

DISTRICT NEWS



DCBID PROMOTES 7TH STREET RETAIL PLAN

7th Street has historically been a vital retail destination in Downtown Los Angeles. However, since the subway construction of the mid 1990's and the vacant historic buildings in the area, 7th Street has been quiet and empty. Until now!

The DCBID Economic Development Department is actively recruiting restaurants, retailers and entertainment tenants to 7th Street, between Olive and Figueroa streets. A number of tenants are already committed to opening and many more are to follow. Cedd Moses, principal of 213 Ventures and owner operator of the wildly successful Golden Gopher and Broadway Bar, will open a new bar, Seven Grand. Seven Grand will be located on 7th Street between Olive and Grand streets in the old Clifton Cafeteria Silver Spoon building. Wokcano Café, formerly on Figueroa Street will also be moving to the southwest corner of 7th and Flower streets. The Roosevelt, a historic building being renovated into 223 luxury residential lofts located on 7th and Flower streets, will open late spring 2007.

Hal Bastian, DCBID Vice President and Director of Economic Development said, "7th Street is coming to life! We created the concept of a vibrant 7th Street and promoted the idea for many years. Over 5,000 hotel rooms are less than a five-minute walk away. There is plentiful parking at night and the subway loads right onto 7th Street. It is a formula for success."

For more information on the DCBID's retail initiative on 7th Street, please call Hal Bastian at 213.624.2146, or e-mail hbastian@downtownla.com.

The Roosevelt, located at 7th and Flower streets.



CALENDAR OF EVENTS

August 19, 26 & September 2
NIGHT VISION
 Museum of Contemporary Art
 Grand Avenue
 213.626.6222
moca.org

Now – September 4
MARVEL SUPER HEROES SCIENCE EXHIBIT
 California Science Center
 213.744.7400
casciencectr.org

Now – September 4
ROBERT RAUSCHENBERG COMBINES
 Museum of Contemporary Art
 Grand Avenue
 213.626.6222
moca.org

Now – September 9
THE OUTSTANDING ART OF TELEVISION COSTUME DESIGN
 Fashion Institute of Design & Merchandising
 213.624.1200
fidm.edu

Now – October 15
GRAND PERFORMANCES SUMMER CONCERT SERIES
 California Plaza
 213.687.2159
grandperformances.org

Now – September 17
WATER & POWER
 Music Center's Mark Taper Forum
 213.628.2772
CenterTheatreGroup.com

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Now – September 10

CURTAINS

Music Center's Ahmanson Theatre
213.628.2772
CenterTheatreGroup.com

Now – October 21

NEON CRUISE

Museum of Neon Art
213.489.9918
neonmona.org

October 7

**GRAND AVENUE FESTIVAL AND
TASTE OF DOWNTOWN LA**

213.624.2146
downtownla.com

Every Wednesday in August @ 5:30 pm

**"DOWNTOWN AT SUNSET"
WALKING TOUR**

LA Conservancy
213.623.2489
laconservancy.org

Every Wednesday

11 am – 3 pm

**CALIFORNIA CERTIFIED
FARMERS MARKET**

5th and Grand Streets
ccfm.com

Ongoing

**COLBURN SCHOOL
FREE CONCERT SERIES**

The Colburn School
213.621.2200
colburnschool.edu

Ongoing

COMMON GROUND

Japanese American National
Museum
213.625.0414
janm.org

Ongoing

MUSIC, ART, FILM & DANCE

REDCAT
213.237.2800
redcat.org

Explore Downtown's best shopping by downloading the FREE Downtown LA Shopping tour on your MP3 player. The Shopping tour was developed by all of the Downtown BIDs, including the Downtown Center Business Improvement District.

The audio walking tour begins at St. Vincent Jewelry Center in the heart of the Jewelry District, then leads you to the Fashion Institute of Design & Merchandising, the Fashion District, 7+FIG, and Macy's Plaza just to name a few. There are 13 total stops that are bound to excite the most seasoned shopper.



The narrated tour will help you sniff out the best bargains, while discovering some of Downtown LA's hidden shopping gems.

The tour is posted at www.downtownlawalks.com. The Downtown LA Arts and Culture tour is also available to download. Two other themed tours (Historic and International) will be completed later this summer.

For more information, please contact Mindy Rosen, Director of Marketing and Communications at 213.624.2146 or mrosen@downtownla.com.

LOS ANGELES CONCIERGE EXPERIENCE DOWNTOWN NOW!



A group of more than 150 concierges from hotels, residential and office buildings from throughout Los Angeles were treated to a night on the town at the 2nd annual Concierge Event, Downtown Now!, on Saturday, July 22nd. The event was produced by the Marketing team at the Downtown Center Business Improvement District and WHERE Magazine.

The evening began at the Fashion Institute of Design & Merchandising (FIDM) to view "The Outstanding Art of Television Costume Design" exhibit and also tour the Museum of Neon Art. From there, everyone was taken on a guided bus tour of Downtown developments and attractions including the Jewelry District and the future site of LA Live.

Next stop was at the Millennium Biltmore Hotel for a light dinner and drinks followed by a visit to the Museum of Contemporary Art (MOCA).

To conclude the evening, dessert and coffee were served at the Omni Hotel while listening to a jazz concert at Grand Performances at California Plaza.

Goody bags were handed out stuffed full of maps, information and brochures from all Downtown businesses.

For more information, please contact Mindy Rosen, Director of Marketing and Communications at 213.624.2146 or mrosen@downtownla.com.

PURPLE PATROL UPDATE

The DCBID's Purple Patrol accomplishments for July 2006 include:

- The Service Center received several calls regarding the messengers activities at 5th and Flower streets. The DCBID staff met with the LAPD Senior Lead Officer to address the concerns from the property owners.
- The Purple Patrol was the first on the scene to assist a woman in physical distress. The Purple team quickly performed CPR until the Los Angeles Fire Department arrived and transported her to Good Samaritan Hospital.
- Special thanks to our Security and Maintenance teams for their hard work and dedication to keeping our streets safe and clean.

For more information, please contact Chris Antoniadis, Director of Operations at 213.624.2425.



FOUR NEW RESTAURANTS OPEN IN DOWNTOWN!

Four new restaurants have recently opened in the heart of Downtown on 6th Street between Olive and Hope streets. Loose Leaf, Subway, Juice It Up and Mitaki restaurants opened their doors to enthusiastic customers.



Loose Leaf serves delicious salads and wraps and is open 11 am – 8 pm, Monday through Friday. For more information call 213.622.1616 or visit eatlooseleaf.com.



Subway features sub's, salads and wraps and is open 9 am – 11 pm, 7 days a week. For more information call 213.623.8376 or visit subway.com. Juice It Up serves smoothies, power shakes, hot



teas and organic coffee and is open 7 am – 7 pm, Monday through Friday. For more information call 213.489.4136 or visit juiceitup.com. Mitaki specialties include Japanese fare such as sushi, tempura, and teriyaki. Mitaki is open 11 am – 4:30 pm, Monday through Friday. For more information call 213.623.8923 or visit mitakirestaurants.net.

FREE WELCOME BAGS

The DCBID Marketing Department provides FREE welcome bags to new residents and new employees in your building, visitors to Downtown and just about anyone else who is interested in learning more about what Downtown offers.

The bags are filled with brochures, coupons and special offers from Downtown restaurants, hotels and cultural venues. Maps of Downtown and public transportation information are also included.

To order welcome bags or to make sure your brochures and promotional pamphlets are included, please contact Vanessa Taylor, Concierge Coordinator at 213.624.2146.



MAINTENANCE EMPLOYEE OF THE MONTH



Jermaine Garcia

Maintenance Employee of the Month, Jermaine Garcia is a hard working maintenance driver. Mr. Garcia was chosen as Employee of the Month because he is dedicated and respectful of others.

Mr. Garcia believes in keeping a positive attitude. "I enjoy my job, and I think it's important to keep Downtown clean."

Mr. Garcia would like to thank his supervisors for recognizing him, and acknowledge his co-workers for always doing an excellent job.

Congratulations Jermaine Garcia!

DCBID BOARD OF DIRECTORS

Peklar Pilavjian—*Chairperson*
L.A. United Investment Co.

Steven Hathaway—*1st Vice Chair*
Los Angeles Athletic Club

Peter Zen—*Treasurer*
Westin Bonaventure Hotel & Suites

Kate Bartolo
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Los Angeles Times

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Thomas Properties Group

Patrick Lacey
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Sandy Nam
Jamison Properties

Anne Peaks
Yellin Company

Kevin Ratner
Forest City Development

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California Club

Carol E. Schatz
Downtown Center Business
Improvement District

Colin Shepherd
Hines

Renata Simiril
Forest City Development

Scott Sorenson
Broadway Real Estate Partners

David S. Stairs
Legacy Partners Commercial, Inc.

Josh Wrobel
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DCBID STAFF

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Senior Staff Accountant

Petra Durnin
Economic Development Senior Associate

Justin Weiss
Economic Development Associate

Ronald Colcol
Supervisor/Maintenance Services

Anthony Rascon
Executive Assistant

Natasha Stephens
Administrative Assistant

Theresa Don Lucas
Administrative Assistant

DCBID RENEWAL NEWS

The DCBID continues its second renewal process so we can continue to provide essential services such as safety, maintenance, marketing and business recruitment and retention programs to the district.

Over the next few weeks, DCBID staff will contact the property owners within the district to verify property ownership and contact information.

We look forward to speaking with you, and serving you for many years to come.

For more information about the DCBID Renewal, please contact Rosemary Anaya, Vice President and Chief Operating Officer at 213.624.2146 or ranaya@downtownla.com.

DCBID SERVICE CENTER MOVES TO 528 S. SPRING STREET

The Downtown Center Business Improvement District Service Center has moved to a new location. The new address is 528 S. Spring Street, Los Angeles, CA 90013. The phone number remains the same at 213.624.2425.

The DCBID Service Center will continue to provide all the safe, clean, ambassador and BID Outreach services you have come to rely on.

For more information about the new Service Center location, please contact Rosemary Anaya, Vice President and Chief Operating Officer at 213.624.2146 of ranaya@downtownla.com.



626 Wilshire Boulevard, Suite 200
Los Angeles, CA 90017
(213) 624-2146

WWW.DOWNTOWNLA.COM
24 Hour Service Center: (213) 624-2425

DATES TO REMEMBER

SEPTEMBER 6, 8 AM
Board of Directors
Meeting

SEPTEMBER 18, 2 PM
Marketing Committee
Meeting

*Property owners are always
welcome to attend committee
meetings. All committee
meetings take place at the
DCBID office.*