



West Coast Urban District Forum

Reno, Nevada

June 2022



meet.ps/wcud



INSPIRED LEADERS
SHAPING CITIES



Bringing People Back Downtown Through Marketing and Events

Friday, June 17 | 8:30am – 9:45am

Speakers:

Bree von Faith, Vice President of Marketing and Communications, Downtown Center BID (Los Angeles, CA)

Matthew Jervis, Director of Vitality and Marketing, Downtown Berkeley Association (Berkeley, CA)

Andrew Robinson, Executive Director, East Cut CBD (San Francisco, CA)

David Romako, Partner, Bright Brothers Strategy Group (Phoenix, AZ)



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silence your
mobile
phones



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SHAPING CITIES



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IDA LPM professionals can earn credit hours for this session.

Please visit the Resources section on downtown.org/certification to learn more.



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Ask questions and vote for others.

The presentation slides are also available here.

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RETURN TO DTLA INITIATIVES

Strategy + Goals

- Drive traffic
- Tech-forward
- Curated experience
- Economic impact
- Choose your own adventure approach



What's New and Happening in Downtown LA
August 2021



DTLA is Open Photo Contest Continues

We were blown away by your July photos showing off everything you've been up to in DTLA. Do you want to win \$150 in gift cards to your favorite DTLA businesses? It's not too late! August is the last month to enter the DTLA is Open Photo Contest and it's so easy. Choose your favorite photos, share on Instagram or Facebook with the two hashtags, #DTLAisOpen and #DTLAisPhotos, tag @Downtown_LA, and that's it! Previous winners have been treated to gift cards at businesses like O'Jays, Plaza Spa, Public School 213 and more. We want to see how you're enjoying Downtown LA. [Learn More](#)



Los Angeles Magazine Whiskey Festival

August 20
Take a deep dive into the world of whiskey at Los Angeles Magazine's sixth annual Whiskey Festival. Meet the distillers, sip the finest selections, learn fresh cocktail recipes, and experience new labels. Plus enjoy hors d'oeuvres, live music, and unique experiences that will complement the bespoke atmosphere. [Get tickets](#)

Downtown Highlights

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CAMPAIGNS



DTLA IS OPEN Photo Contest



DTLA for the Holidays

DowntownLA.com



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EVENTS



Office Worker Program



Halloween Festival



DTLA Holiday Adventure

[DowntownLA.com](https://downtownla.com)



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DTLA HOLIDAY ADVENTURE



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A DOWNTOWN SCAVENGER HUNT

40

FUN + FESTIVE
CHALLENGES

4.7



635

JOINED THE
EVENT APP

5286

CHALLENGES
COMPLETED

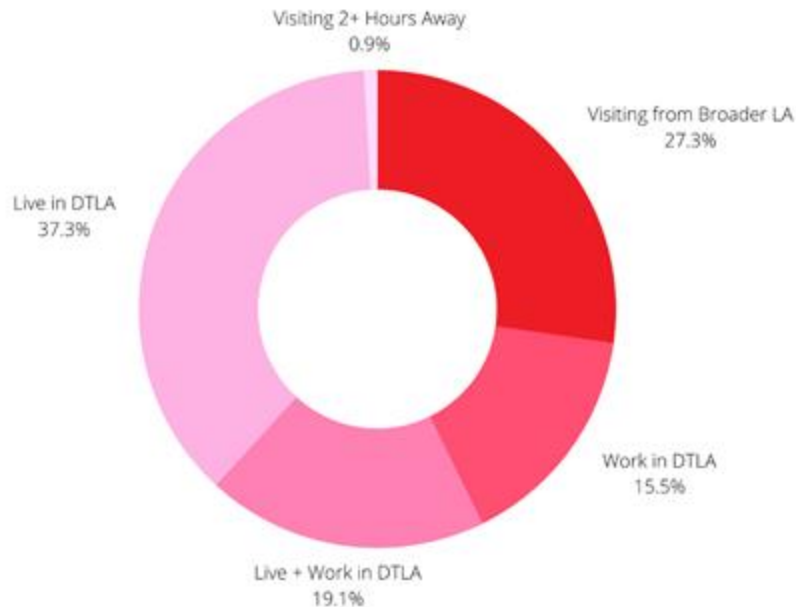
\$14k

GIFTCARD
GIVEAWAYS

2275

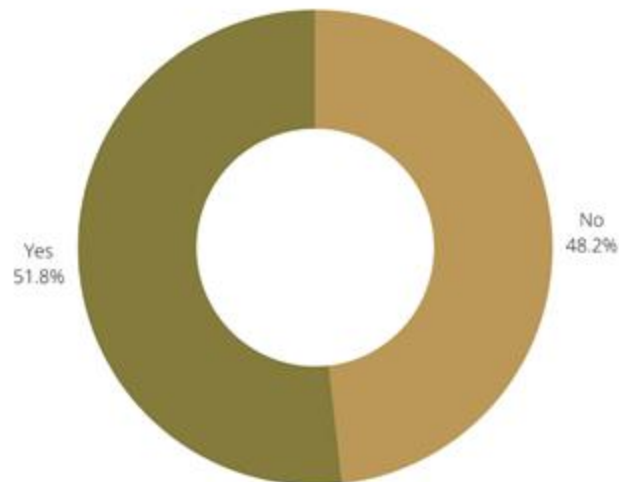
PHOTOS + VIDEOS
CAPTURED

LIVE, WORK, VISIT



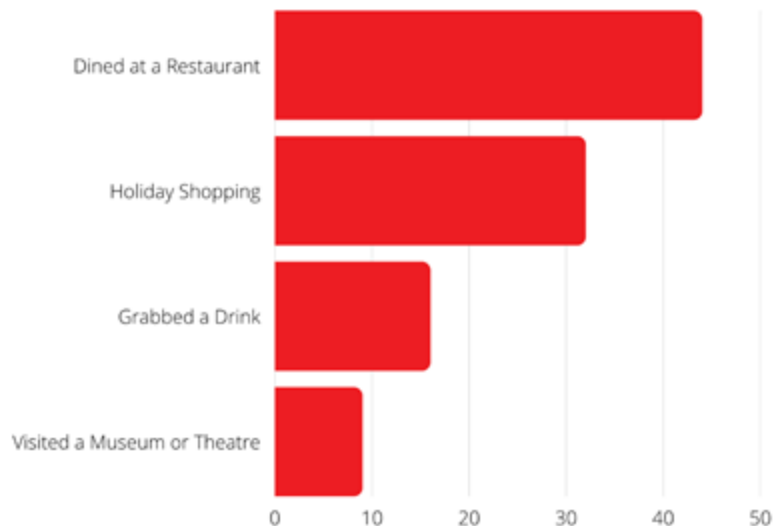
DECISION TO VISIT

Was the DTLA Holiday Adventure part of your decision to come to DTLA?



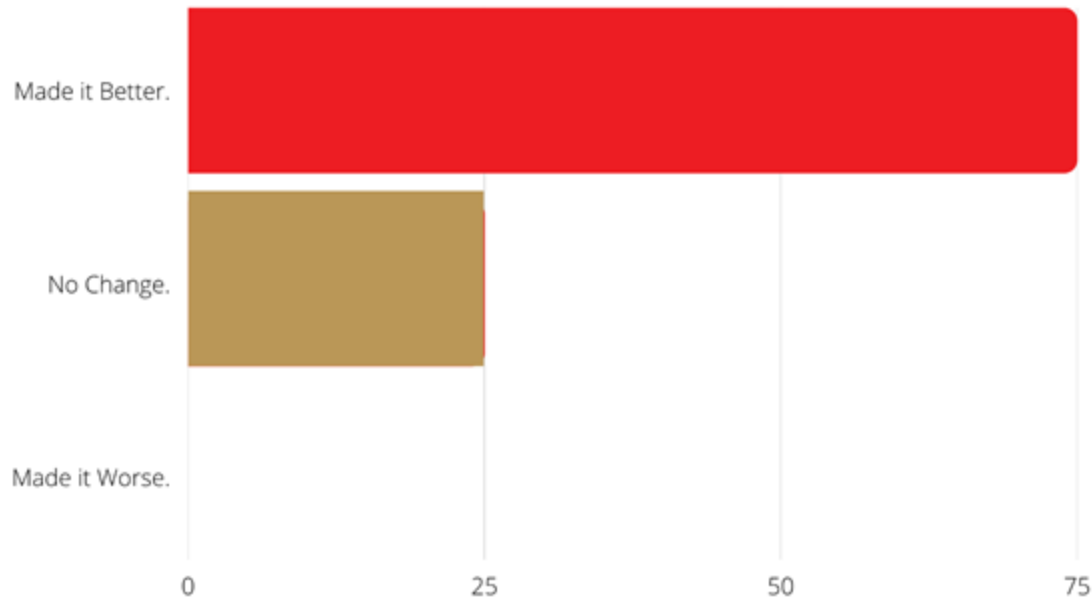
ECONOMIC IMPACT

Which of these activities did you do while participating in the DTLA Holiday Adventure?



DTLA PERCEPTION IMPROVED

How did participating in the DTLA Holiday Adventure affect your perception of DTLA?





"It was interesting to explore DTLA on foot, as really it's usually just driving to the destination, eating/drinking there, and then leaving."



"I found some parts of Downtown LA (like the alley of restaurants in the Jewelry District) I didn't know about! Also, it helped me get more steps in :)"

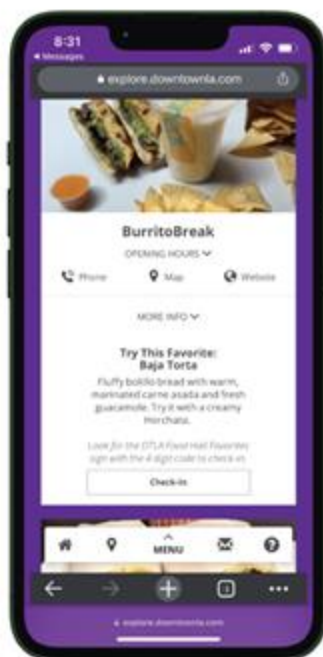
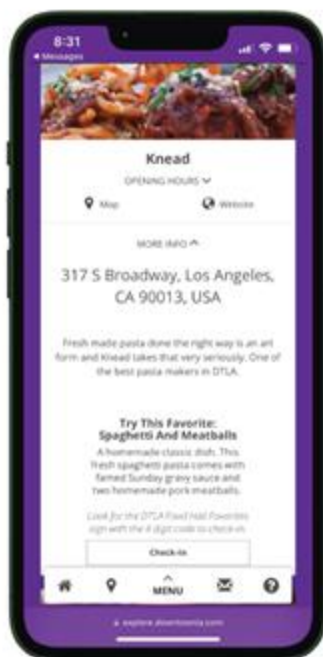


"I really loved seeing others posts on challenges. I met someone at the angel wing challenge. We took each others photo. I hope there are more of these in near future. Such a blast!"



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DTLA FOOD HALL FAVORITES





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Contact Information:

Bree von Faith, VP Marketing + Communications, DCBID (Los Angeles, CA)
bvonfaith@downtownla.com
Downtownla.com

Andrew Robinson, Executive Director, The East Cut (San Francisco, CA)
arobinson@theeastcut.org
theeastcut.org

Matthew Jarvis, Director of Vitality, Marketing, Downtown Berkeley Association (Berkeley, CA)
mjervis@downtownberkeley.com
Downtownberkeley.com

David Romako, Partner, Bright Brothers Strategy Group (Phoenix, AZ)
david@bright-brothers.com
bright-brothers.com

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