



How One Tenant Base Was Used to Lure Another

**1201 W 5th Street
Los Angeles, California**

Client: Los Angeles Center Studios

Situation

Located on a 20-acre site downtown, Los Angeles Center Studios houses six 18,000 sf soundstages and a swing stage. Ramsey-Shilling must attract high quality, long-term tenants to the venue which has primarily been perceived as a transitory location for firms who “make a film and vacate.”

Strategy

Capitalizing on its experience in entertainment and the growing trend of linkage between the entertainment and fashion industries, Ramsey-Shilling launched an extensive outreach program which succeeded in attracting numerous high quality long-term tenants to Los Angeles Center Studios.

Solution

As of the 3rd quarter in 2008, LACS is 70% occupied with high quality tenants including the firms Warnaco Swimwear, a Fortune 500 apparel company, Film L.A., ePrize, and Creative Kingdom.