

DISTRICT NEWS



DCBID TO PRODUCE DOWNTOWN LIVING OPEN HOUSE

The DCBID is producing an unprecedented event to promote the leasing and sale of residential units coming to the Downtown Los Angeles market. Dubbed the "Downtown Living Open House" (DLOH), the program will be held on Saturday, February 26 and Sunday, February 27, 2005.

The DCBID orchestrated nine developers to participate and will feature thirteen projects, including: CIM Group's Gas Company Lofts; Forest City's Metro 417, Met Lofts and 1100 Wilshire; Kor Group's Eastern Columbia Lofts, Molina Lofts and Santa Fe Lofts; ICO Development's Pacific Electric Lofts; Lee Group's Grand Lofts and 801 S. Grand; MJW Investment's Santee Court; South Park Group's Elleven; and Urban Pacific/West Millennium's Brockman Lofts.

The DCBID was also successful in organizing these nine developers to advertise the DLOH and their individual projects in a special 32 page advertising supplement in the February 2005 issue of Los Angeles Magazine and in the Los Angeles Times. Ads will run two weeks before the Open House and the week of the event.

"The DCBID is proud of its ability to organize these developers, Los Angeles Magazine and the Los Angeles Times for this terrific event that will highlight why people should live in Downtown LA. We hope it will become an annual event," said Carol E. Schatz, President & CEO of the DCBID.

The DLOH event will be free, although participants can sign-up for preferred parking and VIP shuttle service for nominal fees in late January on www.downtownla.com.

For more information contact Hal Bastian, Vice President & Director of Economic Development on 213.624.2146 x 213.



CALENDAR OF EVENTS

Dec. 20, 21, 22, 23, & 31

DECK THE HALL

Los Angeles Philharmonic Concert Series
at Walt Disney Concert Hall
111 S. Grand Ave.
323.850.2000
www.laphil.com

Dec. 22 & 28 and Jan. 1

TEA & TOUR

Cathedral of Our Lady of the Angels
555 W. Temple St.
213.680.5271
www.olacathedral.org

December 24

45TH ANNUAL LOS ANGELES COUNTY HOLIDAY CELEBRATION

Dorothy Chandler Pavilion
at the Music Center
135 N. Grand Ave.
213.972.3099
www.holidaycelebration.org

December 31

GIANT 5TH ANNUAL NEWYEAR'S EVE CELEBRATION

Wilshire Blvd. between Grand and
Flower streets
www.giantclub.com

January 2

NEWYEAR FAMILY DAY FESTIVAL

Japanese American National Museum
369 E. 1st St.
213.624.0414
www.janm.org

Now – January 9

L.A.: LIGHT/MOTION/DREAMS

Natural History Museum of
Los Angeles County
213.763.DINO
www.nhm.org

Now – January 17

COTTON PUFFS, Q-TIPS, SMOKE AND MIRRORS

Museum of Contemporary Art
213.626.6222
www.moca.org

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Now – January 17

DOWNTOWN ON ICE

Outdoor Ice Skating in Pershing Square
532 S. Olive St.
213.847.4970
www.laparks.org

Now – January 23

THE SCHOOL FOR SCANDAL

Mark Taper Forum at the Music Center
135 N. Grand Ave.
213.628.2772
www.TaperAhmanson.com

Now – January 23

BODY WORLDS

California Science Center
213.744.2019
www.californiasciencecenter.org

Ongoing

MUSIC, ART, FILM & DANCE

REDCAT Theater
213.237.2800
www.redcatweb.org

Every Saturday at 10am

DOWNTOWN WALKING TOURS

LA Conservancy
523 W. 6th St.
213.623.2489
www.laconservancy.org

**OPERATIONS
UPDATE**

The DCBID safety and maintenance teams have initiated their seasonal staffing deployments during the busy holiday season. Additional ambassadors have been added to high traffic areas to assist shoppers and visitors. More safety officers have been assigned to areas with the greatest activity including Hill Street, 6th Street, 7th Street and Pershing Square. The number of maintenance team workers has also increased. They have been assigned to key retail and entertainment areas.

Remember to call the DCBID Service Center at 213.624.2146 to report any concerns or problems. The Service Center is open 24 hours a day, 7 days a week.

A crowd of about 2,500 gathered in Pershing Square on Saturday, December 4 to hear Sheila E perform with her band. The free concert was sponsored by the Department of Recreation and Parks and was held in conjunction with the DCBID's Laser Shows. A multi-media experience including laser beams, laser animation, snow, fog and streamers, all choreographed to holiday music entertained the crowd before and after Sheila E's rousing concert.



Friday night's Laser Show was accompanied by a performance by Beatlemania. Unfortunately Sunday's show with Big Bad Voodoo Daddy was cancelled due to rain. Plans are being made to reschedule the concert.

For more information about the Holiday Laser Shows and concerts, please contact Mindy Rosen, Director of Marketing and Communications at 213.624.2146.

**WHAT DO YOU LIKE BEST ABOUT
DOWNTOWN LA?**

Visitors to www.downtownla.com were asked to tell us what they like best about Downtown. Here are a few of their comments:

"I work Downtown and love it! Restaurants and Pershing Square."

"All of it! Love the growth and buzz. Love the view of Downtown at night when exiting 4th Street from the 110 South."

"Visiting and shopping in various distinct districts such as the Jewelry District, Hispanic outlets and Santee Alley. Interesting eating at Philippe's & Cole's."

"Everything! The museums, the architecture, the history, the open air markets – all of it!"

"We are considering moving to Downtown!"

"The Metro. The ability to walk from place to place. LA Conservancy tours, Shakespeare in Pershing Square and concerts at California Plaza."

DOWNTOWN LA IS FLYING HIGH!

Brand new banners promoting all that's great and unique about Downtown LA have been hung throughout Los Angeles, including Downtown. Produced by the DCBID, the banners are hung in pairs and tout Downtown living, the Jewelry District, spectacular architecture, world-class culture and dining with a skyline. The Purple Patrol ambassadors are also featured in the banners.

In addition to Downtown, the banners are hung in Hollywood, Echo Park, Marina Del Rey, Venice, South Bay and West LA.

For more information about the banners, please contact Mindy Rosen at 213.624.2146.



DASH BUS ADS

Have you seen the DCBID bus ads in all 60 of the Downtown DASH buses? Just look up the next time you hop on the DASH and you'll see some smiling faces promoting the Purple Patrol. The ads were produced in both English and Spanish and will run for about one year.

For more information, please contact Mindy Rosen at 213.624.2146.

SAFETY EMPLOYEE OF THE MONTH

JOSE SOLORZANO



Officer Solorzano has been at the DCBID for four months. In this short time he has met and exceeded the high level of professionalism and dedication required by the DCBID safety team. He is very detail orientated and constantly seeks to improve himself and his performance. He sets a good example for new employees to follow.

Congratulations Officer Solorzano!

Welcome to Downtown Los Angeles

Friendly Knowledgeable Helpful

Need directions, good ideas or assistance?
Meet the Purple Patrol, your Downtown ambassadors.

213.624.2146
24-hour District Service Center
www.downtownla.com

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Supervisor/Maintenance Services

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DCBID MAINTENANCE EMPLOYEE OF THE MONTH

LOUIS VEGA

Louis spent much of his working career in the paint and painting supplies industry. In addition to company operations, Louis also gained over 15 years as a retail salesperson. When the company was sold and its direct retail operations cut, Louis took a friend's advice and joined the DCBID Maintenance Team.

He has been with the DCBID for close to a year and describes his job as a great blending of his interests. As a machine operator who traverses much of the District, Louis gets to take quick and immediate action on maintenance hot spots as well as enjoy a lot of contact with the public. Look for Louis in the late mornings and afternoons riding behind his "green" machine.

Congratulations to Mr. Vega!



DATES TO REMEMBER

JANUARY 5, 8AM	Board Meeting
JANUARY 12, 8AM	Economic Development Committee Meeting
JANUARY 24, 2PM	Marketing Committee Meeting

*Property owners are **always** welcome to attend committee meetings. All committee meetings take place at the DCBID office at 626 Wilshire Blvd., Suite 200. Please note the new address.*



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

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