

# DISTRICT NEWS



## CALENDAR OF HOLIDAY EVENTS 'TIS THE SEASON IN DOWNTOWN LA

We're bustling with holiday activities from strolling Dickens Carolers to ice skating in Pershing Square. There's so much for you to enjoy on your lunch hour or with someone special after work, as well as with your family on the weekend.

Now – Dec. 15

### Macy's Giving Tree

10am–7pm  
Macy's @ Macy's Plaza  
750 W. 7th Street (corner of 7th & Hope)  
For info: 213-628-9311 Ext. 2201 or 2210

Nov. 20 – Dec. 31

### Air France Holiday Offer

Office Hours: 9am–5pm  
AIR France @ Ernst & Young Plaza  
725 S. Figueroa St., Suite 3250  
For info: 213-688-9220

Nov. 21, 2002–Jan. 20, 2003

### LA Kings Downtown on Ice

Mon–Thur: 12pm–9pm  
Fri–Sun: 10am–10pm  
Dec. 20–Jan 12: Mon–Sun, 10am–10pm  
Pershing Square • 532 S. Olive Street  
For info: 213-847-4970  
or visit [www.laparks.org](http://www.laparks.org)

Nov. 24, 30; Dec. 4, 8, 14, 18, 21

### The Tales of Hoffman

Los Angeles Opera • 135 N. Grand Ave.  
For tickets: 213-365-3500  
[www.LosAngelesOpera.com](http://www.LosAngelesOpera.com)

Nov. 28 & Dec. 25, 12pm–6pm

Dec. 31, 5:30pm–10pm

### Holiday Dinner

Hilton Checkers Restaurant  
535 S. Grand Ave.  
For reservations: 213-891-0519

Nov. 28, Dec. 24 & Dec. 31

### Holiday Dinner

Zucca Ristorante  
801 S. Figueroa St., 213-614-7800  
Nick & Stef's Steakhouse  
330 S. Hope St., 213-680-0030  
Café Pinot • 700 W. 5th St., 213-239-6500  
Otto's Grill @ The Music Center  
135 N. Grand Avenue, 213-972-7322

Dec. 1–24

### Traditional Holiday Afternoon Tea

2pm–5pm  
Millennium Biltmore Hotel  
"Rendezvous Court" • 506 S. Grand Avenue  
For reservations: 213-612-1562

Dec. 1–31

### "Lucky Draw" Holiday Contest

Westin Bonaventure Galleria & Food Court  
404 S. Figueroa Street  
For info: 213-624-1000

Dec. 1, 5, 7, 8, 14, 15,  
21, 22, 23, 28, 29, 30

### Family Events

Los Angeles Central Library  
630 W. 5th Street (Corner of 5th & Flower)  
For info: 213-228-7000 or visit [www.lapl.org](http://www.lapl.org)

Dec. 2–8

### Annual Holiday Shopping Week

Mon–Sat: 10am–6pm  
Sun: 1pm–5pm  
Special Holiday Hours (Dec. 2–23):  
Mon–Thur: 10am–8pm  
Christmas Eve open until 12:30pm  
Closed: Nov. 28, 29; Dec. 25; Jan. 1, 2003  
Library Store at the Central Library  
630 W. 5th Street (Corner of 5th & Flower)  
For info: 213-228-7550  
or visit [www.librarystore.org](http://www.librarystore.org)

(CONTINUED ON PG. 2)

## "go downtown" DISCOUNT CARD



The "go downtown" discount card will be launched just in time for the holiday season. With more than 70 special offers from restaurants, shops, hotels and attractions, we think the card will be a big hit with office workers, visitors and tourists.

The discount card is packaged in a brightly colored brochure listing all 72 offers, as well as a where-to guide to Downtown including a handy map. The "go downtown" card and brochure will be inserted in the Downtown News, mailed to our database and delivered to every building and hotel concierge. Our ambassadors will also hand them out at the kiosks.

For those of you who provided an offer for the card, it's critical that you track the usage of the card and relay those results to the DCBID Marketing Department. Contact Yvonne Quarker at (213) 624-2146 if you have not received tracking information. ❖

# 'TIS THE SEASON IN DOWNTOWN LA

## CALENDAR (CONTINUED FROM PG. 1)

Dec. 2-13

### ARCO Plaza Holiday Music Series

11:30am-1:30pm

ARCO Plaza-Retail Level • 515 S. Flower St.

For info: 213-485-9595

Dec. 2-23

### 'Tis the Season... for Holiday Sounds

Strolling Entertainment in Downtown Los Angeles

11:30am-1:30 pm

Various Locations in Downtown Los Angeles

For info: 213-624-2146

or visit [www.downtownla.com](http://www.downtownla.com)

Dec. 2-23

### "WINTERLAND LA" Holiday Music Fest

11:30am-1:30pm

Macy's Plaza

750 W. 7th Street

For info: 213-624-2891

Parking: Free with store validation

Dec. 3

### Holiday Gift Boutique

11am-4pm

Wells Fargo Center • 333 S. Grand Ave.

For info: 213-253-4205

Dec. 3

### Los Angeles 4 Kids Tree of Life & Festival of Lights

5:30pm

California Plaza • 350 S. Grand Avenue

For info: 213-687-2190

Dec. 3, 2002-January 26, 2003

### "Morning's at Seven"

Ahmanson Theatre - The Music Center

135 N. Grand Avenue

For info: call 213-628-2772

or visit [www.TaperAhmanson.com](http://www.TaperAhmanson.com)

Dec. 7

### 'Tis the Season... to Play in Downtown LA

Free Family Fun Day • Noon-4pm

World Championship Skaters Jenni Meno, Todd Sand and Scott Williams perform at 1pm. Plus holiday craft projects for kids, carnival games and live entertainment.

The first 200 people to bring a new, unwrapped toy to donate to Macy's Giving Tree will skate for free.

Pershing Square (5th & Olive St.)

For info: 213-624-2146 or visit [www.downtownla.com](http://www.downtownla.com)

Dec. 11

### 'Tis the Season... for Fashion in Downtown LA

A Fashion Show on Ice • 11:30am-Noon

Holiday fashions from Robinson's•May, Macy's and Plaza Suit & Tuxedo modeled by amateur and professional ice skaters.

Pershing Square (5th & Olive St.)

For info: 213-624-2146 or visit [www.downtownla.com](http://www.downtownla.com)

Throughout the Holiday Season

### Holiday Gift Certificates

Stuart M. Ketchum- Downtown YMCA

401 S. Hope Street (corner of 4th & Hope)

For info: 213-624-2348

Visit [www.downtownla.com](http://www.downtownla.com) for a complete listing of Downtown LA events.

## 'TIS THE SEASON HOLIDAY MARKETING OUTLOOK

This year's holiday plan was developed with input from the DCBID Board of Directors and the Marketing Committee.

The four goals of the program are to increase sales tax revenues from DCBID constituents by 1% compared to 2001; increase hotel occupancy rates in November and December by 5% compared to a year ago; increase pedestrian counts at key locations by 10% compared to counts taken in 2000; and increase the number of skaters at the ice rink in Pershing Square by 10% compared to 2001.



The theme, **'Tis the Season in Downtown LA**, appears on all collateral and advertising pieces.

New pine garland decorated with red and gold ornaments has been hung on poles throughout the district. Brand new holiday banners will also be visible throughout the district.

This year the DCBID will be producing two special holiday events. On Saturday, December 7 from noon to 4 pm there will be an ice skating demonstration by World Championship skaters along with carnival games and holiday craft projects for kids and musical

entertainment. The second event in Pershing Square takes place on Wednesday, December 11 from 11:30 am to noon and will be a fashion show on ice featuring fashions from Macy's, Robinson's•May and Plaza Suit & Tuxedo.

Strolling entertainment featuring Dickens Carolers, jazz trios, gospel singers and more will entertain downtown visitors and workers during December. A complete schedule is available online at [www.downtownla.com](http://www.downtownla.com).

Holiday advertising includes radio spots on KNX, KDIS, KRCD, KRCV, KTNQ, KSYR, KRTH and KABC, as well as print ads in the Downtown News and La Opinion. Our website has a special holiday page with events and a sweepstakes to win prizes. Finally, press releases have been sent to all of the media for Downtown coverage.

The DCBID wishes all of you a very successful and happy holiday season! ❖

# DCBID PROMOTES DOWNTOWN LA

## INVESTING IN DOWNTOWN LA – AN URBAN RENAISSANCE



VIPs attending event (L to R): Philanthropist Eli Broad, Chairman of AIG SunAmerica, Inc.; Carol E. Schatz, President & CEO, Central City Association & Downtown Center Business Improvement District; John C. Cushman III, Chairman of Cushman & Wakefield; Jan Perry, Councilwoman 9th District.

The DCBID took “the show on the road” on November 14, when DCBID President and CEO Carol Schatz led a group of Downtown VIPs including Philanthropist Eli Broad, Chairman of AIG SunAmerica, Inc., John C. Cushman III, Chairman of Cushman & Wakefield, Timothy J. Leiweke, President & CEO of Anschutz Entertainment Group, Staples Center and Los Angeles City Councilwoman Jan Perry to New York City to host a breakfast presentation called “Investing in Downtown Los Angeles—An Urban Renaissance in Progress.” The group addressed key members of the New York real estate, investment banking and development communities to discuss the tremendous growth and revitalization currently taking place in Downtown Los Angeles and to encourage new investment in Downtown.

Other Downtown Los Angeles civic and business leaders who also attended the event were Mr. Jonathan Kevles, Deputy Mayor of Economic Development for the City of Los Angeles; Mr. Bob Graziano, President & COO of the Los Angeles Dodgers; Mr. David Damus, Vice President and General Counsel, System Property Development and Chairman of the Board of Directors for the Los Angeles Downtown Center Business Improvement District; and Mr. Barry Sedlik, COO of the Los Angeles County Economic Development Corporation. ❖



Tim J. Leiweke, Pres. & CEO of AEG/Staples Center, addressing key members of the New York real estate, investment banking and development communities to encourage new investment in Downtown LA.

## DOWNTOWN LA IN THE NEWS

The November 11th issue of Newsweek magazine includes an article about Downtown LA entitled “L.A. Rising.” This time, according to the article, Downtown is taking off thanks to fantastic public buildings and hip new apartments. The New York Times, Sunday, November 17, 2002 edition includes an article called, “What’s doing in Los Angeles,” featuring Downtown LA and describing the newly opened cathedral as a fresh reason to visit the city’s fascinating downtown. Also look for Los Angeles Magazine’s January issue which will feature a special section on Downtown’s revitalization. ❖

## DCBID HOSTS BUSINESS WRITERS MEDIA TOUR



Walt Disney Concert Hall, scheduled to open in October 2003.

Reporters from Los Angeles Magazine, California Real Estate, the Los Angeles Times, Newsweek, La Opinion, Associated Press and Real Estate Southern California participated in a busy two-day media tour on October 24 and 25. The tour included a visit to the Old Bank District’s housing developments, the Staples Center, Walt Disney Concert Hall, the Cathedral of Our Lady of the Angels, the Fashion District, Jewelry District, and concluded with a real estate round table. All of the reporters were well fed by the end of the tour after enjoying meals at Epicentre, Cicada, Hilton Checkers and Ciudad. Plus several of the reporters spent the night at The Standard. A BIG thanks to all of you who helped make this media tour happen. In addition to the articles mentioned above in “Downtown LA in the News,” we will track other articles about Downtown that result from this tour. ❖

## DCBID STAFF

Carol E. Schatz  
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Randall K. Ely  
*Sr. Vice President & COO*

Carl Clauson  
*Vice President & CFO*

Don MacNeil  
*Director of Operations*

Hal Bastian  
*Director of Economic Development*

Mindy Rosen  
*Director of Marketing & Communications*

Elaine Gaspard  
*Economic Development Manager  
(Provided by LAEDC)*

Raquel Taylor  
*Executive Assistant*

Heidi M. Beeks  
*Marketing Manager*

Herman Pang  
*MIS Manager*

Brian White  
*Economic Development Coordinator*

Yvonne Quarker  
*Special Projects Coordinator*

Ronald Colcol  
*Supervisor/Maintenance Services*

Jose Camacho  
*Supervisor/Safety Services*

## DCBID BOARD OF DIRECTORS

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Greg Vilkin  
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Tim Walker  
*MaguirePartners*

Peter Zen  
*Westin Bonaventure Hotel & Suites*

Beverly Ziegler—*Secretary*  
*Kawada Company of America*

## WELCOME TO MINDY ROSEN

The DCBID welcomed Mindy Rosen to the position of Director of Marketing and Communications last month. Mindy comes to the DCBID from Denver, Colorado where she was the Manager of Advertising and Promotions for the Downtown Denver Partnership and BID for the past 5 1/2 years. Mindy graduated from the University of Cincinnati with an MBA in Marketing and spent 10 years in shopping mall marketing. She grew up in Whittier and is excited to be back in LA. Mindy can be reached at (213) 624-2146 and mrosen@downtownla.com.

## VALERIE YBARRA AS NEW DOWNTOWN CONCIERGE COORDINATOR

The DCBID is also pleased to announce the appointment of Valerie Ybarra to the position of Downtown Concierge Coordinator. Valerie is responsible for helping to coordinate marketing programs with Downtown hotels, office tower concierges, City and County of LA public office locations, as well as assist with DCBID ambassador training and informational kiosks management. If you would like more information about any of the above programs, you may contact Valerie by email at [bidinfo@downtownla.com](mailto:bidinfo@downtownla.com) or by calling our administrative offices at (213) 624-2146.



606 S. Olive Street, Suite 1000  
Los Angeles, CA 90014  
(213) 624-2146

## IMPORTANT DATE TO REMEMBER

December 4  
Board of Directors Meeting  
8:00 AM

*If you are a  
property owner  
interested in serving  
on the  
Board of Directors,  
please email your interest  
to Randall Ely at  
[rely@downtownla.com](mailto:rely@downtownla.com).*

[WWW.DOWNTOWNLA.COM](http://WWW.DOWNTOWNLA.COM)  
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