

GOLD LINE GRAND OPENING

The Gold Line Metro, which connects Downtown Los Angeles and Pasadena, will have its grand opening on July 26 from 9 am to 6 pm and July 27 from 10 am to 5 pm at Union Station. Tens of thousands of people will ride the new MTA Gold Line for free and disembark at Union Station for live music, food and much more!

The Downtown Center Business Improvement District will staff a booth during the grand opening celebration and will distribute maps, guides and general information about what to do and see in Downtown LA. The Purple Patrol will also be there to give directions and other helpful information to many first-time visitors to Downtown.



If you are interested in having your own booth at this event, please contact the DCBID Marketing office at 213.624.2146. There is no cost to participate but you must staff your booth for both days. Or if you prefer, the DCBID booth would be happy to distribute your collateral materials for you.

The opening of the Gold Line provides the residents of Pasadena with a fast and convenient way to explore, visit and enjoy all that Downtown LA has to offer without the headache of freeway driving!



WELCOME TO AUDRAE BROADNAUX

The DCBID recently appointed Audrae Broadnaux to the position of Downtown Concierge Coordinator. Audrae comes to the DCBID from the Los Angeles County Sheriff's Department. She is a native Angeleno and knows Downtown inside and out. You may contact Audrae by e-mail at bidinfo@downtownla.com or by calling our administrative offices at 213.624.2146.

SATURDAY DOWNTOWN HOUSING BUS TOUR

There is a growing interest in living in Downtown LA. But many people are still unsure about where to begin their Downtown housing search. The Downtown Center Business Improvement District has developed a three-hour Saturday bus tour that will include stops at model apartments in both adaptive reuse projects (former historic office buildings) and newly constructed buildings.

Almost 3,000 housing units are currently under construction in Downtown. The bus tour will stop at models at the following projects:

The Pegasus (for lease)
Flower Street Lofts (for sale)
Orpheum Lofts (for lease)
Little Tokyo Lofts (for lease)
Higgins Building (for lease)

The bus tours, which begin September 6, will also drive by many of Downtown's amenities including restaurants and shopping destinations. The DCBID is pleased to have the Los Angeles Conservancy as our tour partner.

To make reservations, visit www.downtownla.com or call 213.624.2146.

GREAT AMERICAN BAKE SALE



THE LEGENDS OF LOS ANGELES POP NEW YEAR'S EVE 2003

The music that makes our city world famous will be heard in Downtown Los Angeles on New Year's Eve 2003. Produced and coordinated by the Downtown Center Business Improvement District, the Legends of Los Angeles Pop will be a signature event for the city and county of Los Angeles. Music from the 50s, 60s and 70s will be performed on stages along Grand Avenue including the plaza area at the Music Center and the County Mall. The evening's finale will include fireworks preceded by a unique Los Angeles themed countdown to midnight.

For sponsorship information, please contact Mindy Rosen at 213.624.2146 or mrosen@downtownla.com.

Service Center Renovation

The DCBID Service Center, located at 8th and Hill, is undergoing renovation. The newly refurbished space will house an expanded communications center outfitted with a new computer aided dispatch system. The renovations, to be completed later this summer, will create more dedicated office and storage space for our personnel. The DCBID Service Center is operated 24 hours a day, 7 days a week to provide service to everyone located within the district. Call 213.624.2425 to reach the Service Center.

Help raise funds to fight childhood hunger by buying delicious baked goods at the Great American Bake Sale on July 10 from 11 am to 3 pm in the Food Court at 7 + FIG @Ernst and Young Plaza during the weekly Certified Gourmet Farmers Market. 7 + FIG is located at 735 S. Figueroa Street.

Baked goods from Zucca, McCormicks and Schmick's, Arnie Mortons and Ciudad will be available for purchase. All proceeds will go to Share our Strength to support children's after school and summer meal programs.

Be sure to stop by at 12:15 to see Ciudad chef/owners Mary Sue Milliken and Susan Feniger do a baking demonstration. You are sure to learn something fun! For more information, call 213.624.2146.



NOÉ RESTAURANT TO OPEN AT OMNI LOS ANGELES HOTEL

Critically acclaimed chef Robert Gadsby's new restaurant, Noé, opens on Monday, July 14, at Omni Los Angeles Hotel at California Plaza at 251 South Olive Street. Located on the third level of the Omni Hotel, Noé is an elegant and intimate 70-seat room with a sensational patio shared with California Plaza.

Featuring progressive American cuisine, Gadsby's craft is grounded in incorporating the highest quality ingredients into delicious, textural cuisine that is both satisfying and sophisticated. In Los Angeles, he has impressed critics and diners alike with his signature cuisine at Xiomara, the Olive, Luna Park and finally at the eponymous Gadsby's in 1995.



"We believe that Robert Gadsby and Noé are the perfect complement to both our hotel and the October opening of the Walt Disney Concert Hall," said Jim Snow, area managing director of the Omni Los Angeles Hotel. "This is a very exciting time in Downtown Los Angeles and we are thrilled to contribute to the building momentum with a world-class restaurant like Noé."

The restaurant is open for dinner Monday through Saturday from 5:00 pm until 12:00 am, and on Sunday from 5:00 pm to 10:00 pm. All major credit cards are accepted. Reservations are strongly recommended; call 213.356.4100. Valet parking is available for \$4.00 at the Omni Los Angeles Hotel.

SHAKESPEARE FESTIVAL/LA

Shakespeare Festival/LA presents Shakespeare's *The Merry Wives of Windsor*. The play will bear an amusing resemblance to America's favorite sitcoms of the '50s. Set in a town populated by practical jokers, where women out-prank the men, *The Merry Wives of Windsor* surely cut the mold for such farcical television series as "I Love Lucy" and "The Honeymooners."

The performances at Pershing Square begin at 8 pm on July 9 and run through July 26 with no performances on Mondays. 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-serve basis. Arrive early and picnic with friends before the show!

For more information, call 213.481.2273 or visit www.shakespearefestivalla.org/summerfestival



SUMMER CONCERTS 2003 IN PERSHING SQUARE

This summer grab a sandwich and head to Pershing Square every Tuesday and Thursday from noon to 2 p.m. to hear free concerts presented by the City of Los Angeles and the Department of Recreation and Parks. The music ranges from blues rock with Cynthia Manley on July 29 to singer/songwriter James Lee Stanley on September 4. The concerts run through September 25.

Jazz Sundays from 3pm to 5 pm in Pershing Square is a great way to wind down your weekend:

July 20	Tom Regis
August 17	Inez Williams
September 21	Steady Freddy



For more information, call 213.847.4970 or visit www.laparks.org.

BOO-HOORAY AT MOCA

Boo-Hooray is the Museum of Contemporary Art's all-day festival of art and music on July 26, from 11 am to 8 pm. Highlights include performances by internationally renowned DJ Z-Trip and New York indie pop trio Blonde Redhead. Artmaking activities with artist George Herms, video screenings, and children's storytelling with Rick Fox will offer something for everyone. A limited number of advance tickets will be offered to the general public for \$15 each through Ticketmaster starting July 12. Onsite general admission tickets are \$25 and may sell out. MOCA members get in free! MOCA at California Plaza is located at 250 S. Grand Ave. Visit www.moca.org/boohooray for more details.

GRAND PERFORMANCES

Celebrate the World . . . Celebrate L.A.!
Presenting World Class Global Music,
Dance and Spoken Word

Grand Performances is Southern California's premiere award-winning free

concert presenter. Located in Downtown Los Angeles



at California Plaza, Grand Performances' mission is to bring together the diverse peoples of Los Angeles through quality free performing arts programs that reflect the rich tapestry of this region's communities.

This summer's concert schedule ranges from Echo Africa: Dance from the Diaspora on July 26 at 8 p.m. to vocalist Jimmy Scott on August 8 at 8 p.m. For a complete schedule of concerts, call the concertline at 213.687.2159 or visit www.grandperformances.org.

DATES TO REMEMBER

July 9, 8 am
BOARD MEETING

July 16, 8 am
ECONOMIC DEVELOPMENT
MEETING

July 21, 2 pm
MARKETING COMMITTEE
MEETING

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

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BID A.C.T.I.O.N. RESULTS

Last month, BID A.C.T.I.O.N. (the DCBID's Community Outreach Program) began a special effort to impact the local street person drug addicted population. A.C.T.I.O.N. personnel sought out those who were addicted and made one-on-one appeals to them about the resources available to them for detoxification and treatment. The A.C.T.I.O.N. team initially met with some resistance but slowly built a level of trust with the addicts. Eventually the team was able to transition four addicts to facilities for detoxification and addiction treatment. A.C.T.I.O.N. coordinated the treatment plans with local and out of the area facilities. Following this success, A.C.T.I.O.N. officers have found that several other local addicts are now approaching them and asking for help to "get clean."

The BID A.C.T.I.O.N. outreach program is a critical part of the DCBID's service to the community. A great deal of BID resources, personnel and training has gone into the development of this successful program.

AUTO BURGLARIES IN THE SPOTLIGHT

The DCBID safety team is always on the lookout for ways to stop auto burglaries in the district. Each week, the team examines crime statistics provided by LAPD to look for trends or problem areas. Recent statistics, for example, indicated a rash of auto burglaries along Figueroa Street. The DCBID sent a small team of specially trained officers to the area to provide surveillance and discourage any additional car break-ins. The DCBID's efforts resulted in an immediate halt to the problems. The DCBID works closely with LAPD to keep Downtown Los Angeles safe for everyone who lives, works and visits our district.

NEW NAME FOR DCBID SAFETY TEAM

The Downtown Center Business Improvement District's safety team has a new name. Formerly known as Burns Pinkerton International, the safety team is now part of SECURITAS— the largest and most respected security company in America.

SECURITAS Group operates in more than 30 countries, mostly in Europe and North America. The company is locally-focused with more than 600 branch offices throughout the US. SECURITAS is committed to providing focused, responsive service to all of its clients.

The DCBID is pleased to be working with SECURITAS and looks forward to a rewarding relationship.



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