



A Creative Partnership for Downtown LA Small Businesses

Good Times Film Company × DLANC — a collaborative content program designed to amplify the voices, businesses, and culture that make DTLA one of the most dynamic urban centers in America.

The Challenge Facing DTLA Businesses

The Reality

Small businesses and local organizations share a common struggle: the need for **premium marketing content** without the budget to sustain it. High operating costs and limited resources make it nearly impossible to compete in today's social media landscape.

High Production Costs

Quality video content is out of reach for most small businesses.

Fragmented Audiences

Individual channels limit reach when businesses promote alone.

Inconsistent Presence

Without a steady content pipeline, visibility fades fast.

Our Solution: A Shared Content Ecosystem

By pooling resources and audiences, DLANC and Downtown LA's businesses can produce impactful campaigns that celebrate the depth, diversity, and energy of our community — together.



Premium Video Production

A consistent series of 30-second films, each spotlighting a unique DTLA business with a cohesive branded look.



Shared Cost Model

DLANC and participating businesses split the investment — maximizing value while minimizing individual burden.



Amplified Reach

Simultaneous posting and Instagram Collaborative Posts merge audiences across all channels at once.

Creative Inspiration: The Visit Philly Model

Visit Philly's *"It's a ____ Thing"* series is our stylistic north star — short-form films that capture what makes each neighborhood uniquely itself. We'll adapt this approach for DTLA, shifting the lens to the **people and businesses** that give each district its character.

Visit Philly's Approach

Hyper-local neighborhood highlights with a modern, cinematic feel that drives civic pride and tourism.

Our DTLA Adaptation

Business and community-driven storytelling — showcasing the people and culture behind DTLA.



 YouTube



It's a Fishtown Thing

Fishtown residents love their neighborhood — like, really love it — and they want you to know about it. Amy Rivera Nassar, owner of Fishtown's Puerto Rican comfort foo...

Pilot Program Launch

How It Works

DLANC covers the upfront cost — removing any financial barrier to participation for small businesses. Good Times Film Co. will invest a **\$1,000 discount** as a commitment to the city and to building a long-term partnership.

📌 Total Pilot Investment: **\$4,000** paid for by DLANC — zero cost to participating businesses.

Why Good Times Film Company?

Based out of LA and Philadelphia, Good Times Film Co.'s proven experience in community storytelling, brand filmmaking, and campaigns differentiate them as an ideal partner.



Vimeo



Good Times Film Company 2025 Showreel

Good Times Film Company is a full service video production company with foundations in Philadelphia and Los Angeles. We make films that feel honest and...

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Let's Build Something Lasting for DTLA

This initiative is more than marketing — it's an investment in **DTLA's identity** as a vibrant, interconnected community. Through storytelling, we can capture the energy, diversity, and creativity that define Downtown Los Angeles — one business, one story at a time.

For DLANC

A scalable content platform that organically showcases the value of doing business in DTLA.

For Businesses

Premium video exposure with zero upfront cost during the pilot — and a lasting community presence.

For Downtown LA

A unified, modern visual identity that celebrates DTLA's people, culture, and limitless potential.