



December 19, 2002  
(213) 624-2146

LOS ANGELES DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT

# DISTRICT News FAX

**LOOKING FORWARD TO 2003**



**The Downtown Center Business Improvement District needs you!** We are asking Property Owners or Property Owner Representatives to join our Marketing Committee. The Marketing Committee meets on the third Monday of every month at 2:00 p.m. and helps to develop and plan marketing programs for the year.

If you are interested in becoming a member of the Marketing Committee, please contact Mindy Rosen, Director of Marketing & Communications, at (213) 624-2146 or via email at [mrosen@downtownla.com](mailto:mrosen@downtownla.com)



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## 'TIS THE SEASON...IN DOWNTOWN LA

**Downtown Los Angeles came alive as the Downtown Center BID celebrated the holidays with Strolling Entertainment, a "Family Fun Day" and a "Fashion Show on Ice".**

There was lots to do and see this holiday season in Downtown Los Angeles. The DCBID launched the "go downtown" Discount Card which featured discount offers from over 70 Downtown retailers, and also sponsored a "Downtown Weekend Package" sweepstakes featuring the ultimate Downtown experience.



On December 7, we sponsored a "Family Fun Day" complete with arts & crafts, carnival games, and a special skating exhibition from world champion figure skaters, and to help promote shopping in Downtown LA, we sponsored a "Fashion Show on Ice", where amateur figure skaters modeled holiday fashions from Macy's, Robinsons May, and Plaza Suit and Tuxedo.



For the fourth year in a row, we sponsored Strolling Entertainment in Downtown Los Angeles, which included Dickens Carolers, Jazz Carolers, Mariachi Groups and much more.



**HAPPY HOLIDAYS!**