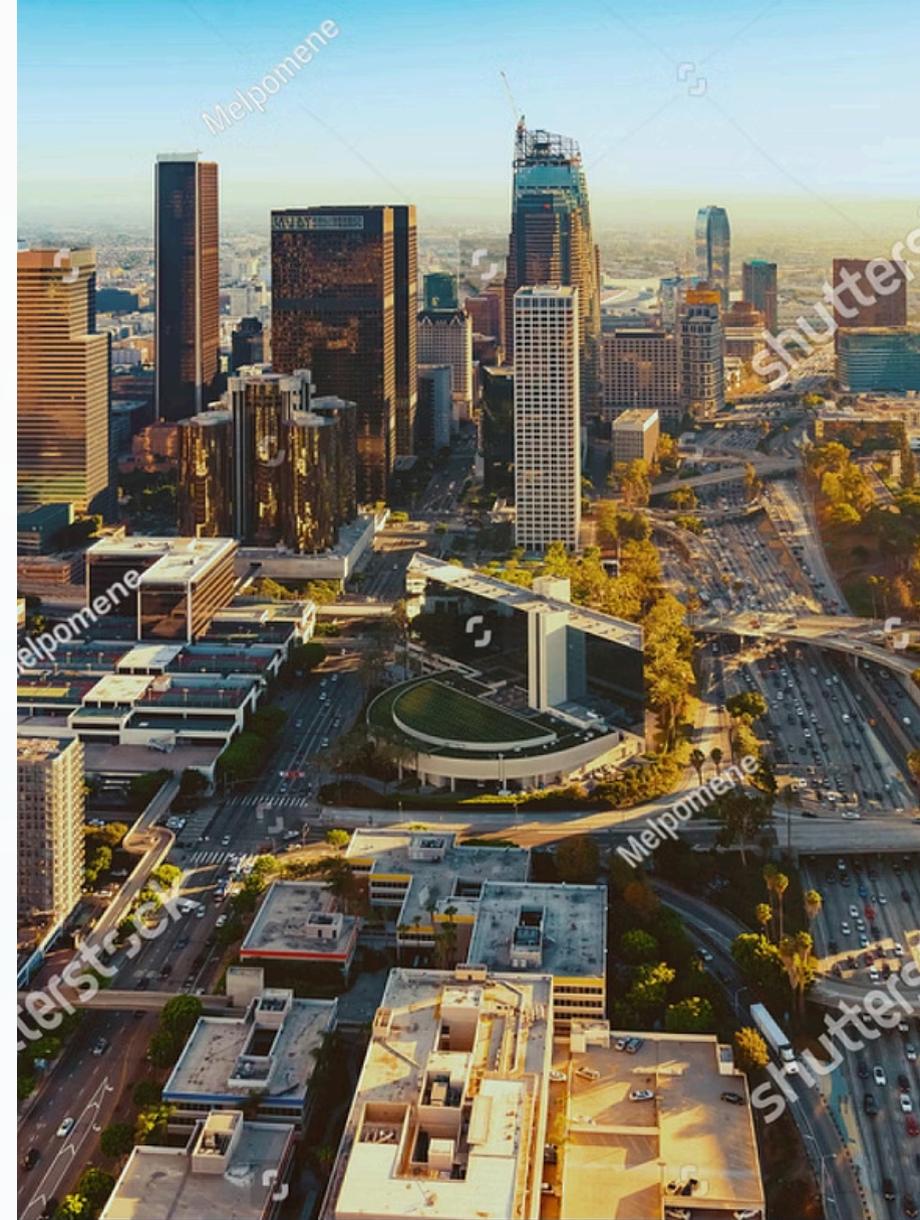


Business and Innovation Committee

Downtown Los Angeles Neighborhood Council

Strengthening economic development through data-driven insights, strategic partnerships, and community engagement in the heart of Los Angeles.



Downtown LA: A Hub of Opportunity and Challenge

Our Unique Position

Downtown Los Angeles stands as a multicultural epicenter where business, entertainment, travel, and tourism converge. This rapidly evolving economic district offers unique opportunities for growth, entrepreneurship, and community revitalization.

From small businesses and startups to major chains and commercial stakeholders, DTLA's diverse economy thrives when there's direct communication between the Neighborhood Council, City Council, and state regulatory partners.

The Current Reality

Despite its vibrancy, Downtown faces significant challenges: rising operational costs, decreased socioeconomic activity, and evolving market dynamics that demand strategic, coordinated responses.

The Business and Innovation Committee will bridge these gaps, fostering a more vibrant, informed, and innovative business environment that serves all stakeholders.



Our Mission: Building Bridges, Driving Growth

The Business and Innovation Committee will serve as DLANC's dedicated body for monitoring economic conditions, supporting small businesses, promoting innovation and new business development, and creating structured communication among stakeholders, government agencies, and the Downtown community.

Five Core Responsibilities



Monitor Economic Development

Track spending, foot traffic, occupancy, retail trends, labor conditions, and crime statistics with regular reporting.



Advocate for Small Businesses

Represent entrepreneurs and emerging industries in DLANC decisions and city-wide advocacy efforts.



Facilitate City Collaboration

Create accessible communication channels between businesses and local government through forums and workshops.



Bridge to Regulatory Partners

Maintain outreach with tax authorities, regulatory commissions, BIDs, and business associations.



Support Startup Innovation

Partner with DTLA banks, create loan programs, and facilitate new business incubation initiatives.

Economic Intelligence: Data-Driven Decision Making

Comprehensive Monitoring System

Our committee will establish a robust economic reporting program that transforms data into actionable insights for the Downtown community.

01

Quarterly Economic Snapshots

Regular analysis of DTLA business conditions using public and proprietary datasets

02

Annual Business Survey

Direct input from local businesses on revenue trends, challenges, and hiring needs

03

Real-Time Trend Monitoring

Partnership with mobility and economic data vendors to track foot traffic and spending

Leadership Experience: I proven experience in economic data collection and analysis for the City of San Francisco in my previous work.



Startup Ecosystem: Innovation-Driven Growth

\$215 Billion in Partnership Assets

Collaborate with 15+ DTLA-headquartered banks to create loan guarantee programs for startups establishing new locations in the Downtown area.

Workforce Development Initiatives

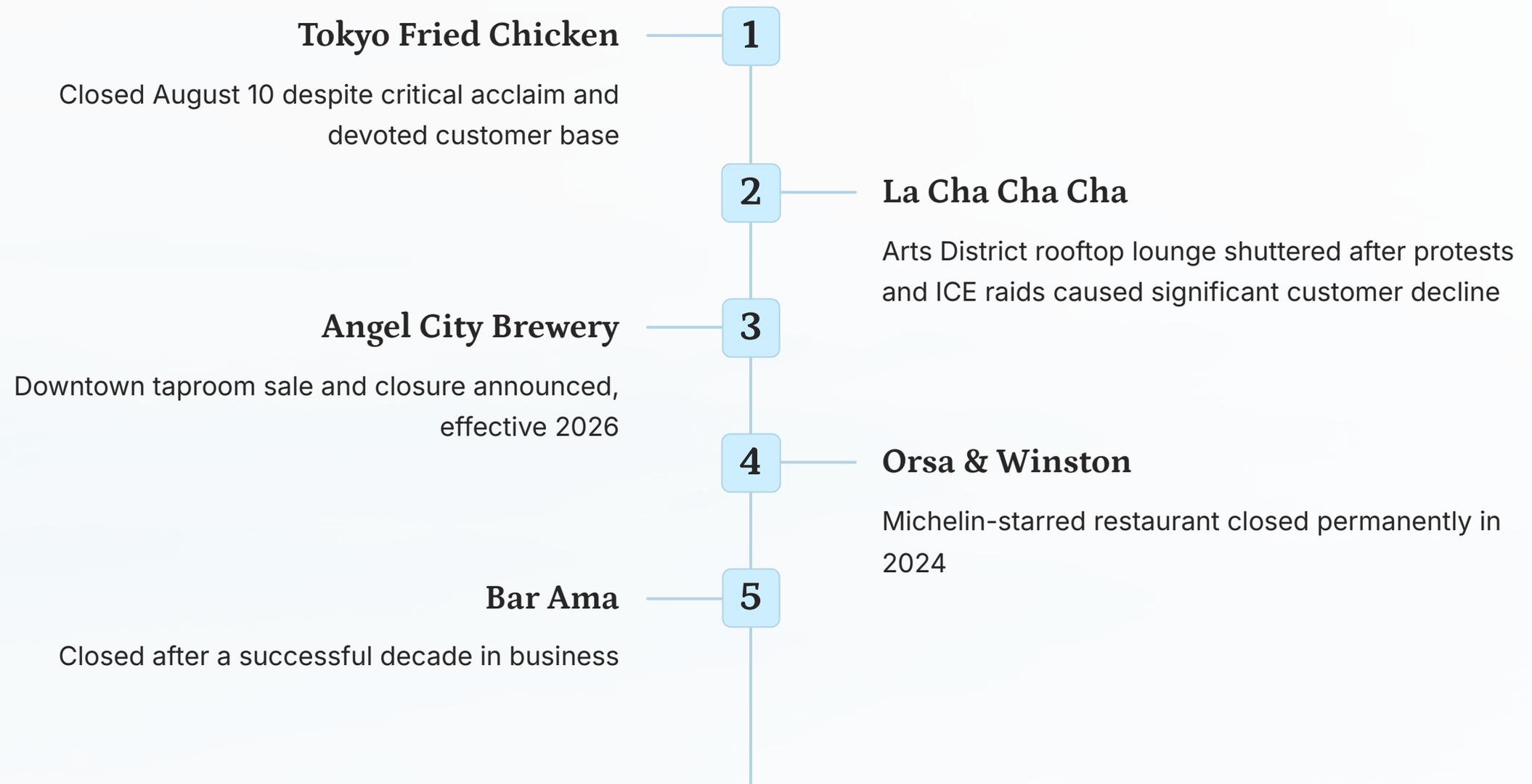
DLANC-sponsored retraining programs in partnership with California Workforce Board, targeting DTLA-specific business needs and opportunities.

Business Leader Advisory Network

Local experts provide firsthand knowledge, identify community needs, and deliver recommendations to DLANC Board and City Council.

Understanding the Challenges: Recent Business Closures

Several beloved Downtown businesses have closed despite strong customer loyalty and critical acclaim, signaling systemic challenges that demand strategic intervention.



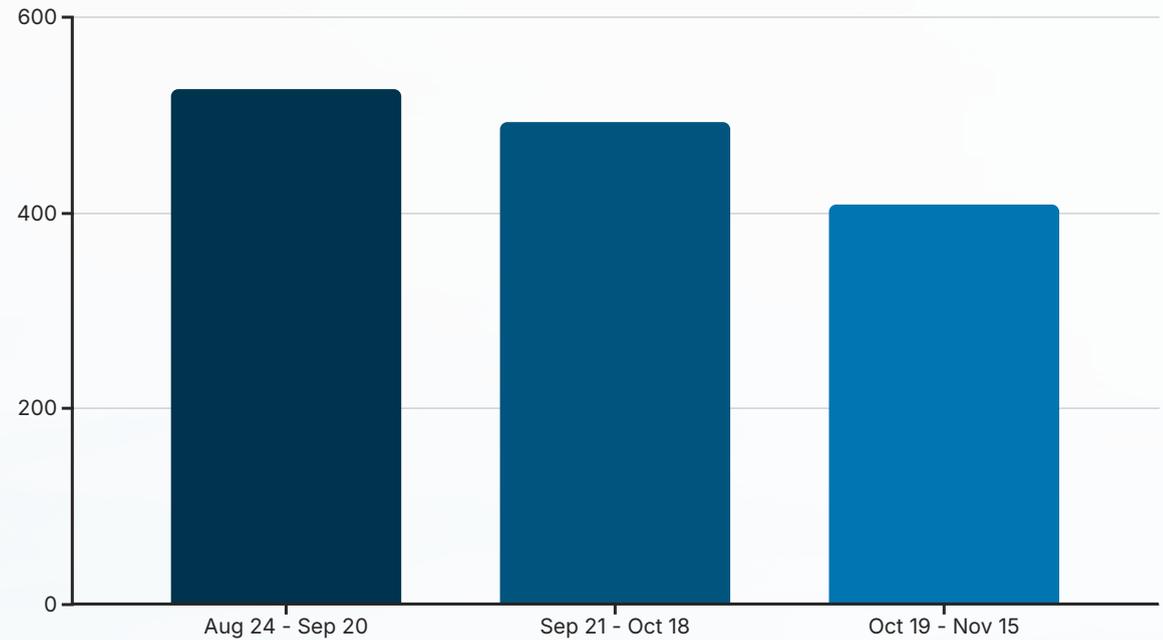
❏ **Common Factors:** Rising operational costs, decreased post-COVID foot traffic, and safety concerns consistently cited as closure drivers.

Progress on Public Safety: Property Crime Analysis

Positive Trends in Central Area

LAPD COMPSTAT data from August 24 to November 15 reveals significant improvements in property crime rates, with meaningful reductions across all major categories.

This downward trend indicates effective targeted policy and prevention efforts, creating a safer environment for business operations and community activity.



23%

Three-Month Decline

Property crime decreased significantly from late August to mid-November

15.1%

Year-to-Date Improvement

2025 YTD shows 5,554 incidents vs. 6,545 in 2024

476

Average Per Period

Mean incidents per 28-day period over three months

Year One Roadmap: Building Foundation for Success



Quarterly Economic Snapshots

Establish partnerships with data vendors and develop comprehensive reporting framework for regular DTLA business condition analysis



Small Business Resource Guide

Create DLANC-endorsed guide covering licensing, permitting, tax requirements, city/state/federal resources, and how to start a business in LA



Annual Business Conditions Survey

Design and deploy comprehensive survey gathering direct input on revenue trends, challenges, hiring needs, and stakeholder sentiment



Foot Traffic Monitoring

Partner with mobility and economic data vendors to track spending trends and visitor patterns in real-time

Committee Structure and Next Steps

Leadership Composition

Committee Chair

Appointed by DLANC Board with business and policy expertise

Stakeholder Members

DLANC representatives with experience in business, economics, public policy, or community development

Business Representative

At least one member from downtown small business or nonprofit organization

Government Liaisons

Representatives from key city and state departments for direct coordination



Meeting Schedule

The committee will convene monthly to review economic data, discuss policy initiatives, coordinate with stakeholders, and advance strategic priorities for Downtown Los Angeles.

Join Us: Together, we'll build a more vibrant, resilient, and innovative Downtown Los Angeles business community.