



DOWNTOWN HOUSING GROWTH

THE OFFICE OF MAYOR JAMES K. HAHN AND CAROL E. SCHATZ HIGHLIGHT THE OPENING OF 618 NEW ADAPTIVE REUSE HOUSING UNITS IN DOWNTOWN LOS ANGELES.

On Thursday, July 31, 2003, over 200 of Downtown's stakeholders assembled at a press conference held by the office of Mayor James K. Hahn at the newly completed Pegasus Apartment building. DCBID President and CEO Carol E. Schatz, who spearheaded the passing of the Adaptive Reuse Ordinance in 1999, addressed the crowd and celebrated the opening of the Pegasus (322 units), The Higgins Building (135 units) and Little Tokyo Lofts (161 units).



Carol E. Schatz, President and CEO of the Downtown Center Business Improvement District.

Other speakers included Assistant Deputy Mayor Sarah Dusseault, Councilwoman Jan Perry, developer Tom Gilmore, and developer of the Pegasus, Greg Schem, President of The Kor Group.

After the press conference, Hal Bastian, Director of Economic Development for the DCBID, led a bus tour of Downtown for 55 guests of Mayor James K. Hahn. Stops included the Higgins Building and the Walt Disney Concert Hall. The DCBID then hosted a luncheon on the roof of the Standard Hotel.

For more information, please contact the DCBID Economic Development department at 213.624.2146.



Greg Schem, President of The Kor Group and developer of the Pegasus Apartment building.

CALENDAR OF EVENTS

September 12 – November 23
CIRQUE DU SOLEIL
 presents VAREKAI
 STAPLES Center, parking lot #2
 800-678-5440
www.cirquedusoleil.com

September 27
PERFORMING BOOKS
 Los Angeles Central Library
 213-228-7000
www.lapl.org

Now – October 5
PASSION
 East West Players
 David Henry Hwang Theater
 213-625-7000
www.eastwestplayers.org

Now – October 12
GRAND PERFORMANCES
2003 CONCERT SERIES
 California Plaza
 213-687-2159
www.grandperformances.org

Now – January 4
FRANK GEHRY:
WORK IN PROGRESS
 Museum of Contemporary Art (MOCA)
 213-626-6222
www.moca.org

October 4 – March 14
RISK
 California Science Center
 323-724-3623
www.californiasciencecenter.org

October 4 – January 4
"AMERICAN ORIGINALS" –
TREASURES FROM THE
NATIONAL ARCHIVES
 Los Angeles Central Library
 213-228-7000
www.lapl.org

continued on page 2

CIRQUE DU SOLEIL OPENS DOWNTOWN LOS ANGELES ENGAGEMENT ON SEPTEMBER 12!

CALENDAR OF EVENTS

(CONTINUED FROM PAGE 1)

October 7 – 12

SAN FRANCISCO BALLET

Music Center

213-972-0711

www.musiccenter.org

October 19 – January 4

GRANDES MAESTROS: GREAT MASTERS OF MEXICAN FOLK ART

Natural History Museum of
Los Angeles County

213-763-DINO

www.nhm.org

October 8 – December 6

THE PHANTOM OF THE OPERA

Ahmanson Theatre

213-628-2772

www.taperahmanson.com

October 23 – June 13

LOS ANGELES PHILHARMONIC SEASON

Walt Disney Concert Hall

323-850-2000

www.laphil.org

LOS ANGELES TIMES AD

The DCBID continues to run monthly ads in the Los Angeles Times that feature up to 10 Downtown businesses and a calendar of events.

The goal of the campaign is to educate the surrounding communities on the depth and variety of stores, restaurants, hotels and cultural venues that are located Downtown.

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

In 1987, Cirque du Soleil opened the Los Angeles Festival in Downtown Los Angeles in its first-ever visit to the U.S. And now, Cirque du Soleil returns to Downtown Los Angeles for the first time in 16 years. The first of four Southern California engagements begins on September 12 under the blue-and-yellow Grand Chapiteau at STAPLES Center, parking lot #2.

Cirque du Soleil will present *VAREKAI*, its latest touring production. *VAREKAI* has played to sold-out audiences and standing ovations in the first seven cities of its current North American tour, as well as to unanimous critical acclaim.

The Philadelphia Inquirer called *VAREKAI*, "Positively elating...a show so tightly knit that it envelops you fully and you don't want out." And New York Newsday said, "Of all the Cirque shows I have seen, *VAREKAI* is the one that best succeeds in maintaining intoxicating momentum of astonishment and wonder".

VAREKAI is the story of the universal wanderer. It is the tale of a young man whose journey into a magical forest inhabited by colorful creatures of astounding talent is at once extraordinary, seductive and exhilarating.

VAREKAI features an international cast of more than 50 artists, each of whom gives their all in this explosion of drama and acrobatics. *VAREKAI* has already astounded hundreds of thousands of spectators with its mix of ancient circus traditions and daring new acrobatic feats, many of which have never been performed on a Cirque du Soleil stage.

Ticket prices range from \$42.00 to \$80.00, student and senior discounts are available. For additional information or to purchase tickets visit cirquedusoleil.com or call 1-800-678-5440.



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, 70s and 80s will be performed on stages along Grand Avenue and the County Mall. The evening's finale will include fireworks preceded by a unique Los Angeles themed countdown to midnight.

A portion of the ticket sales will benefit the Quincy Jones Listen Up Foundation. The Foundation provides healthcare for needy children.

Sponsorship of the event is picking up steam. In addition to their responsibilities as the event producer, Go West Event Productions has also generously offered to sponsor the headliner band. Kearth radio has signed up to be the official radio



continued on page 3

DCBID CELEBRATES THE OPENING OF WALT DISNEY CONCERT HALL

The DCBID has been busy planning promotions to celebrate the opening of the magnificent Frank Gehry designed Walt Disney Concert Hall. The Hall opens the week of October 20 and is the home of the Los Angeles Philharmonic, the Los Angeles Master Choral and the REDCAT Theater.



The DCBID will coordinate a Taste of Downtown restaurants on Saturday, November 8 from 10 am to 3 pm in conjunction with the LA Phil's Creation Festival and the Music Center's Family Fest. The Creation Festival and the Family Fest are free events for families featuring local performance groups and are expected to draw a crowd of about 15,000. Downtown restaurants will have the opportunity to sell "taste" portions of their favorite food items to the public. Food booths will be set up on Grand Avenue.

The DCBID has purchased a 6-page advertising spread that will appear in the Downtown News Visitor Guide. The ads will feature a description of Downtown LA shopping, dining and attractions, as well as a reprint of the "Where-to" coupon offers. 110,000 guides will be printed, an increase of 10,000 over last year. The guides will be distributed at the opening of the Walt Disney Concert Hall and throughout Downtown by the Purple Patrol.

Special training provided by the Music Center and the Walt Disney Concert Hall for the Purple Patrol and all Downtown concierges will take place in September and October. The DCBID will coordinate the training sessions.

Finally, the DCBID is planning a luncheon for the media who will be attending the grand opening celebrations. Carol E. Schatz will speak at the luncheon and give an overview of the DCBID's role in the revitalization of Downtown.

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

ARRIBA OPENS AT GRAND CENTRAL MARKET

A quick-service restaurant, Arriba, has opened inside Grand Central Market. Arriba offers an array of tantalizingly fresh and moderately priced dishes infused with Hispanic, Creole and Caribbean flavors.

The menu features two signature styles of chicken: the crispy and mildly spicy Pollo Arriba and the grilled chicken fajitas marinated in Mexican spices. The menu also includes salads and tacos.

Arriba is located inside Grand Central Market at 317 Broadway. Feeding LA since 1917, the Market is the oldest and largest open-air market in the city. Arriba is open from 9 am to 6 pm Monday through Sunday.

DOWNTOWN LA IN THE NEWS

The September/October issue of Westways magazine features a story about Downtown that begins "L.A. We love it. Especially Downtown." The circulation of Westways is 3 million households!

John Lehrer, the author of the article and Editor in Chief of the magazine attended a DCBID sponsored media tour of Downtown. Throughout the year the DCBID Marketing department organizes guided tours of Downtown for the media that include stops at hotels, restaurants and landmark buildings.

For a copy of this article, please contact the DCBID Marketing department at 213.624.2146.

LEGENDS OF LA POP

(CONTINUED FROM PAGE 2)

sponsor for the festivities. The Omni Los Angeles Hotel at California Plaza has come on board as the official hotel for the Legends of Los Angeles Pop and Hilton Checkers signed on as the official boutique hotel. The Los Angeles Downtown News will be featured as one of the official newspapers for the event.

Many other sponsorship opportunities are available. Sponsorship packets have been mailed to more than 1,000 local and national companies. Initial response has been interested and positive. In fact, the most common refrain is "It's about time that Downtown LA celebrates New Year's Eve." For more information, please contact Mindy Rosen at 213.624.2146 or mrosen@downtownla.com.

DCBID BOARD OF DIRECTORS

Peter Anastassiou
Jones, Lang, LaSalle

Barbara Bundy
FIDM

A. Bingham Cherrie
USC

John Curthoys
Equity Office Properties

David Damas, Esq.—*Chairperson*
System Property Development Co.

Steven Hathaway—*Secretary*
Los Angeles Athletic Club

Colleen Kareti
Hyatt Regency Los Angeles

Patrick Lacey
Trizec Properties

Kit Marchel
Hertz Investment Group

Donald Nicholas
777 Tower Associates

Kelvin Nishikawa
Shuwa Investments Corp.

Tania Norris
Norris Building

Anne Peaks
Yellin Company

Peklar Pilavjian—*1st Vice Chair*
L.A. United Investment Co.

Harry Richter
California Club

Jim Shaw—*Treasurer*
Los Angeles Times

Colin Shepherd
Hines

John Vallance
City Centre Development

Greg Vilkin
Forest City Development

Tim Walker
MaguirePartners

Peter Zen
Westin Bonaventure Hotel & Suites

Beverly Ziegler—*2nd Vice Chair*
Kawada Company of America

DCBID STAFF

Carol E. Schatz
President & CEO

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

Ronald Colcol
Supervisor/Maintenance Services

Robert Leonard
Supervisor/Safety Services

NEWS FROM THE DCBID SERVICE CENTER

COLLEGE COURSE OFFERED

The DCBID has begun the Fall semester of "Introduction to Supervision", a college-level course. DCBID personnel who are part-time faculty members in the California State University system teach the sixteen weeks long class. Students who successfully complete the course may be eligible for community college credits. The DCBID also invited other downtown BID's and security companies to attend the course. The program teaches new supervisors and managers leadership skills useful on the streets of Downtown. The course concludes with small group presentations and exams.



3RD ANNUAL COMMUNITY OUTREACH FAIR

On September 18, the DCBID will repeat its very successful Community Outreach Fair in Pershing Square from 11:00 a.m. to 2:00 p.m. The DCBID's Community Outreach Program, BID A.C.T.I.O.N., and representatives from local agencies such as the Department of Health Services, Union Rescue Mission, Veterans Administration, Social Security Administration, Salvation Army, Chrysalis, SRO Housing, and the Oscar Romero Clinic among others, will be

on hand to provide valuable information on job placement, job training, health resources and much more to those who are looking to make their way back into the work force. For more information, please contact the DCBID Marketing department at 213.624.2146.



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

DATES TO REMEMBER

September 8, 8 am
**ECONOMIC DEVELOPMENT
MEETING**

September 10, 8 am
BOARD MEETING

September 15, 2 pm
**MARKETING COMMITTEE
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