



August 2001

LOS ANGELES DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT

DCBID News

FAX

Downtown LA rocks to the "Sounds of the City"

The Downtown Center BID rocked Downtown LA during the FREE Summer Concert Series, "Sounds of the City!" During the 4-week concert series (July 11-Aug 1) office workers were taken on a musical journey back to the 70's and 80's, culminating with a live performance where it was standing room only.

On opening night, we did the hustle with 70's retro band, "The Funky Hippeez" at 7+FIG, then it was off to Wells Fargo Center, where the 80's girl band "The Candies" proved once and for all that "girls just wanna have fun." On July 25, we had a party under the stars at Pershing Square with Joe's Band.

The Concert series ended with a bang on August 1 at ARCO Plaza with a live performance by "The English Beat's" Dave Wakeling.



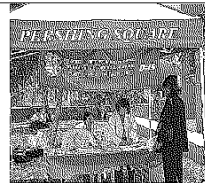
During the concert series, Downtown office workers danced the night away and enjoyed delicious food and drinks from California Pizza Kitchen, Ciudad and McCormick & Schmick's.

BID A.C.T.I.O.N. Reaches out to the Community

On July 27, 2001 the Downtown Center BID's Community Outreach Program, **BID A.C.T.I.O.N.** sponsored its first Community Outreach Fair. Representatives from local agencies, such as the *EDD, Department of Social Services, Veterans Administration, Social Security Administration, Salvation Army* and others were on hand to provide valuable information regarding benefits, job training and job placement to our homeless community.

The day began in Pershing Square at 11:00 am with a clothes drive. Downtown workers were invited to donate clothes to help individuals make their transition back into the workforce. More than \$3,500 worth of "business attire and shoes" was collected from office workers and various Downtown companies. The clothes were then given to our partner in the **BID A.C.T.I.O.N.** program, *Chrysalis Streetworks*.

From 12:00 pm until 4:00 pm, Pershing Square was filled with organizations who came with a positive message, valuable information, and much needed medical assistance.



California Hospital and the **Oscar Romero Clinic** provided over 350 Free health screenings, **Eisner Pediatric & Family Medical Center** provided over 200 Free dental screenings, **Chrysalis Street Works** distributed over 300 Free bags of toiletries, and the **Midnight Mission** gave over 40 Free haircuts. Everyone who participated in the health screening received a Free Meal sponsored by the Downtown Center BID.

In their continuing effort to improve the quality of life for those who live, work, visit and invest in Downtown Los Angeles, the BID A.C.T.I.O.N. Community Outreach Team is looking forward to sponsoring another Community Outreach Fair before the end of the year.

Visit us at

www.downtownla.com

DOWNTOWN'S SAFE & CLEAN TEAM
"MAKING A DIFFERENCE"



BID A.C.T.I.O.N Team

The A.C.T.I.O.N. team increased outreach activity within the homeless community this past month. We've successfully transitioned nearly 25 individuals out of street-centered lifestyles into permanent living, medical treatment or job placement. The A.C.T.I.O.N. team has become especially prominent in dealing with substance abusers. Using the resources available in the downtown area, A.C.T.I.O.N. has daily contacts that result in residential and outpatient placement of these people from our community. The movement of drug dependent individuals off the street and into treatment is one of the most effective long term strategies in dealing with the embedded homeless problem.

BID Maintenance Team

BID Maintenance operations continue to escalate. The Maintenance group recently led a record haul of trash and graffiti abatement during a Cal Trans cleanup on our adopted portion of the 110 Freeway. District beautification efforts involving potted planters, hanging baskets and fire hydrant painting have resulted in frequent compliments from downtown property owners and workers.

BID Safety Team

BID Safety and Ambassador personnel are responding to the increased evening and weekend populations in the district by adjusting deployment of personnel. Calls for "purple people" safety service continues in an upward trend. In June they interacted in over 3500 service incidents. BID safety officers, LAPD, LA DOT and the California Highway Patrol handled major incidents this past month, such as a recent march and rally. Safety team members are working very closely with the LAPD and other public sector agencies to decrease crimes of opportunity throughout the entire District. By participating in weekly crime analysis meetings with LAPD, safety team members better deploy their resources to deal with the District's variety of problems.

Economic Development News

The DCBID's office market continued to improve for the fourth consecutive quarter with a Direct Vacancy of 17.5% for the 2nd Quarter of 2001. This is a 7% improvement from the same period last year. DCBID leasing activity remained active with 400,000 square feet leased or renewed. Major transactions included; *Daniel Mann Johnson and Mendenhall (DMJM) for 125,000 sq ft, Manning & Marder, Kass, Ellrod and Ramirez for 47,000 sq ft, and Washington Mutual for 26,000 sq ft.*

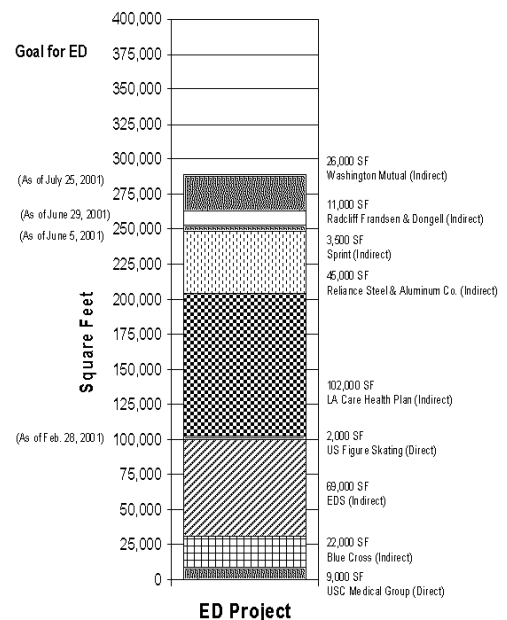
Stay tuned for exciting Open Houses planned for the 4th Qtr. that include:

Gold's Gym, 617 Tech Center, and DMJM

UPCOMING EVENT:
****Co-sponsored by DCBID**

"Doing Business In Zero Time
August 23, 2001
Staples Center- 8am-12 pm
Cost:\$55 or pay \$65 at door
RSVP: 213-689-4924

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.
 Updated 7/25/01

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2nd Annual Law Enforcement Appreciation Barbecue

On **September 7** from 11:30am-2:00pm, the Downtown Center BID, Central City Association and the Downtown business community will once again show appreciation to the Los Angeles Police Department, Sheriff's Department and the Los Angeles Fire Department for their continuing dedication and exemplary efforts in keeping Downtown Los Angeles safe everyday.

Pershing Square will be alive with good food and great music featuring "**Platinum Groove**". There will also be a special presentation made to **Chief Bernard Parks and Sheriff Leroy Baca**.

There is a \$2.00 charge to the public and all net proceeds will be donated to the *Los Angeles Police Memorial Foundation*.

For more info call the Marketing Dept. at (213) 624-2146.



DOWNTOWN SUMMER CONCERTS

PERSHING SQUARE (5th & Olive)

Enjoy FREE Summer concerts every Tuesday & Thursday from 12pm-2pm

For info call: 213-847-4970

7+FIG (Figueroa & 7th Street)

Enjoy "**TUNES AT NOON**" FREE concerts every Friday from 12pm-2pm

For info call: 213-955-7150

Grand Performances (3rd and Grand)

Enjoy Free noon and evening concerts featuring a wonderful array of world music, plays, and spoken word performances. *For info call: 213-687-2159*

Downtown Center BID

Downtown Music & Food Festival

Live Performance by... Eddie Money

Friday, October 12, 2001 from 12:00 Noon - 9:00 pm

Pershing Square (5th & Olive)

For more info call the Marketing Dept. at (213) 624-2146