



March 2001

LOS ANGELES DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT

HEARTBEAT FAX



"Twenty-Four, Seven"
Artist Janine Anderson
Located in Pershing Square
Sponsored by: CCA & DCBID

Downtown "Angel" Walking Tour

The Downtown Center Business Improvement District and Central City Association are proud to present "A Community of Angels," Downtown Los Angeles Walking Tour. The tour is dedicated to showcasing the artistic talent and diverse culture of the Los Angeles community, as well as the beauty of the Downtown L.A. area.

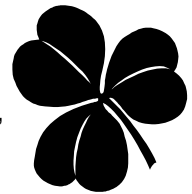
The one-hour Downtown Los Angeles Walking Tours, which are FREE and open to the public, began March 21st and will continue through May 16th, every Wednesday and Saturday, 11:45 AM to 1:00 PM. Each guided tour showcases a rotating preview of L.A.'s finest artists-in-residence at work on their angel masterpieces, which are on display at various popular locations throughout Downtown.

For more information on scheduling a guided Angel Walking Tour, please call the DCBID Service Center at 213-624-2425. Maps and locations of the angels on display are also available at the Angel Store, located at 901 7th Street, (corner of 7th Street and Figueroa) in Downtown L.A.

The Downtown Center District *IS* Safe and Clean!

- Our very successful and on-going **Adopt-A-Hwy** program was conducted on February 18, 2001, **29 bags of trash were collected**. We removed graffiti from the 1st St. underpass to the James Wood underpass and also removed cardboard and other debris.
- During the month of February the DCBID in conjunction with the LAPD deployed **Special Patrols** to handle break-ins to motor vehicles and property theft from motor vehicles. Due to our increased patrols crimes in those areas were **drastically** reduced.
- The **Los Angeles Marathon** was held on March 4, 2001. Over 20,000 runners participated in this years Marathon. The DCBID provided customized Downtown Maps that were included in all the LA Marathon runner packets. We also worked with the organizers to provide services during this event. The DCBID had six (6) Safety Officers at the Finish Line to assist the Marathon Officials. This was a **huge success and our "Purple Team" did an outstanding job**. The Marathon has already requested our presence again next year.

- The DCBID assisted the LAFD with the 2nd Annual **St. Patrick's Day Parade on Friday, March 16**. The DCBID helped plan a route to limit impact on the noon-time traffic flow during the parade. Our "Purple Ambassador's" handed out clover key chains. Over 3,000 people attended the parade and went to hear "The Young Dubliner's" perform at Pershing Square.



Marketing Tips

There are six (6) informational kiosks placed throughout Downtown at rotating destinations that attract hundreds of visitors, residents and office tenants each day. Contact Yvonne at the DCBID at 213-624-2146 ext. 207 for more information.

Brochure placement is FREE and effective!

Visit us at

www.downtownla.com

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Shootin' Hoops

in the
"Heart of the City"

The Downtown Center Business Improvement District will be sponsoring Corporate Competitions this year, which will include basketball, volleyball and roller blade hockey. First up... Basketball!

The DCBID along with the Los Angeles Athletic club will sponsor the Basketball competition beginning Tuesday, April 24 (after work). Through the generosity of Steve Hathaway, GM of the LA Athletic Club we will be using the Club's facilities for this competition. The teams are co-ed, so we're going to have some great games. Participants include the Los Angeles Athletic Club, California Mart/Hertz Group, Investment Development Services, 707 Wilshire Tower, Historic Core Bicycle Patrol, CCA/Council District 9, and Athena Parking.

If you enjoy watching people make three-pointers, jumpers, and slam-dunks, come on down to the Los Angeles Athletic Club (located on 7th and Olive) and cheer for your Downtown teams! Next up... Volleyball!

Don't Miss The Fun... Kid's Festival

March 31, 2001 is "Kids Day in Downtown LA". The Downtown Center Business Improvement District, Department of Recreation & Parks, LAFD and LAPD are sponsoring a FREE, that's right FREE Kids Festival and everyone is invited.

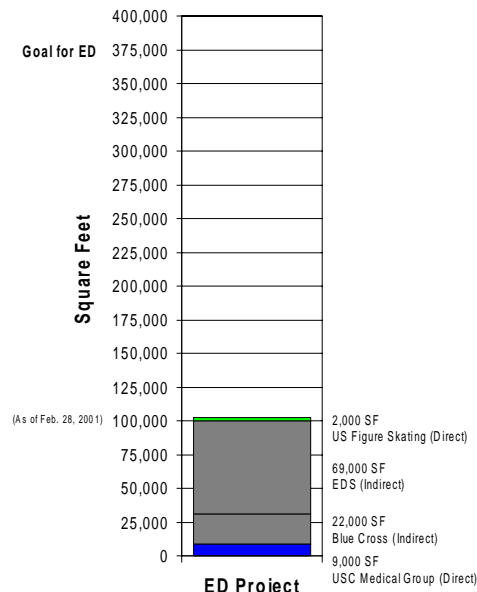
Radio Disney will be on hand with games contests and great music. There will be inflatable jumpers and slides for the kids to enjoy. Clowns, jugglers, stilt walkers, balloon artists, face painters will be there as well as fun arts and crafts for the kids.

So bring the entire family down to Pershing Square (532 S. Olive St.) from 10:00 am - 4:00 pm because...MARCH 31, IS "KIDS DAY IN DOWNTOWN LA".

For more information call Yvonne at 213-624-2146

Economic Development News

Economic Development Department Leasing Activity Goal



Note:
Direct = DCBID services directly impact the close of deal.
Indirect = DCBID services indirectly impact the close of deal.

YTD
Direct = 11,000 SF
Indirect = 91,000 SF

Exciting Moves To Downtown!

Electronic Data Systems (EDS) has moved from the Transamerica Building to 1055 W. 7th. They occupy 69,000 square feet with over 400 employees.

Tishman Construction has moved to Downtown. We want to welcome them to 444 S. Flower Street. They come with 40 employees and are occupying 10,000 square feet of space.

USC signed an office lease for 9,000 square feet at 333 S. Hope. Thanks to Bing Cherie, with USC for referring them to the DCBID Economic Development Department for assistance. For assistance or questions, call Lawrence at 213-624-2146.

The 2001 Economic Overview & Forecast

prepared by the Los Angeles County Economic Development Corporation is available by calling the DCBID at 213-624-2146.