

DISTRICT



**Live, Work & Play
Downtown L.A.**
DOWNTOWN CENTER DISTRICT

NEWS

CALENDAR OF DOWNTOWN EVENTS

Now – February 9

BRING IN 'DA NOISE, BRING IN 'DA FUNK

Ahmanson Theatre – The Music Center
135 N. Grand Avenue

This show explores the sound of tap, hip-hop, blues and percussion to chronicle the history of 'da beat. For information and show times call 213-628-2772 or visit www.musiccenter.org.

February 3

Green Umbrella Concert

Colburn School of Performing Arts
200 S. Grand Avenue

Featuring the CalArts New Century Players. For tickets and information call 323-850-2000 or visit www.colburnschool.org.

February 7 – 23

The Barber of Seville

Los Angeles Opera
Dorothy Chandler Pavilion - The Music Center

135 N. Grand Avenue
Rossini's delightful farce tells the tale of clever barber Figaro who wins the hand of lovely Rosina. For tickets and show times call 213-365-3500 or visit www.losangelesopera.com.

February 8

Love and Marriage

The Los Angeles Master Chorale
Dorothy Chandler Pavilion- The Music Center
135 N. Grand Avenue
Enjoy Brahms' romantic Lebeslieder Waltzes and Stravinsky's legendary Les Noces. For tickets and information call 213-365-3500 or visit www.lamc.org.

February 9 – May 25

Lucian Freud

Museum of Contemporary Art - MOCA
250 S. Grand Avenue

MOCA presents Lucian Freud, a retrospective of Britain's greatest living realist painter. For more information call 213-621-2766 or visit www.moca-la.org.

February 15

LA Kings 5k Run/Walk

Staples Center

1111 S. Figueroa – Parking Lot 5 Check-in Benefits Kings Care Foundation. Registration includes a T-shirt, goody bag, and a ticket to the L.A. Kings vs. New York Islanders game at 1:00 pm on race day. For more information call 213-742-7576 or visit www.lakings.com/5k.

February 17 – May 3

The Art of Motion Picture Costume Design

Fashion Institute of Design & Merchandising (FIDM)

919 S. Grand Avenue
The 11th Annual Exhibition "The Art of Motion Picture Costume Design". For more information call 213-624-1200 or visit www.fidm.org.

February 28 – March 5

Quality of Life Expo

Los Angeles Convention Center
1201 S. Figueroa Street

Discover the latest in running, cycling, health & fitness, travel, technology, lifestyle improvements and much more. For more information call 213-741-1151 or visit www.lamarathon.com.

March 1

L.A. Marathon, Carbo Load

Wilshire Grand Hotel
930 Wilshire Blvd

Treat yourself to an all you can eat carbo buffet and entertainment. For more information call 310-444-5544 or visit www.lamarathon.com.

March 2

L.A. Marathon XVIII

Starts on Figueroa & 5th Street

Run the 26.2 mile race and experience a profound, personal and life changing experience. For more information call 310-444-5544 or visit www.lamarathon.com.

(CONTINUED ON PG. 2)

THE RENEWED DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT

The RENEWED Downtown
Center Business

Improvement District is beginning its second five-year term of providing much needed services to the district. Over the past five years, with the support of more than 480 properties within the 65-block area, the DCBID has clearly positioned itself as a driving force in the resurgence of Downtown L.A. through our safety, maintenance, ambassador, marketing and business retention/recruitment programs. Our overall mission continues to be to enhance the quality of life for all who live, work and play in Downtown L.A. We look forward to serving you for another five years, and we would like to Thank You for your support!

BUSINESS PROFILE: THE KAWADA HOTEL



Perched on the corner of Hill and 2nd, the Kawada Hotel fills an important niche for the business and leisure traveler who seeks a small, boutique style hotel with European charm and American value. Rooms offer refrigerators, VCRs and individual air-conditioning units. Deluxe full kitchenettes are available in many of the rooms for travelers who prefer to eat-in.

The Kawada's showcase restaurant, The Epicentre is located on street level and serves innovative California cuisine for lunch and dinner. A sushi bar called Sushi Kei is located within The Epicentre. Next door, the Shockwave Café, open for breakfast and lunch, is filled with fresh baked goods, deli sandwiches and fruit.

Thinking about a weekend getaway? Consider staying here. It's a great location near The Music Center, the Cathedral of Our Lady of the Angels, Grand Central Market, the Bradbury Building, and the Jewelry District to name just a few. Plus it's steps away from the Metro.

What's in a name? The Kawada Hotel is named after owner Natsuo Kawada.

The Kawada Hotel is located at 200 South Hill Street. Call 213.621.4455 or visit www.kawadahotel.com.

CALENDAR (CONTINUED FROM PG. 1)

March 2

L.A. Marathon 5K Run/Walk

Starts and finishes at the LA Convention Center
12th & Figueroa

This is a popular event for those specializing in short-course races. For more information call 310-444-5544 or visit www.lamarathon.com.

March 2

L.A. Bike Tour IX

Starts and finishes at the University of Southern California
Exposition Blvd. & Menio St.

Cyclists are welcome to enjoy the scenic marathon course and then celebrate their finish and watch the marathoners as they run by USC. For more information call 310-444-5544 or visit www.lamarathon.com.

March 5

Properties of Silence

Los Angeles Central Library
630 W. 5th Street

A theatre piece in which a dream brings the iconic 17th Century Mexican poet Sor Juana Ines de la Cruz to life. For more information call 213-972-3195 or visit www.lapl.org.

March 13, 15 & 16

Los Angeles Philharmonic Concert Series

The Dorothy Chandler Pavilion - The Music Center
135 N. Grand Avenue

Esa-Pekka Salonen conducts exciting new work by John Adams. For more information call 323-850-2000 or visit www.laphil.org.

Visit www.downtownla.com for a complete listing of Downtown L.A. events.

AMBASSADOR KIOSKS - REFURBISHMENTS

The Operations Department undertook a significant refurbishing of the ambassador information kiosks. Technicians completely rewired these special information systems so that they can work later into the night without fear of battery failure.

The ambassadors are often posted in locations where there is no electrical hook-up for the kiosk. In that event, ambassadors switch to DC power from batteries that are held in a lower compartment. The battery runs a strobe light atop the kiosk as well as reading lamps and a CD stereo system. The new system increases the amount of useable light for the ambassadors and their visitors. The makeover also makes it much easier to transport and relocate the kiosks at important locations in the downtown area.

We encourage you to stop by and say hello to our ambassadors who are stationed throughout the district.



DCBID TO SURVEY 200 BUSINESSES

FREE BUSINESS ASSISTANCE & EMPLOYMENT SERVICES OFFERED



Hal Bastian, Director of Economic Development for the DCBID, addresses economic development and human resource professionals.

The Downtown Center Business Improvement District, the Mayor's Office of Economic Development and the Metro/South Los Angeles Partnership Opportunities With Economic/Educational Resources (POWER) Collaborative are joining forces to implement a business outreach program that includes 600 businesses in the Greater Downtown area. Economic development and human resource professionals are in the process of meeting with over 200 businesses in the DCBID to gather valuable information on how to make Downtown Los Angeles a better place to live, work and play.

Hal Bastian, Director of Economic Development for the DCBID, participated in a business outreach orientation in December to give the survey teams information about Downtown businesses, and the DCBID organization, programs and services. The team approach was adopted to ensure that questions asked during the interview on matters of business assistance or employment could be answered immediately. The survey teams are promoting free resources available to businesses in the DCBID provided by over 100 non-profit and government agencies that include financing, employment services, permitting assistance, international trade, consulting services and relocation assistance. Individual survey results will remain confidential. However, summary reports will be shared with the Mayor's Office of Economic Development and the Council Offices. Business outreach meetings began in January. The DCBID Economic Development Department monitors tenant activity in the 65-block Downtown Center BID area and provides research and quarterly reports to the investment, business and brokerage community. Contact Hal Bastian at 213.624.2146 ext 213 for more information.

DOWNTOWN L.A. IN THE NEWS

The December issue of Sunset magazine featured an article about Downtown L.A. entitled "Queen of the Angels" and mentions the DCBID's helpful guide and area map at www.downtownla.com.

The Japanese edition of Marie Claire magazine included a one-page article about Downtown L.A. in their December issue. Reporters from this magazine attended the DCBID sponsored media tour last year.

Los Angeles Magazine's January issue had a special section on Downtown's revitalization.

The "Purple People" were featured in the January/February issue of Westways magazine.

For copies of any of these articles, please contact the DCBID Marketing department at 213.624.2146.

BUNKER HILL RECEIVES EXPANDED CLEANING SERVICES

The DCBID has begun an expanded cleaning service to the Bunker Hill area including a full-time mechanical sweeper dedicated to the Bunker Hill area to aid hand crews. This new program will result in added attention to detail and quick response to any necessary pressure washing and graffiti removal needs.

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Randall K. Ely
Sr. Vice President & COO

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Vice President & CFO

Don MacNeil
Director of Operations

Hal Bastian
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Mindy Rosen
Director of Marketing & Communications

Elaine Gaspard
Economic Development Manager
(Provided by LAEDC)

Raquel Taylor
Executive Assistant

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Brian White
Economic Development Coordinator

Ronald Colcol
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Westin Bonaventure Hotel & Suites

Beverly Ziegler—Secretary
Kawada Company of America

2002 HOLIDAY WRAP UP

The DCBID brought the Downtown streets alive with the sights and sounds of the holiday season. From strolling carolers to a fashion show on ice and performances by World Championship skaters Todd Sand, Jenni Meno and Scott Williams, Downtown was a busy place for the holidays.

The Giant Village New Year's Eve Flower Street Block party was held for the first-time Downtown. Close to 10,000 revelers attended the party to hear world famous DJs spin records and to ride the famous Giant Ferris Wheel.

News coverage of the DCBID events included NBC's The Today Show which featured the fashion show on ice during their Christmas Day program.

An informal poll showed holiday sales results for Downtown restaurants, retailers and hotels had an average increase of 15% for November and December 2002 over sales for November and December 2001. Several hotels and restaurants reported a growth in sales of over 20% for 2002. Although many stated the increase did not meet their individual sales plan, most were pleased with the boost in sales and were aware of the DCBID advertising campaign to promote business during the holiday season.

GO DOWNTOWN DISCOUNT CARD TRACKING THE SUCCESS!

Our "go downtown" promotion has been tremendously successful. We want to thank all of you who have participated with the great discounts and offers that are available in the brochure.



This is an important reminder regarding the tracking of the card. The tracking process of this promotion is crucial to its success. One of the primary goals of the DCBID marketing efforts is to bring more business to all of our constituents. This program can help us achieve this goal. With your help in tracking the usage of the card, we can quantify the results and continue to provide you with programs that work!

We need to capture the results of the card for the holiday season, as well as on an on-going basis, so please fax or email your tracking sheet to 213.624.0858 or hbeeks@downtownla.com as soon as possible. If you have any questions, please call Heidi Beeks at 213.624.2146.



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

DATES TO REMEMBER

February 2003

5 Board Meeting

10 Marketing
Committee Meeting

*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.*

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