

# DISTRICT NEWS



## 5TH ANNUAL PUBLIC SAFETY THANK YOU BBQ

The DCBID hosted the 5th Annual Public Safety Thank You BBQ to express appreciation to our law enforcement partners for their service and support of the DCBID during the year. The BBQ was held in Pershing Square on September 29.

Food was generously donated by STAPLES Center and was prepared by the chefs from the Millennium Biltmore Hotel. Donations from more than 35 Downtown businesses made it possible to present a check for \$5,000 to the Los Angeles Police Department Memorial.



*Carol E. Schatz, President and CEO of the DCBID, presents a check to the Los Angeles Police Department Memorial fund.*

### SPONSORED BY:

Alpine Group LLC & Flower Development LLC

Angelus Plaza

Bank of the West

Bark Avenue

BP

Central City Association

Dearden's

Department of Recreation & Parks

DMJM Design

Downtown Los Angeles Property Owner Association

Fashion Institute of Design & Merchandising

Golden Gopher

Grand Central Market

Historic Downtown LA Business Improvement District

Historic Los Angeles, Palace, State Theaters

Kawada Hotel

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StarWest Security Network

System Property Development Company, Inc.

The California Club

The MWW Group

The Yellin Company

Transwestern Investment Company

Trizec

University of Southern California

UPS

Wilshire Grand Hotel



*Public safety officers waiting in line for the barbecue.*

Now – October 17

**LITTLE SHOP OF HORRORS**

Ahmanson Theatre at the Music Center

213.628.2772

[www.taperahmanson.com](http://www.taperahmanson.com)

October 17

**GRAND AVENUE FESTIVAL &  
TASTE OF DOWNTOWN**

Grand Avenue

213.624.2146

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

October 17

**THE HEART OF THE CITY  
RUN/WALK**

213.742.6030

October 17 – January 17, 2005

**COTTON PUFFS, Q-TIPS,  
SMOKE AND MIRRORS**

Museum of Contemporary Art

213.626.6222

[www.moca.org](http://www.moca.org)

Now – October 30

**MARIMEKKO: FABRICS, FASHION,  
ARCHITECTURE 1951-2004**

Fashion Institute of Design & Merchandising

213.624.1200

[www.fidm.edu](http://www.fidm.edu)

Now – December 5

**ALMA**

Los Angeles Theater

323.252.7112

[www.alma-mahler.com](http://www.alma-mahler.com)

Now – January 2, 2005

**GEORGE NAKASHIMA: NATURE  
FORM & SPIRIT**

Japanese American National Museum

213.625.0414

[www.janm.org](http://www.janm.org)

Now – January 23, 2005

**BODY WORLDS**

California Science Center

213.744.2019

[www.californiasciencecenter.org](http://www.californiasciencecenter.org)



The Grand Avenue Festival, including the DCBID's Taste of Downtown LA will be held on Sunday, October 17 from 11 am to 6 pm.

Grand Avenue between 1<sup>st</sup> and 3<sup>rd</sup> streets will be closed to traffic to make room for Downtown's best restaurants and much more! FREE musical performances will take place inside the Walt Disney Concert Hall, at the Music Center, the Cathedral of Our Lady of the Angels and Redcat Theater. The Museum of Contemporary Art, celebrating 25 years, will have free admission and fun programs for families. The Central Library gets into the act with its Performing Books program. In addition, an outdoor stage on Grand Avenue, hosted by the DCBID, will showcase live music provided by the Colburn School of Performing Arts and Grand Performances.

Plan now to attend this wonderful day celebrating Downtown's best cultural destinations and restaurants. For more information, contact Mindy Rosen at [mrosen@downtownla.com](mailto:mrosen@downtownla.com).

## DCBID CONDUCTS DOWNTOWN RESIDENTIAL DEMOGRAPHIC SURVEY

Since the year 2000, almost 2,500 residential units have opened in Downtown Los Angeles. From residents in adaptive reuse lofts to luxury apartments, Downtown Los Angeles' population is growing by leaps and bounds. Who is moving to Downtown? Well, until now, all we had were anecdotes.

The DCBID has hired the Los Angeles County Economic Development Corporation (LAEDC) to conduct an in-depth demographic survey of all the residents in projects that have opened, including: The Old Bank District, The Medici, The Orsini, The Higgins Building, Little Tokyo Lofts, The Historic Gas Company Lofts, The Flower Street Lofts, Santee Court, City Lights on Fig, Pegasus, Orpheum Lofts, Tomahawk Building, Toy Warehouse Lofts, South Park Lofts, Spring Tower Lofts and The Toy Factory Lofts.

The results of the survey will enable the DCBID to recruit more restaurants, retail and amenities to our marketplace. This exciting project is being executed by Ms. Petra Durnin, our Economic Development Coordinator, and results are being compiled by George Huang of the LAEDC.

For more information, contact Petra Durnin at [pdurnin@downtownla.com](mailto:pdurnin@downtownla.com).

## EXHIBIT FROM FINLAND AT FIDM



**M**arimekko: Fabric, Fashion and Architecture, celebrating the creativity of the Marimekko design consortium from 1951 to 2004 is now on exhibit at the Fashion Institute of Design and Merchandising's Museum & Galleries.

The exhibit, which runs through October 30, is free to the public and is open Tuesday through Saturday from 11:00 AM to 3:00 PM. FIDM is located at 919 South Grand Avenue. Call 213.624.1200 for more information.

Comprised of more than 150 examples of Marimekko fabrics, clothing, accessories and architecture, the show conveys the unique modern vision of the company's founder and artistic director, Armi Ratia.

The name Marimekko derives from the Finnish form of a girl's name "Mary" and mekko which means "dress." Marimekko is known for its distinctive cut and use of bright colors and prints.



## LA AREA BID'S BACK LA CITY CLERK'S POSITION ON BID FINANCIAL MANAGEMENT

**A** failed Westside BID prompted an audit by the City Controller's office to recommend tighter fiscal controls over all of the BID's that operate in Los Angeles, including the DCBID.

With convincing input from Carl Clauson, the DCBID's Chief Financial Officer, the LA Audits and Government Efficiency Committee agreed not to implement the City Controller's Section II recommendations of micro-management that would have imposed an additional administrative burden and higher fees paid to the City from each BID to cover the cost of increased service. The Committee's report was accepted by City Council.

LA area BID's attended a Best Financial Practices seminar that was led by Mr. Clauson. The seminar was designed to help BID's improve and strengthen their financial controls and reporting to the LA City Clerk's office.

For more information, please contact Carl Clauson at 213.624.2146.

## MAINTENANCE EMPLOYEE OF THE MONTH



**M**ike Jimenez is the longest-serving member of the DCBID's

maintenance team. He joined the crew soon after its inception and has mastered street cleaning, truck driving and machine operations. He is currently the main landscaper for the BID and also its chief troubleshooter. He begins each day by tackling some of the hot spots in the District that have been tagged with graffiti or are in need of an immediate wash down. Mike has an outgoing personality and enjoys his contact with the public. He is the subject of many complimentary calls received by the BID. When asked the secret of his positive attitude, Mike states, "I love what I do and I do what I love."

Congratulations to Mike Jimenez!

## SAFETY OFFICER OF THE MONTH



**O**fficer David Garcia

began employment with the DCBID in June. In a brief amount of time, Officer Garcia has shown he is a team player and is dedicated to his work and the goals of the Business Improvement District. Officer Garcia's work ethic has inspired his fellow officers and created a strong group of professional officers who enjoy working in Downtown LA.

Congratulations to Officer Garcia!

## DCBID BOARD OF DIRECTORS

**Peklar Pilavjian**—Chairperson  
*L.A. United Investment Co.*

**Beverly Ziegler**—1st Vice Chair  
*Kawada Company of America*

**Steven Hathaway**—2nd Vice Chair  
*Los Angeles Athletic Club*

**Peter Zen**—Treasurer  
*Westin Bonaventure Hotel & Suites*

**John Vallance**—Secretary  
*City Centre Development*

**Peter Anastassiou**  
*Trans Western Commercial Services*

**Robert Bellack**  
*Los Angeles Times*

**Barbara Bundy**  
*FIDM*

**A. Bingham Cherrie**  
*USC*

**John Curthoys**  
*Equity Office Properties*

**David Damus, Esq.**  
*L & R Investment Co.*

**Randall Ely**  
*System Property Development Co.*

**Colleen Kareti**  
*Hyatt Regency Los Angeles*

**Patrick Lacey**  
*Trizec Properties*

**Kit Marchel**  
*Hertz Investment Group*

**Kelvin Nishikawa**  
*Shuwa Investments Corp.*

**Tania Norris**  
*Norris Building*

**Anne Peaks**  
*Yellin Company*

**Kevin Ratner**  
*Forest City Development*

**Harry Richter**  
*California Club*

**Carol E. Schatz**  
*Downtown Center Business  
Improvement District*

**Colin Shepherd**  
*Hines*

**Tim Walker**  
*MaguirePartners*

## DCBID STAFF

**Carol E. Schatz**  
*President & CEO*

**Carl Clauson**  
*Vice President & CFO*

**Rosemary Fisher-Anaya**  
*COO*

**Hal Bastian**  
*Vice President  
Director of Economic Development*

**Mindy Rosen**  
*Director of Marketing & Communications*

**Edmund W. Hennessy**  
*Operations Manager*

**Raquel Taylor**  
*Executive Assistant*

**Heidi M. Beeks**  
*Marketing Manager*

**Herman Pang**  
*MIS Manager*

**Amy Giang**  
*Accountant*

**Petra Durnin**  
*Economic Development Coordinator*

**Ronald Colcol**  
*Supervisor/Maintenance Services*

**Abraham Torres**  
*Supervisor/Safety Services*

## DCBID MAKING MOVE TO 626 WILSHIRE BLVD.

The Downtown Center Business Improvement District and the Central City Association will be moving to new offices at the corner of Wilshire and Hope on November 1, 2004. The new address will be **626 Wilshire Blvd., Suite 200, Los Angeles, CA 90017**. Phone and fax numbers remain the same, as does the website address.

Convenient, validated parking will be available in the building for Board and Committee members attending DCBID meetings. Entrance to the parking garage is off Hope Street. For more information about the new location, please contact Hal Bastian at 213.624.2146.

## FLU SEASON IS AROUND THE CORNER

The single best way to prevent the flu is to get a flu vaccine each fall. Now there is a convenient way for you to get a flu shot, even on your lunch hour!

The just-opened Uptown Drug & Gift Shop located at 444 S. Flower Street offers flu shots for \$20. Walk-ins between 10 am and 5 pm, Monday through Friday need no appointment. Or, Uptown Drugs will send a Certified Pharmacist to your office to give shots to 10 or more employees. Call 213.612.4300 to make arrangements.

Remember, 5 to 20% of the population gets the flu... that could be you!



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

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

## DATES TO REMEMBER

October 6, 8 am  
**BOARD  
MEETING**

October 14,  
10 am to 1 pm  
**COMMUNITY  
OUTREACH FAIR  
IN PERSHING  
SQUARE**

October 18, 2 pm  
**MARKETING  
COMMITTEE  
MEETING**

November 3, 8 am  
**BOARD  
MEETING**

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