE The first annual Downtown Living Open House was held over a weekend in February and attracted more than 7,000 people to view new and adaptive reuse residential projects. Developers reported excellent leasing and sales activity during and after the Open House and continued to see the benefits from the event one year later from renters and buyers referencing the event as pivotal in their decision. The program received a highly coveted award from the International Downtown Association.

OFFICE TENANT ATTRACTION PROGRAM The Economic Development department also produced an informative program and lunch at the Walt Disney Concert Hall to entice the regional real estate community to come hear more about Downtown office availability. Of the 400 brokers and others who attended, 90% indicated that the information they learned would encourage them to bring more tenants to Downtown. The DCBID's extraordinary four-minute DVD of Downtown, "The Center of It All", was debuted at the luncheon to unanimous acclaim! Office vacancy in 4th quarter 2005 was 14.3% compared to 16.9% in 4th quarter 2004.

DCBID Property Value Increase

Year	Total Assessed DCBID Value
1997	\$4,211,364,587
1998	\$4,480,598,392
1999	\$4,838,421,305
2000	\$5,025,431,988
2001	\$5,260,525,694
2002	\$5,544,496,087
2003	\$5,688,391,189
2004	\$6,045,596,904
2005	\$7,002,900,943

Percentage increase in value from 1997 to 2005: 66.29%

LENDER/RETAILER TOUR The third annual Lender/Retailer Tour was held, in conjunction with the Mayor's office, to educate the lending and retail community and promote confidence in Downtown's residential growth. Over 100 people attended the event in November, including a representative from Trader Joe's, a significant triumph for the DCBID.

REQUESTS FOR INFORMATION AND TOURS In 2005 there were 3,600 requests for information on Downtown from developers, appraisers, bankers and prospective tenants from around the world. This is an increase of 50% over 2004.

More than 1,200 people took advantage of the Downtown Saturday Housing Tours, held twice a month. The free bus tour featured both new construction and adaptive reuse and visited five different residential models. Based on survey results, 10% have actually bought or rented units as a direct result of attending the tour or have recommended family and friends to do so.

Outreach programs included the Weekly Business Walking Tour program that attracted 75 people interested in the Downtown office, retail and residential markets. Wolfgang Puck's Express decision to open Downtown was a direct result of the Walking Tour.

Downtown was promoted at trade shows and conferences including:

International Council of Shopping Centers (multiple trade shows)

Urban Land Institute (multiple trade shows)

Real Estate Outlook

Investment in Downtown Los Angeles 1999-2005

Property Type	Project Cost Total
Arts & Entertainment	\$1,068,500,000
Civic & Institutional	\$815,700,000
Commercial	\$422,800,000
Mixed-Use	\$3,385,500,000
Residential	\$4,319,000,000
Grand Total	\$10,011,500,000

Includes money secured for projects starting construction through 2007

Downtown Residential Occupancy Rate

Number of projects	103
Number of units	14,300
Occupancy Rate	91.54%

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

DOWNTOWN LOS ANGELES HOUSING UNITS

EXISTING HOUSING	Affordable	Market Rental	Market Condo	Market Total	Grand Total
Existing as of Dec. 31, 1998	8,462	2,379	829	3,208	11,670
Constructed since Adaptive Reuse Ordinance - Present	848	4,173	1,183	5,356	6,204
Existing Subtotal	9,310	6,552	2,012	8,564	17,874
UNDER DEVELOPMENT					
Under Construction	325	2,106	3,022	5,128	5,453
Permitted	70	432	947	1,379	1,449
Under Plan Check	0	383	1,790	2,173	2,173
Under Consideration 2 years	0	1,000	1,565	2,565	2,565
Under Consideration 3+ years	520	1,167	5,790	6,957	7,477
Development Subtotal	915	5,088	13,114	18,202	19,117
Existing and Under Development Grand Total	10,225	11,640	15,126	26,766	36,991

4th Quarter 2005. Boundaries: North = 101 Fwy, South = 10 Fwy, East = Los Angeles River, West = Lucas Street

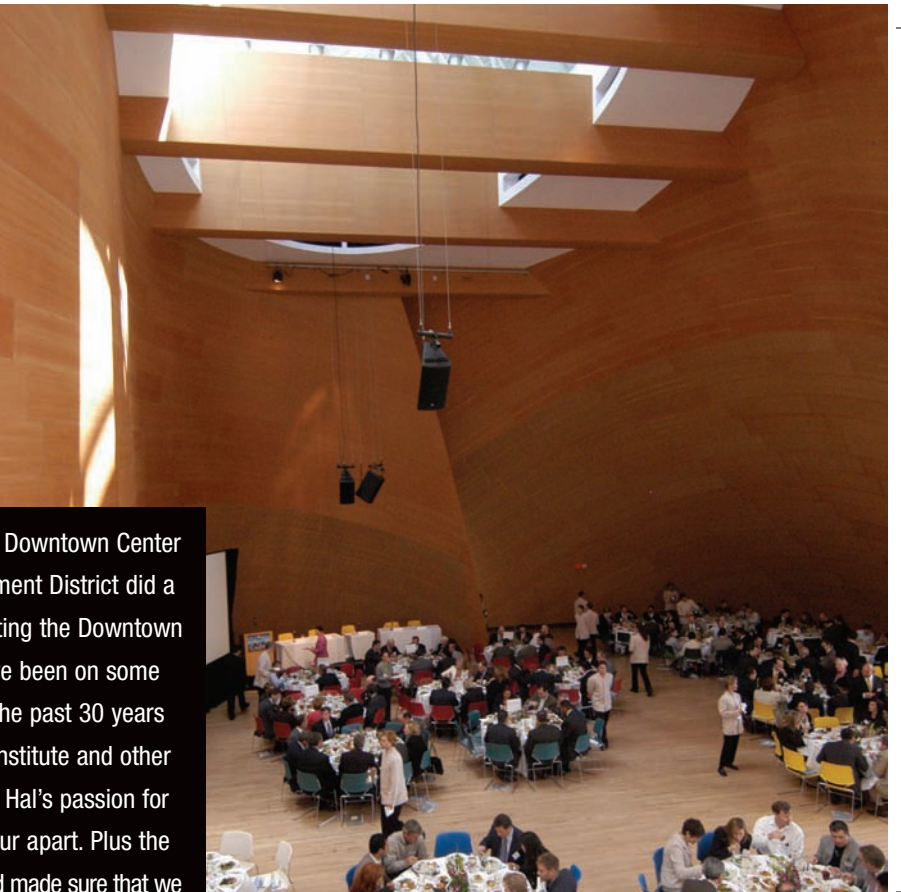
"The information provided by the DCBID is always accurate and timely, and it has proven to be invaluable when producing reports for our developer clients, as well as bringing in new clients. Additionally, I use this information when talking with banks about investing in Downtown, to give them the reassurance that Downtown LA is thriving. In short, the DCBID is a source that I have come to rely on, on a regular basis."

Mary Ann Osborn, CCIM, Regional Account Manager, The Ryness Company



“Hal Bastian of the Downtown Center Business Improvement District did a superlative job hosting the Downtown walking tours. I’ve been on some great tours over the past 30 years with Urban Land Institute and other organizations, but Hal’s passion for the city set this tour apart. Plus the headsets he provided made sure that we didn’t miss any of his commentary. He also was exceedingly generous to open his home to us to personalize an example of an adaptive reuse project.”

Lucy O’Laughlin,
Co Founding Partner, Managing Director,
PCA Capital Partners, Inc.
New York, New York



2005 Office Building Sales Transactions

Building	Buyer	Price PSF
Mellon Bank Center	Tishman Speyer	\$349.35
Figueroa at Wilshire	Trizec Properties	\$343.31
Bank of America Plaza	Trizec Properties	\$305.97
Northwestern Mutual Life Plaza	Pacific Eagle Holdings	\$263.90
777 Tower	CommonWealth Partners	\$248.87
Union Bank Plaza	Hines VAF UB Plaza LP	\$229.52
AON Center	Broadway 707 Wilshire Fee LLC	\$186.62
Pacific Center	523 Pacific Center Associates LLC	\$156.03
Figueroa Tower	Milbank RE Services	\$223.93
Total Value		\$1,774,940,000

Office Vacancy/Rent Trends

Year	Overall Vacancy	Overall Avg. Rents
1999	18.9%	\$21.84
2000	20.9%	\$23.40
2001	16.9%	\$24.24
2002	19.6%	\$24.72
2003	18.9%	\$25.92
2004	16.9%	\$25.44
2005	14.3%	\$25.80

Source: Cushman & Wakefield Research Services

“Our company has been working with the Downtown Center BID for the past few months with respect to a developable piece of land we own within this dynamic growth area. Their support has been outstanding. They have shared their intimate knowledge of the area through detailed data distribution, personalized area tours and prompt responses. All of which has helped us save considerable time and money in our efforts. They are an exceptionally well run, focused and professional group whose enthusiastic assistance to companies like ours is ensuring that Downtown LA will realize its exceptional promise. We feel very fortunate to know that our project will ultimately both contribute to and benefit from the incredibly vibrant community that the DCBID has been indispensable in facilitating.”

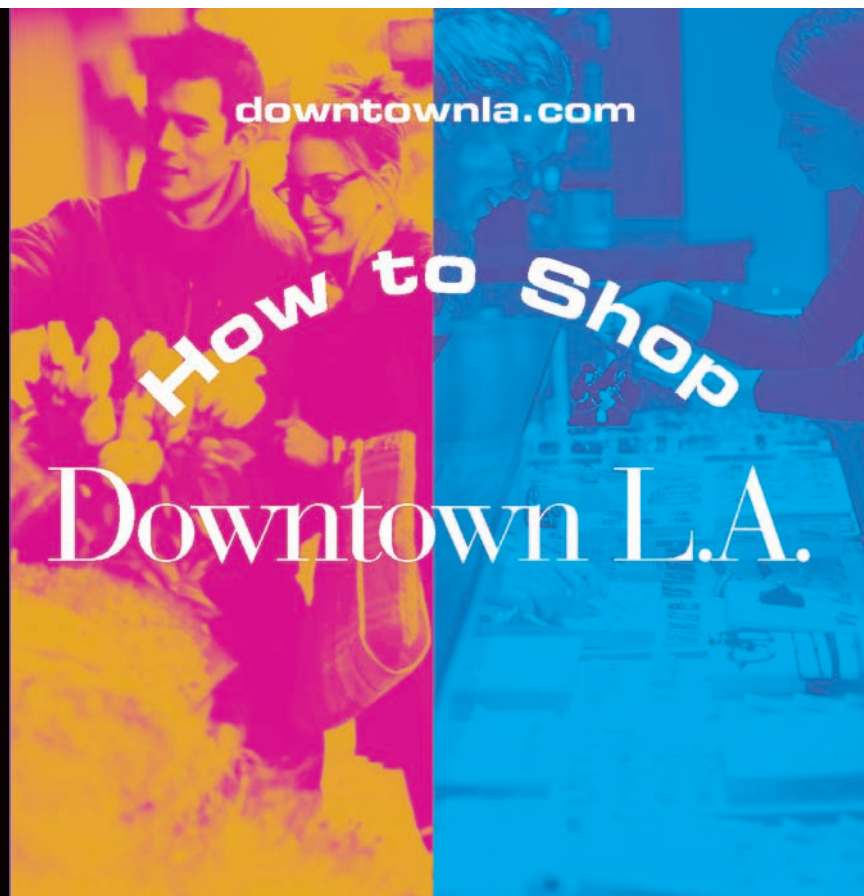
Oriel Newman, Esq., Director of Research, Mitsui Fudosan America, Inc

Housing Units New to Market in 2005

Property Type	No. of Units
Metro 417	277
The Met Lofts	264
Lofts at the Security Building	153
Pacific Electric Lofts	314
The Reserve Lofts	79
The Savoy	303
The Douglas	50
Santa Fe Lofts	135
Molino Street Lofts	92
The Flat	205
Grand Lofts	66
Skyline Village	73
Yankee Hotel	80
1043 South Grand	9
Main Street Apartments	131
Texere Plaza	62
TOTAL	2293

CONDO SALES (2000-2005)

Product Type	Year	Avg. Price PSF	% Increase
1 Bedroom	2005	\$588.92	41.1%
	2004	\$417.35	39.0%
	2003	\$300.18	10.2%
	2002	\$272.46	35.8%
	2001	\$200.65	2.2%
	2000	\$196.25	
2 Bedroom	2005	\$469.18	24.9%
	2004	\$375.68	33.6%
	2003	\$281.27	28.0%
	2002	\$219.71	20.4%
	2001	\$182.44	8.6%
	2000	\$167.96	
3 Bedroom	2005	\$483.44	29.3%
	2004	\$374.03	49.0%
	2003	\$251.06	29.1%
	2002	\$194.51	4.9%
	2001	\$185.50	14.7%
	2000	\$161.73	



Making sure that Angelenos and visitors know that Downtown LA is a vibrant, exciting urban destination continued to be the goal for the DCBID's Marketing team in 2005. Distributing useful collateral materials, producing big-splash events, airing TV spots and placing newspaper and magazine ads all helped get the word out about what's happening Downtown. In addition, a strong public relations campaign generated positive TV, radio and newspaper articles about Downtown.

MARKETING

TARGETED CONSUMER ADVERTISING The monthly advertising campaign in the Los Angeles Times continued in 2005. The half page, full color ads promoted shopping and dining suggestions, as well as a calendar of events and a description of the Purple Patrol. Each ad reached over 600,000 households with our message that Downtown is a great place to live, work and play.

A holiday campaign to promote a \$10,000 shopping spree giveaway was promoted with newspaper ads, television commercials and an email message. The email message was sent to 100,000 subscribers of latimes.com and generated an open rate of 26% compared to the industry average of just 8%. The thirty-second TV commercial ran more than 1,000 times on Comcast Cable stations (CNN, Food, MTV, TNT, ESPN, and Lifetime) and reached over 300,000 households on the Westside, Hollywood, Downtown and Central LA. More than 7,000 people registered to win the shopping spree.

A series of ads that promoted the DCBID's Purple Patrol, Jewelry District, dining options and loft living ran in Los Angeles Magazine's special section for the DCBID's Downtown Living Open House weekend in February.

COLLATERAL MATERIALS A total of 500,000 brochures and maps were produced and distributed by the DCBID in 2005. The demand for information about Downtown LA is insatiable! The DCBID's retail directory, the Guide to Downtown LA lists more than 800 businesses. 100,000 Guides were printed and distributed on brochure stands located in airports and hotels throughout Los Angeles, to conventioners, in welcome bags and on the information kiosks. 12,000 Guides were also distributed on campus to USC students. Ad sales helped to defray the cost of printing the Guides.

A new piece, created in 2004, How to Shop Downtown LA, continued to be a big hit in 2005 with a distribution of 50,000. 100,000 walking maps were also distributed throughout the year. A coupon booklet featuring 90 special offers was produced in 2005 in partnership with American Express and LA Inc., the Convention and Visitors Bureau. The booklets were distributed to 250,000 conventioners and also posted on www.downtownla.com.

“The Music Center's partnership with the DCBID is an important one. We've partnered to produce the popular Grand Avenue Festival, which brings tens of thousands of people Downtown for a Saturday in the fall to experience the culture that permeates Grand Avenue, participate in art making activities and enjoy diverse offerings from area restaurants. Our partnership with the DCBID has also been an essential part of our tourism efforts, working together to develop initiatives that inform citizens and tourists about what they can do in the center of the city.”

Stephen D. Rountree, President , Music Center/Performing Arts Center of Los Angeles

MARKETING TO DOWNTOWN RESIDENTS Creating a sense of community among Downtown residents was an important goal in 2005. Distributing over 2,000 welcome bags filled with maps, brochures and special offers provided residents with information about what to see and do in their new neighborhood.

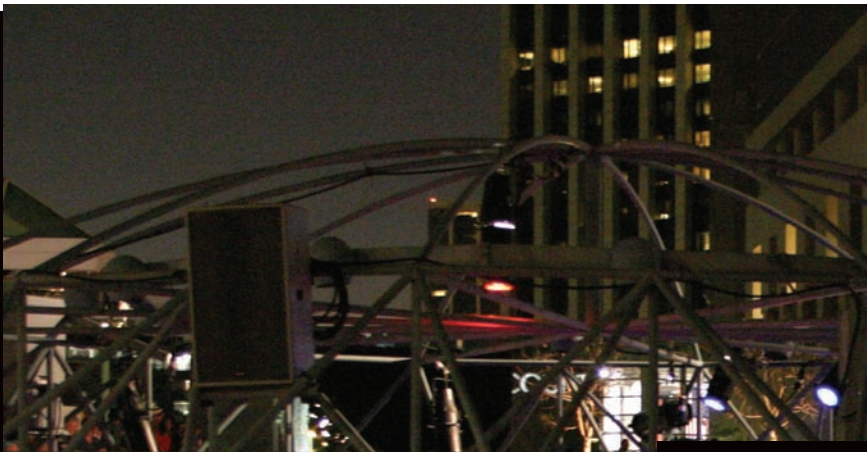
The Walk-in Movie Series for residents drew 10,000 people over the course of five summer evenings. Mad Hot Ballroom, a documentary about school children learning how to dance was the biggest hit of the series with more than 3,000 in attendance. Each film was preceded by live entertainment provided by Grand Performances.

GRAND AVENUE FESTIVAL AND TASTE OF DOWNTOWN The Grand Avenue Festival and Taste of Downtown attracted approximately 20,000 people to Downtown in October for free musical, dance and theatrical performances, as well as tastings of delicious food from Downtown restaurants. Grand Avenue was closed from Temple to 3rd street to make room for restaurant booths, an art fair produced by Downtown's Gallery Row and the USC Pavilion to commemorate their 125th anniversary.

The day-long event offered free performances and programs at the Music Center, including the Walt Disney Concert Hall, the Cathedral of our Lady of the Angels, Central Library, Redcat, the Museum of Contemporary Art and the Watercourt Stage at California Plaza.

PUBLIC RELATIONS, BRANDING AND IMAGE BUILDING In 2005, the DCBID received coverage in over 65 publications including Alaska Airlines Magazine, America Journal, Los Angeles Times, National Geographic Traveler, San Francisco Magazine, The Herald Magazine (UK), Miami Herald, Travel & Leisure, Variety and Women's Wear Daily. The DCBID was also featured in 12 television segments both locally and nationally, as well as 15 radio features. The media value for this coverage is approximately \$750,000.

A press conference was held in April to announce the installation of Downtown LA Walks, a wayfinding signage program consisting of 1,300 directional signs placed throughout Downtown. The value of the media coverage from television, print and radio outlets at this event totaled more than \$65,000.



File Edit View Favorites Tools Help
 Back Forward Stop Search Favorites Media
 Address http://www.downtownla.com/

Home | Site Map | Contact Us | Directions | Parking Quick Link

Live, Work & Play Downtown L.A.
 DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT

March 7, 2005

dine play muse shop

Welcome To Downtown Los Angeles!

The Los Angeles Downtown Center Business Improvement District (DCBID) is a coalition of over 400 property owners 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 and play. [More](#)

Downtown WebCams!
[Click here to see live webcam shots](#)

Live, streaming videofeed from Wilshire and Hope Street. See what's happening in Downtown anytime, day or night.

Interactive Downtown Maps!
[Click here for interactive maps](#)

Our interactive mapping tool allows you to virtually walk through Downtown LA right from your computer. Take it for a test drive today.

[Click Here For The Shopping Guide](#)

MOCA.org

[Downtown Tours](#) [Getting Here](#)

[Click here to see our latest Downtown Video](#) [None of the above](#)

"Being a part of the Marketing Committee is a great way to learn how to get involved with Downtown events that make a difference. Participating in the DCBID's concierge event in August, for example, enabled us to reach out to the hotel, office and residential concierge community throughout southern California. Additionally, the Committee provides a great avenue for networking — building and retaining pivotal relationships among Downtown's savvy marketing and promotions professionals. The experience continues to be an invaluable one."

Patrice R. Hopper
 Marketing Director — California Properties
 Trizec





downtown los angeles

Have you seen the Purple Patrol? They are an organized group of Downtown ambassadors. Clad in purple shirts, the friendly team provides directions and helpful assistance to visitors. The Purple Patrol also enhances public safety in partnership with the Los Angeles Police Department.

13th ANNUAL CENTRAL SUMMER CONCERTS 2006
6:30 PM Mama's Hot Tamales+No-Host Bar
Come early and experience the powerful drums in the exhibition Big Drum: Talks in the United States. Free admission every Thursday, 5pm - 8pm.
369 E. First Street
213.625.0414
jamm.org

Tapas Sundays at Ciudad
Every Sunday, 5 pm - 9pm
Make Ciudad your destination for an exciting all-tapas menu and Spanish wines by the glass. Chef's Mary Sue Milliken and Susan Feniger, along with Ciudad Executive Chef Espin Ortega, are taking taps to a new level!
445 S. Figueroa Street
213.486.5171
ciudad-la.com

Live, Work & Play Downtown LA.
downtownla.com
213.824.2146

FREE at the Japanese American National Museum
August 25 East LA Talko
September 1 Maria Gomez
September 29 New Music From the APPEX Ensemble

Great American Bake Sale
November 17, 11am - 3pm
Join Share Our Strength's Great American Bake Sale, raising funds to fight childhood hunger in L.A. Buy delicious baked goods from Downtown's best restaurants.
7 + FIG @ Ernst & Young Plaza
735 S. Figueroa Street
Food Court Atrium
downtownla.com

Discover Downtown Los Angeles' Grand Avenue Festival
Saturday, October 8, 11am - 5pm
Grand Avenue between Temple & 5th streets
For the best in arts and family fun! Plus sample delicious creations for \$5 or less from the area's finest restaurants at A Taste of Downtown presented by the Downtown Center Business Improvement District.
213.694.5146
downtownla.com

The Standard
Downtown L.A.
The Standard
24 Hours, 7 days a week
EAT HERE, SLEEP HERE
550 South Flower at 6th Street
213.892.8080
standardhotel.com.

"STAR WARS" EXHIBIT COMES TO FIDM
September 12 - December 10
Costumes, artifacts, accessories and props from all six "Star Wars" films including those from "Episode III: Revenge of the Sith" will be on display at the Fashion Institute of Design & Merchandise. The exhibition, Dressing a Galaxy: The world premiere costume exhibition of "Star Wars", is made possible with the cooperation of Lucasfilm Ltd.
919 S. Grand Avenue
213.624.1200
fidm.edu

Grand Avenue Festival
Downtown Los Angeles

St. Vincent Jewelry Center is the largest jewelry center in the world with more than 400 jewelry manufacturers, designers, retail and wholesale jewelers, catering to all taste. Experience savings of 40-70% everyday.
640-650 Hill Street
639-659 S. Broadway
213.699.9194

Calendar of Events

Now-September 2
Every Friday, Noon-2 PM
SUMMER CONCERT SERIES
7 + FIG @ Ernst & Young Plaza
213.825.7150
www.7FIG.com

Now-September 18
AUGUST WILSON'S RADIO GOLF
Mark Taper Forum
213.628.2772
www.TaperForum.com

Now-October 8
GRAND PERFORMANCES SUMMER CONCERT SERIES
California Plaza
213.687.2158
www.grandperformances.org

Now-October 10
BASQUIAT
Museum of Contemporary Art
Grand Avenue
213.628.9222
www.moca.org

October 9-20
EDGEFEST
Los Angeles Theater Center
210.281.7960
www.edgefest.org

MARKETING

The DCBID hosted a media tour for the Performing Arts Critics Association in May. Positive coverage about Downtown appeared in newspapers in St. Petersburg, Miami and Pittsburgh as a direct result of the tour.

The first annual concierge event was held in August to educate office, hotel and residential concierges from around southern California about Downtown LA's renaissance. More than 100 concierges attended the event-packed day that began at 7+FIG for a shopping tour and ended with an outdoor concert produced by Grand Performances at California Plaza.

More than 250,000 people are called for Jury Duty each year in Downtown LA. To make sure this captive audience knows where to go on their lunch hour, the DCBID produced a lively video in 2005 that is shown to jurors as they begin their first day of service. The video also makes suggestions about returning to Downtown on the weekend for other activities including shopping in the Jewelry District, attending a performance at the Music Center and much more.

Another new initiative implemented in 2005 were email blasts to a database of over 5,000 Downtown residents and office workers. Property owners were invited to submit special offers such as new menu items and hotel rates that would be of interest to Downtowners. Colorful graphics and photos were used to make sure the email blast was opened and viewed.

The DCBID's website, www.downtownla.com received an average of 2,200,000 hits per month and 25,000 visits per month in 2005. Shopping, dining and entertainment listings were updated constantly, as were the ever-growing loft listings. The calendar of events continued to be one of the most popular destinations on the website. The LA Downtown News named the DCBID's website the best for "coupon cutting" in 2005.

"Thanks to the DCBID's email blast program, we were able to get the word out to Downtown residents and office workers about our 13th anniversary. The event was a big success!"

Paul Roohani, General Manager, McCormick & Schmick's



Once again we are proud to report that criminal activity in the Central Division was down by 18% in 2005, continuing a multi-year downward trend. The trusted relationships that the Downtown Center Business Improvement District has developed with the Los Angeles Police Department, Los Angeles Fire Department, Los Angeles Sheriff's Department and Council District #9 played a critical role in this achievement.

OPERATIONS

SAFETY TEAM DCBID Safety Officers really shined in 2005 by receiving numerous awards. Security Officer of the Year for Los Angeles County was awarded to Sergeant Juan Sanz. Other safety officers received commendations for making outstanding arrests including two bank robbery suspects on two different occasions, as well as several commendations from the Los Angeles Police Department for apprehending other suspects.

The Special Enforcement Detail (SED) continued to be a successful way to deter crime. The presence of 3 to 4 safety officers patrolling the district's targeted areas provided a strong message that the Purple Patrol is watching. Safety officers contacted the Los Angeles Police Department when they witnessed crimes in progress that resulted in 61 felony arrests and 70 misdemeanor arrests.

The DCBID dramatically increased the training provided to safety officers in 2005. Safety officers received training from nationally renowned instructors on the use of pepper spray and batons, as well as gang and drug abuse recognition, CPR, weaponless defense and laws of arrest. The DCBID safety officers receive more training than any other BID in the state of California.

The continued use of the Computer Aided Dispatch (CAD) system helped to identify "hot spots" in the district to aid in creating effective deployment schedules. The CAD system tracked 90,438 calls to the Service Center in 2005.

A weekly BID email notice was begun in 2005 to notify property owners and other interested constituents about street closures, filming locations, DCBID accomplishments and other useful information.

The 6th annual Public Safety Appreciation Barbecue, hosted by the DCBID, was held in October to express appreciation to our law enforcement partners for their service and support during the year. The BBQ drew more than 500 public safety officers and Downtown employees to Pershing Square. Donations from more than 25 Downtown businesses made it possible to present a check for \$5,000 to the Los Angeles Fire Department Relief Association.

Calls for Service	
2005	90,438
2004	85,000
2003	50,000

"The LAPD's working relationship with the DCBID is the key to the tremendous crime reductions that we're seeing Downtown. My officers have great respect for our DCBID colleagues."

Captain Andy Smith, Los Angeles Police Department, Central Division



“The incredible partnership between the Los Angeles Police Department and the Downtown Center BID is a very valuable one, and we could not be as effective without their assistance. The DCBID constantly amazes me with their generosity and their eagerness to resolve the many law enforcement related issues in Central Area. They are truly our partners in fighting crime and the fear of crime Downtown.”

Captain Jody Wakefield
Los Angeles Police Department, Central Division



MAINTENANCE TEAM The DCBID's Maintenance team begins work early each morning to make sure the district is free of trash and graffiti before residents and office workers begin their work day. The team collected 89,953 bags of trash in 2005. This is a reduction of 13,000 bags compared to 2004 due to a reduction in illegal dumping thanks to the successful efforts of the DCBID safety officers. In addition, 680 bags of trash were collected from the Adopt-a-Highway program. The Maintenance team provided trash and weed removal from freeway off-ramps twice a month. Twenty new trash receptacles were placed in the district in 2005 bringing the grand total of receptacles to 340.

The CAD system was used in 2005 to keep track of 413 instances of graffiti removal. A total of 15 abandoned or damaged news racks were also removed from the district. A special gum removal team was established in 2005 to attack this problem on sidewalks throughout the district.

For the best results in maintaining a clean Downtown, the DCBID continued to rely on important partnerships with the City Sanitation and Street Works departments to ensure speedy service from these city agencies.

The DCBID's Maintenance team received training on the proper use of tools and equipment in 2005. Landscaping efforts included tree trimming and spring plantings in flower pots.

BID OUTREACH The BID Outreach is a specially trained team of four officers who assist the homeless community by providing clothing, bus tokens and transportation to medical facilities. The team partners with local hospitals, as well as veterans groups, drug and alcohol rehabilitation centers, the Los Angeles Police Department System-wide Mental Assessment Response Team (SMART), and missions that provide food and shelter. The team's caseload increased by 40% in 2005 and as result, an additional position will be added in 2006.

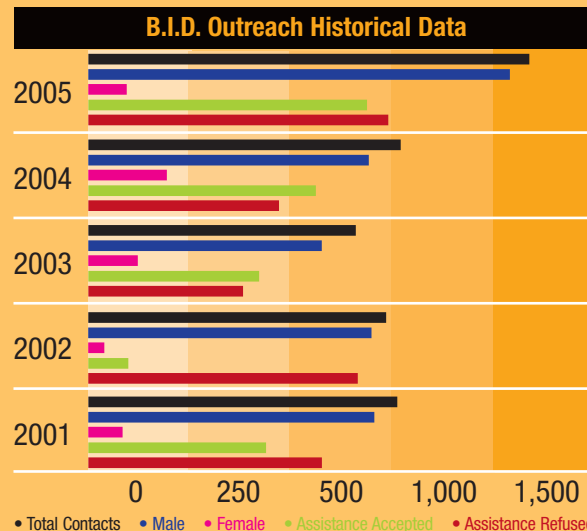
The BID Outreach team made contact with 1,656 people in 2005. Of these people, 745 accepted the DCBID's assistance for food, clothing and other social services.

The fifth annual Community Outreach Fair, coordinated by the Outreach team, provided valuable information regarding benefits, job training and job placement to the homeless community in September. Over 250 people gathered in Pershing Square to receive much needed health care screenings, clothing and hygiene kits. Many representatives from USC's Medical School, Veteran's Administration, Chrysalis and Salvation Army donated their time and resources to the Fair.

AMBASSADOR PROGRAM The Ambassador program made contact with 25,365 visitors to Downtown requesting maps, brochures and directions. Two highly visible kiosks were placed in busy traffic areas throughout the district. Ambassadors continued to use the hand held computers and printers that provide printed walking and driving directions to over 600 locations within the district, as well as popular tourist directions in Southern California.

“The working relationship and cooperation between the LAPD and the DCBID are at an all time high. This is exactly the way that two organizations should work together for common causes. I hope that other BID's and law enforcement agencies will achieve the same relationship that we have with the DCBID.”

Deputy Chief Lee Carter, Los Angeles Police Department, Central Division



Kiosk Contacts

2005 Contacts	25,365
Number of Maps	15,446
Number of Brochures	45,222
2004 Contacts	18,126
Number of Maps	6,692
Number of Brochures	35,266
2003 Contacts	16,973
Number of Maps	4,305
Number of Brochures	26,245

Statement of Financial Position

December 31, 2005

ASSETS	
Current Assets:	
Cash and Cash equivalents	\$1,315,118
Accounts Receivable - net	154,323
Prepaid Expenses	36,533
Deposits	9,526
Total Current Assets	1,515,500
Property and Equipment:	1,029,171
Less: Accumulated Depreciation	(679,731)
Net Property and Equipment	349,440
Total Assets	\$1,864,940

LIABILITIES AND NET ASSETS	
Current Liabilities:	
Accounts Payable and Accrued Expenses	\$586,345
Accrued Payroll	117,476
Due to Affiliates	30,292
Total Current Liabilities	734,113
Net Assets	1,130,827
Total Liabilities and Net Assets	\$1,864,940

Statement of Activity

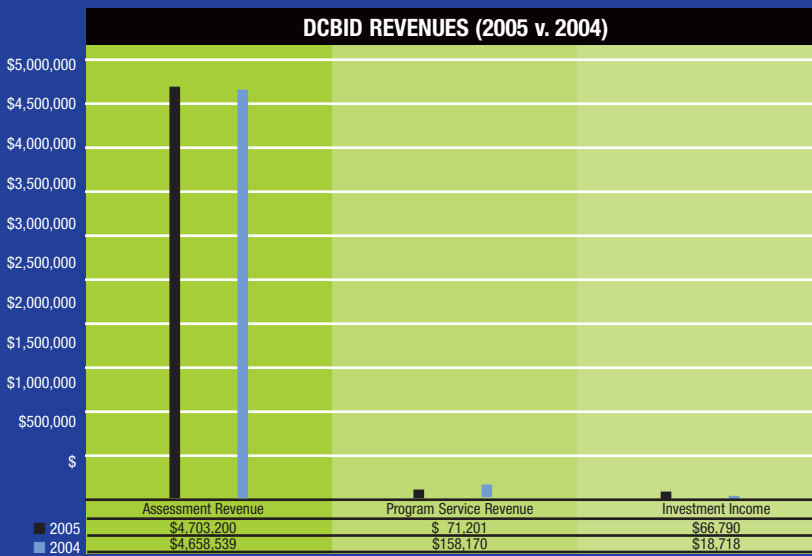
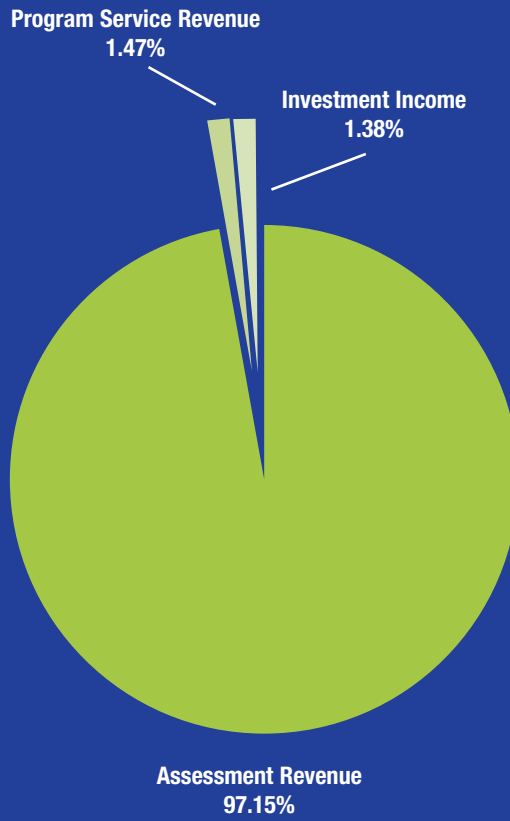
For the Year Ended December 31, 2005

REVENUES	
Assessment Revenue	\$4,703,200
Total Revenues	4,703,200
EXPENSES	
Public Safety	1,747,310
Maintenance	1,023,892
Community Service	102,958
Destination Marketing	754,374
Economic Development	605,954
Special Projects - Operations	74,362
Management and General	660,477
Total Expenses	4,969,327
Net Expense from Operations	(266,127)
OTHER INCOME AND EXPENSE	
Program Service Revenue - net	71,201
Interest Income	66,790
Total Other Income and Expense	137,991
Decrease in Net Assets	(128,136)
NET ASSETS at January 1, 2005	1,258,962
NET ASSETS at December 31, 2005	\$1,130,826

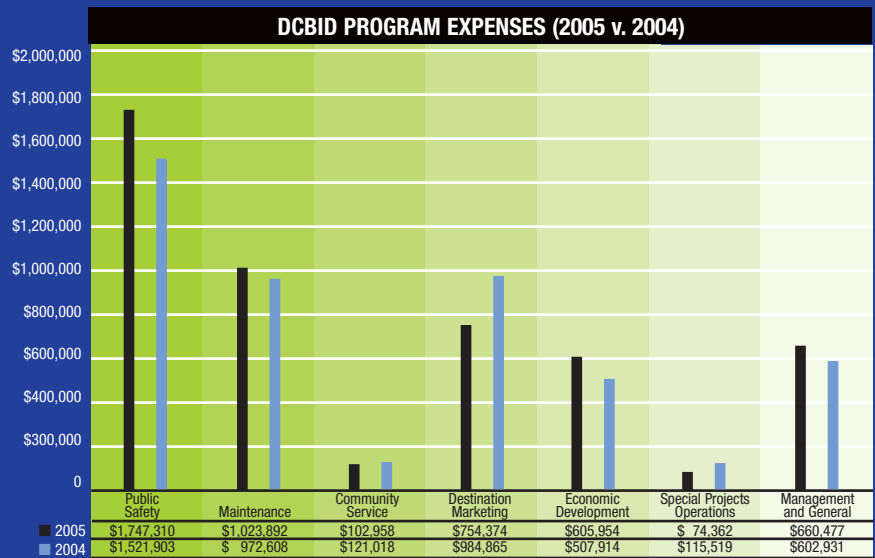
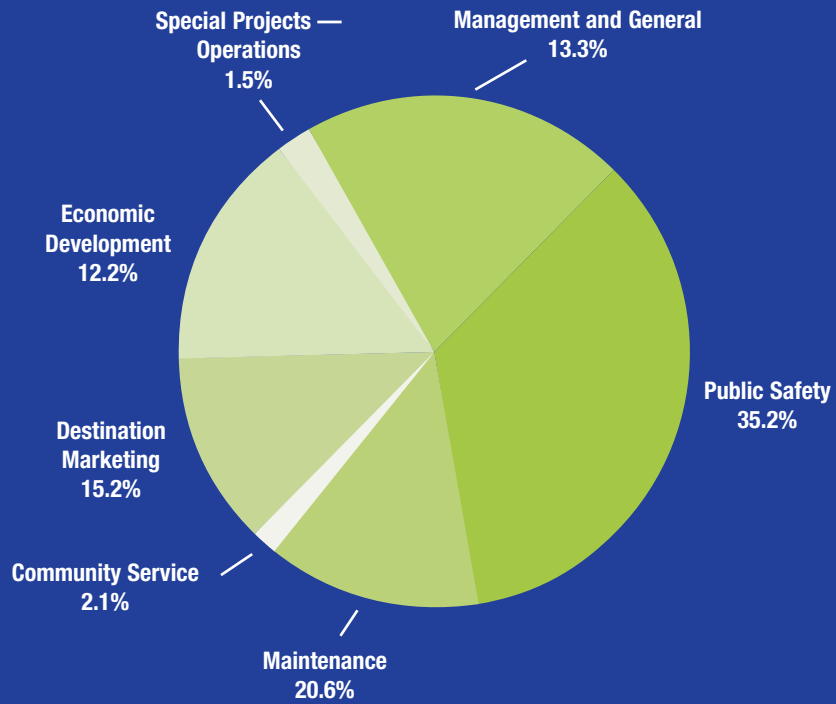
Statement of Cash Flows
For the Year Ended December 31, 2005

CASH FLOWS FROM OPERATING ACTIVITIES	
Change in Net Assets	\$(128,135)
Adjustments to reconcile change in net assets to net cash used in operating activities:	
Depreciation	129,615
Accounts Receivable	(77,606)
Prepaid Expenses and Deposits	(23,352)
Accounts Payable and Accrued Expenses	121,789
Accrued Payroll	15,665
Due to Affiliates	36,223
Net Cash Provided by Operating Activities	202,334
CASH FLOWS FROM INVESTING ACTIVITIES	
Purchase of Equipment	(29,554)
Net Cash Used in Investing Activities	(29,554)
CASH FLOWS FROM FINANCING ACTIVITIES	
Net Cash Used in Financing Activities	-
Increase in Cash and Cash Equivalents	44,645
CASH AND CASH EQUIVALENTS, at January 1, 2005	1,270,473
CASH AND CASH EQUIVALENTS, at December 31, 2005	\$1,315,118
SUPPLEMENTAL DISCLOSURES OF CASH FLOW INFORMATION:	
Cash paid during the year for interest	\$2,147

2005 Revenues



2005 Expenses



2005 Board of Directors

Peter Anastassiou
Trans Western Commercial Services

Robert Bellack
Los Angeles Times

Barbara Bundy
FIDM

A. Bingham Cherrie
USC

Aroon Chinai
Holualoa Companies

John Curthoys
Equity Office Properties

David Damus, Esq.
L & R Investment Co.

Jeffrey Griswold
System Property Development Co.

Steven Hathaway – 2nd Vice Chair
Los Angeles Athletic Club

Patrick Lacey
Trizec Properties

Kelvin Nishikawa
North America Building Management Corp.

Anne Peaks
Yellin Company

Peklar Pilavjian – Chairperson
L.A. United Investment Co.

Kevin Ratner
Forest City Development

Michele Reibel
Maguire Properties

Harry Richter
California Club

Carol E. Schatz
Downtown Center Business Improvement District

Colin Shepherd
Hines

Bernard Sichel
Cushman & Wakefield

John R. Sischo
Thomas Properties Group

David S. Stairs
Legacy Partners Commercial, Inc.

John Vallance – Secretary
City Centre Development

Peter Zen – Treasurer
Westin Bonaventure Hotel & Suites

Beverly Ziegler – 1st Vice Chair
Kawada Company of America

DCBID Staff

Carol E. Schatz
President & CEO

Rosemary Anaya
Vice President & COO

Jon Niiro
Controller

Hal Bastian
Vice President, Director of Economic Development

Mindy Rosen
Director of Marketing and Communications

Chris Antoniadis
Director of Operations

Raquel King
Operations Supervisor

Heidi M. Nixon
Marketing Manager

Herman Pang
MIS Manager

Hong Zhao
Senior Accountant

Amy Giang
Accountant

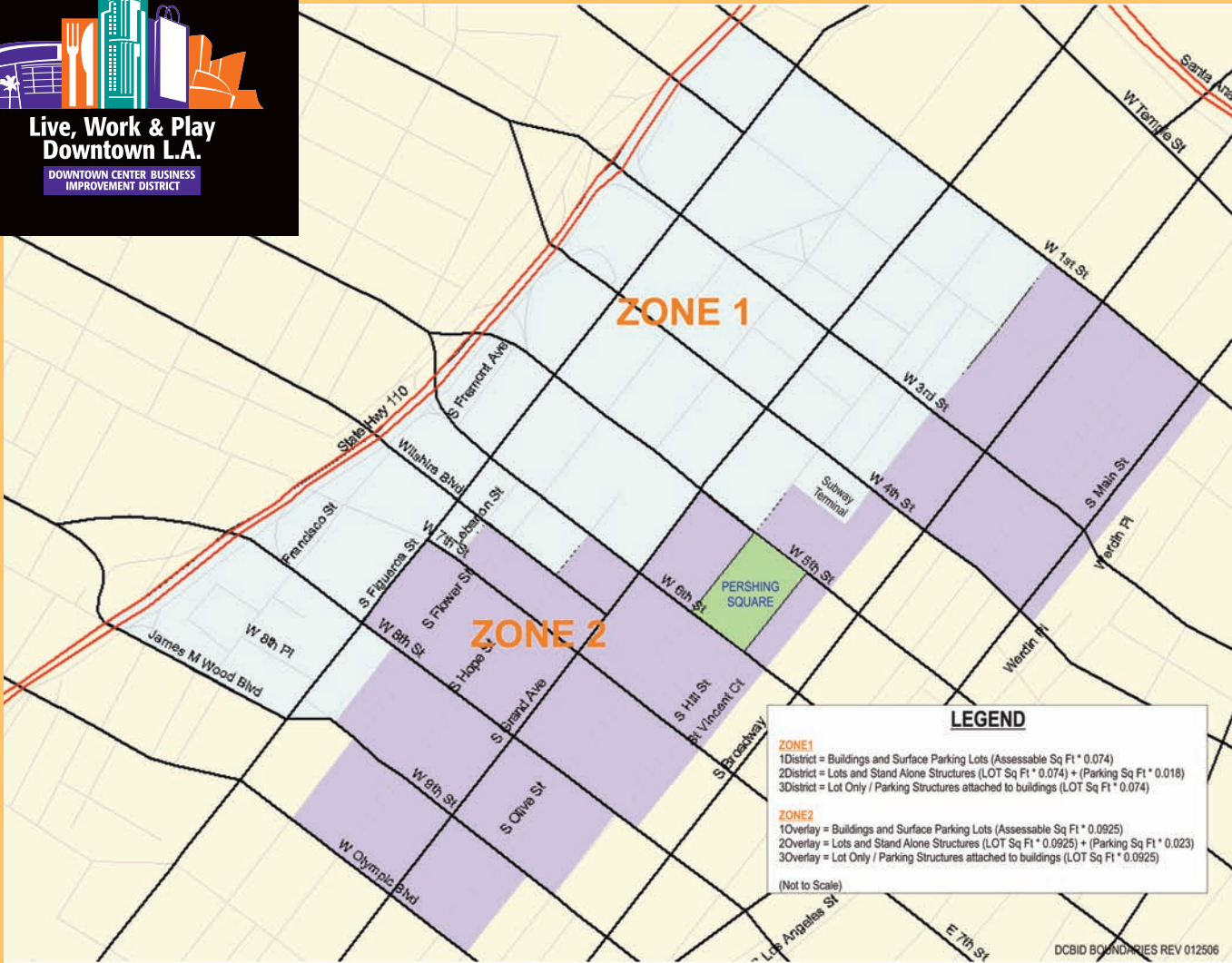
Petra Durnin
Economic Development Senior Associate

Brigham Yen
Economic Development Associate

Leticia Orozco
Executive Assistant

Ron Colcol
Supervisor/Maintenance Services

Natasha Stephens
Administrative Assistant



The Downtown Center Business Improvement District is a coalition of over 400 property owners 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 and play.



Downtown Center Business Improvement District
626 Wilshire Blvd., Suite 200, Los Angeles, CA 90017
213-624-2146 tel • 213-624-0858 fax
downtownla.com