

# DISTRICT



# NEWS

## DCBID HITS IT BIG IN NEW YORK CITY

The Downtown Center Business Improvement District's trade mission to New York City on June 10 was a resounding success! More than 100 of New York's top investors, bankers and developers filled a meeting room at the Westin Hotel in Times Square to hear one important message –the time is right to invest in Downtown Los Angeles.

After a warm welcome from Carol E. Schatz, President and CEO of the DCBID, Mayor James K. Hahn addressed the group about Downtown's exciting revitalization.

"We're trying to change some of the perceptions that we roll up the sidewalks at 5:00 pm," Mayor Hahn said. "Something's happening every night in



Panelists from left to right: Gregory M. Vilkin, President of Forest City Residential West, Inc., LAPD Chief William Bratton, Los Angeles City Councilwoman Jan Perry, John C. Cushman, III, Chairman of Cushman & Wakefield, Carol E. Schatz, President and CEO of DCBID, Philanthropist Eli Broad, Founder Chairman of KB Home, Mayor James K. Hahn, and K. Robert Turner, Managing Partner of Canyon Capital Realty Advisors.



Audience members listening intently to presentations about investing in Downtown LA

Downtown with the Walt Disney Concert Hall, new restaurants and the hip Standard Hotel."

Eli Broad was next on the agenda and spoke about the \$1.2 billion plan to redevelop Grand Avenue. John C. Cushman, III



Panelists on stage during presentations

followed with a detailed overview of Downtown's office space market. Bobby Turner with Canyon-Johnson Urban Fund described his company's decision to invest in Downtown. Greg Vilkin with Forest City Residential West addressed the vitality of Downtown's housing market. Council Member Jan Perry discussed the diversity and vitality of Downtown, and the support that her office provides to interested

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## DCBID PURCHASES NEW KIOSKS



*Downtown visitors at the new DCBID kiosk*

The DCBID has purchased two new kiosks that are used to distribute brochures, maps and coupons from Downtown businesses including the Music Center, MOCA, Ciudad, St. Vincent Jewelry Center, Omni Hotel and many others.

The new kiosk has several design features that facilitate its use for the Ambassadors. Its lightweight structure makes it easy to move from the Service Center to any location within the District. There is plenty of room to store additional brochures in the base of the kiosk which eliminates the need for storage bins. Finally, the dome on top brings in plenty of natural light during the daytime.

Stop by and take a look. One of the new kiosks is usually stationed at First and Grand streets in front of the Walt Disney Concert Hall.

For more information, please contact Mindy Rosen, Director of Marketing and Communications at 213.624.2146.

The CAD system or computer aided dispatch system that was installed last year at the DCBID Service Center, located at 8th and Hill streets, enables the DCBID's Operations Department to easily track all calls for service and determine trends in the kinds of service needed by our property owners and other visitors to Downtown LA. The most frequent requests for service are for business locations, bus stop routes, panhandler complaints and general citizen assistance.

## LOST IN DOWNTOWN?

The DCBID has just introduced a new tool for the Purple Patrol Ambassadors to use to assist them in locating more than 600 specific addresses and directions for most every Downtown business including restaurants, shops, attractions, state and federal buildings, and much more.

The new tool is a hand-held computer or PDA that is downloaded with mapping and GPS information that enables the DCBID Ambassadors to quickly locate any destination requested by the public and print walking directions on their hand-held printers. For example, if someone stops by the kiosk at Macy's Plaza and requests directions to the Walt Disney Concert Hall, they will be given a small sheet of paper with walking directions from 7th and Flower to 1st and Grand.



*DCBID Ambassador assisting visitor*



*DCBID Ambassador using new PDA system*

The DCBID Ambassadors wear purple shirts, straw hats, khaki pants and have a friendly demeanor that easily identifies them as Downtown guides. They know the latest information about what's happening at Downtown's attractions and also have easy access to MTA information.

For more information about the hand-held computers, please contact Mindy Rosen at 213.624.2146.

**G**rand Performances is Southern California's largest presenter of free performing arts programs. Located in Downtown Los Angeles at California Plaza, Grand Performances' mission is to bring together the diverse peoples of Los Angeles for concerts celebrating the cultural contributions of our community.



*Grand Performances on stage at California Plaza*

This summer's schedule ranges from the Pacific Zheng Ensemble's performance of classical Chinese music on July 17 at 8 p.m. to the BajoFondo Tango Club's mix of tango and electronica on August 13 at 8 p.m.

For a complete schedule of concerts, call the concertline at 213.687.2159 or visit [www.grandperformances.org](http://www.grandperformances.org).

## MAINTENANCE EMPLOYEE OF THE MONTH – A.T. MAYO

**A**.T. Mayo joined the DCBID maintenance team in 2002. He has been assigned to just about every area in the District and prefers those with the heaviest pedestrian traffic. He enjoys helping people out with directions and appreciates the many kind words he receives from merchants and visitors.



Congratulations to A.T. Mayo!

## SAFETY EMPLOYEE OF THE MONTH – LEONEL TOLANO

**I**n the short time Officer Tolano has been with the DCBID, he has made an impact on the District. He has demonstrated professionalism and a desire to gain more knowledge and training. Officer Tolano takes a pro-active stance in all situations. He is in

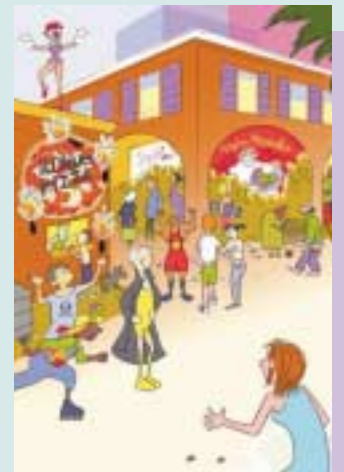
control and stays calm no matter what is happening. He sets an example for others to follow.

Congratulations to Officer Tolano!

## 19TH ANNUAL SHAKESPEARE FESTIVAL/L.A.

**S**hakespeare Festival/LA presents Shakespeare's Twelfth Night. Though the language will not change from Shakespeare's time, the play's setting will move to contemporary Venice. Performances at Pershing Square begin at 8 pm on July 14 and run through July 18. General admission is free, though everyone is encouraged to bring canned food that will be donated to local shelters. Seating on the grass is on a first-come, first-served basis. Arrive early and picnic with friends before the show!

For more information, call 213.481.2273 or visit [www.shakespearefestivalla.org](http://www.shakespearefestivalla.org).



*Shakespeare Festival/L.A. presents Twelfth Night*

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## DCBID HITS IT BIG IN NEW YORK CITY CONTINUED

investors and developers. Finally, LAPD Chief William Bratton spoke about the strong partnership between the BID's and LAPD.

Initial news coverage of the trade mission included the Los Angeles Times, La Opinion, Downtown News, Bloomberg News, Business Wire, The Slatin Report, KFVB-AM, KNX-AM, KNBC-TV and KABC-TV. The DCBID will carefully monitor all future media coverage.

Representatives from the following firms attended the presentation in New York: Morgan Stanley Investment Management, Red Stone Partners, Paramount Group, Inc., Countrywide Commercial Real Estate, The Related Companies, L.P., Goldman Sachs & Co., JP Morgan, Lehman Brothers and Credit Suisse First Boston among many others.

For more information about the trade mission, please contact Hal Bastian, Vice President and Director of Economic Development at 213.624.2146

## CENTRAL CITY ASSOCIATION'S GENERAL MEMBERSHIP MEETING "POLITICAL INSIDER PICKS AND PANS"

July 15 at 11:30 am Los Angeles Athletic Club

To make reservations, go to [www.ccala.org](http://www.ccala.org) or call 213.624.1213.



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

## DATES TO REMEMBER

July 19, 2 pm  
**MARKETING  
COMMITTEE MEETING**

July 21, 8 am  
**ECONOMIC  
DEVELOPMENT  
MEETING**

August 4, 8 am  
**BOARD OF DIRECTORS  
MEETING**

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

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