



May 2001

LOS ANGELES DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT

HEARTBEAT FAX



We want to congratulate the Central City Association (CCA) on the tremendously successful Treasures of Los Angeles event held at the Westin Bonaventure Hotel and Suites, on April 26th. Each year the CCA honors individuals, businesses and cultural entities who have made outstanding contributions in a variety of fields and have helped to make Los Angeles an extraordinary place in which to live, work, visit and play. **Congratulations to the Honorees and thank you to the Central City Association** for your continued support and advocacy for Downtown Los Angeles.

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 to showcase the artistic talent and diverse culture of the Los Angeles community. The one-hour tour is FREE and open to the public, every Wednesday and Saturday, 11:45 AM to 1:00 PM through May 16th, 2001. For more information or to schedule a guided Angel Walking Tour, please call the DCBID Service Center at 213-624-2425.

The Downtown Center District *is* **Safe and Clean!**

- The **Adopt-A-Hwy** program was conducted on April 22, and was another clean day for Downtown LA. **40 bags of trash were collected** and graffiti was removed from the First St., underpass to the James Wood underpass. We also removed four (4) encampments throughout the area. Next scheduled clean-up was May 6, 2001.
- The DCBID safety & maintenance teams participated in the biggest **Cinco de Mayo** celebration this side of the Mississippi River, Fiesta Broadway, April 29, 2001. We provided information about traffic flow to our business and property owners before, during and after the event.
- The **newly placed flower planter boxes** on Hill St., between 3rd and 4th streets, have been warmly received. They have added a splash of color and beauty to the heavily traveled pedestrian sidewalks.
- The **BID A.C.T.I.O.N.** outreach program has started off with great success in 2001. The BID team assisted a man who had been living off of the 3rd Street median for three years, and helped to place him into a nursing home. The team has referred seven (7) people to Chrysalis for job placement of which four (4) have completed the program and two (2) have started working for the DCBID.

Jury Duty Guide

The Downtown Center BID has once again produced a Jury Duty Guide for individuals who are serving Jury Duty in Downtown Los Angeles. This guide is packed with a list of places to eat, shop, or visit all within walking distance or a quick ride on the Dash. 20,000 guides have been printed and are being distributed at the Courthouse by a docent in the Jury Assembly Room.

The next time you have to do your civic duty, check out our Jury Duty Guide and let the day take you to magical places in Downtown, the **"Heart of the City"**.

Informational Kiosks

There are six (6) informational kiosks placed throughout Downtown at rotating destinations that attract hundreds of visitors, residents and office tenants each day. **This is a great place to advertise Mother's Day specials!** 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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We are playing B-Ball in Downtown LA! The DCBID along with the Los Angeles Athletic Club sponsored the first of four consecutive basketball competitions. Downtown Companies developed teams to compete against each other for prizes and "Downtown Braggin' Rights."

The first two games were played on Tuesday, April 24th. It was 707 Wilshire tower vs. the CCA/City Council Team and the Los Angeles Athletic Club vs. Cal Mart/Hertz Group Team and the winners were, CCA/City Council and Los Angeles Athletic Club.

Games are held each Tuesday night from April 24th through May 15th and start at 6:00pm. Come out and support your Downtown teams and RSVP by logging onto www.downtownla.com

Stay tuned for the **Championship Game, which will be held on May 15.** Next up...Volleyball.

Economic Development News

A new Fiber Optic Map and Housing Resources Booklet are available from the Economic Development Department at the DCBID. These resources provide developers, investors, property owners and planners with information on the Downtown housing market and fiber optic infrastructure.

The Fiber Optic Map shows the locations of Fiber Optic lines in Downtown LA. The DCBID provides market information such as Adaptive Reuse ordinance, details on current and projected units, sources of financing, information on vacant properties and much more. We help you create partnerships that will make your projects happen!

The Economic Development Department has brochures, pamphlets and a multimedia presentation to aid property owners in their business recruitment efforts. Welcome bags filled with valuable information about Downtown venues and amenities are also available to new Downtown tenants along with a "Welcome To Downtown" orientation.

For more information about any of the above services and information please contact Elaine at the DCBID administrative office at 213-624-2146.

Calendar of Events

Music Center Family Series

Saturday mornings

Now through June

Call Dorothy Chandler Pavilion at 213-202-2287

Pershing Square Noon Concert Series

Beginning May 15, 2001

Tuesday's and Thursday's, noon -2:00pm

Call 213-847-4970

Children's Day Celebration

Japanese American Cultural Center

Call for times and locations at 213-628-2725

Last Remaining Seats

Broadway Historic District

Wednesday evenings, May 30 - June 27

Call 213-430-4211

Downtown Los Angeles Heart Walk

ARCO Plaza

May 31, 2001

Call 213-202-5020

Shakespeare Festival

Pershing Square

Wednesday - Sunday 8:00 PM, July 5 - 22

Call 213-847-4970

LA Jewelry District News

As recession hits, crime rises, but not so in the LA Jewelry District. In fact, **the Jewelry District has one of the lowest crime rates.** According to detective Woodings of the Columbian task force, "Columbian gangs, who target the jewelry industry (not retail customers), have been 55% less active than last year." Law enforcement agencies have been more sensitive to the jewelry industry compared to prior years, and their collaboration with the DCBID and management security have all played an important role in making the LA Jewelry District a safer place to shop and work.

DCBID Meeting Calendar 2001

Board Meeting - June 6, July 11, August 1

Marketing Committee - June 18, July 16, August 20

Safe & Clean - July 9

All meetings are open to District Property Owners