

DISTRICT NEWS



POLICE CHIEF BRATTON AND RIKKI KLIEMAN TAKE DOWNTOWN TOUR

The DCBID had the privilege of giving Police Chief William J. Bratton and his wife, attorney, Court TV legal analyst personality and author, Rikki Klieman a whirlwind three-hour tour of Downtown Los Angeles on Saturday afternoon, August 7. Carol Schatz, President and CEO, and Rosemary Anaya, COO, were also in attendance. Hal Bastian, Vice President and Director of Economic Development gave the bus tour which included an emphasis on Downtown's housing boom, but also showcased many landmarks and shopping Districts.



The group saw model units at the Old Bank District, the Toy Factory Lofts, Santee Court and recently opened South Park Lofts. Along the way they visited the Grand Central Market, the Bradbury Building, Biddy Mason Park and Santee Alley. The Jewelry and

Fashion Districts were given prominent notice, as well.

Chief Bratton and Ms. Klieman were very impressed by the diversity of Downtown's various neighborhoods, the work of the DCBID and the ongoing renaissance of our community.



CALENDAR OF EVENTS

Now – September 12

INTIMATE APPAREL

Mark Taper Forum at the Music Center
213.628.2772

www.taperahmanson.org

Now – October 8

GRAND PERFORMANCES SUMMER CONCERT SERIES

California Plaza

213.687.2159

www.grandperformances.org

Now – October 17

LITTLE SHOP OF HORRORS

Ahmanson Theatre at the Music Center
213.628.2772

www.taperahmanson.com

Now – January 9, 2005

L.A. LIGHT/MOTION/DREAMS

Natural History Museum of
Los Angeles County

213.763.DINO

www.nhm.org

Now – January 23, 2005

BODY WORLDS

California Science Center

213.744.2019

www.californiasciencecenter.org

September 8 – 26

IDOMENEO

Dorothy Chandler Pavilion

at the Music Center

213.972.8001

www.losangelesopera.org

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September 10 – October 30
**MARIMEKKO: FABRICS, FASHION,
ARCHITECTURE 1951-2004**
Fashion Institute of Design & Merchandising
213.624.1200
www.fidm.edu

September 18 & October 17
PERFORMING BOOKS
Los Angeles Central Library
213.250.ARTS
www.musiccenter.org/education

September 18 – November 7
NOTHING BUT THE TRUTH
Mark Taper Forum at the Music Center
213.228.2772
www.taperahmanson.com

September 19
**MOVIE NIGHT AT THE SQUARE FOR
DOWNTOWN LA RESIDENTS**
Pershing Square
213.624.2146
www.downtownla.com

September 23 – December 5
ALMA
Los Angeles Theater
323.252.7112
www.alma-mahler.com

October 17
**GRAND AVENUE FESTIVAL &
TASTE OF DOWNTOWN**
Grand Avenue
213.624.2146
www.downtownla.com

October 17
**THE HEART OF THE CITY
RUN/WALK**
213.742.6030
www.heartofthecity.info

October 17 – January 17, 2005
**COTTON PUFFS, Q-TIPS,
SMOKE AND MIRRORS**
Museum of Contemporary Art
213.626.6222
www.moca.org

We will soon be calling Arco Plaza by a new name – City National Plaza. The name change reflects the decision by City National Bank to occupy 12 of the 52 floors in the property's south office tower at 555 South Flower Street. This office tower will be renamed City National Tower.

In a move that enhances its business capabilities in Los Angeles and underscores its commitment to Downtown LA, City National Bank has leased 310,000 square feet of office space at what is now ARCO Plaza. This was the largest commercial real estate lease signed in the city of Los Angeles in 2003.

New signage for the building is tentatively scheduled for November 2004. The tower will serve as the bank's new administrative center, bringing together 800 colleagues from more than 20 departments.

"After 50 years of growth in multiple locations, this move by City National to one of Southern California's landmark properties will bring together many of our capabilities and more than 800 of our colleagues to one outstanding facility," said bank Chief Executive Officer Russell Goldsmith.

Said Carol E. Schatz, President and CEO of the Downtown Center Business Improvement District, "We extend a warm welcome to the 800 employees, many of whom are new to working in Downtown LA. We know they will enjoy the wealth of amenities available to them from convenient shopping to wonderful restaurants."

The staff at the DCBID, including the Purple Patrol, has been providing welcome services to all of the City National Bank employees including goody bags filled with maps, coupons and brochures, as well as transportation assistance and safety tips.

DCBID INTRODUCES SPECIAL OFFERS GUIDE

LA INC., The Convention and Visitors Bureau and American Express joined with the Downtown Center Business Improvement District in a first-time marketing effort to produce the "Downtown LA Welcomes You" guide. The guide includes special offers from over 90 Downtown businesses including restaurants, retailers and world-class attractions. All of the offers are valid for one year.

This guide replaces the Go Downtown discount card program that expired last year. The guides will be distributed to conventioners and at hotels, as well as at the DCBID kiosks and in welcome bags. A total of 250,000 guides will be distributed.

If you would like a guide, please contact Tobias Farris, the DCBID Concierge Coordinator at 213.624.2146.



KUDOS FOR PURPLE PATROL!

Recently the DCBID staff received several compliments about the Purple Patrol that we wish to share with all of our property owners.

One caller left the following voice mail:

"I'm in town attending a conference and have been walking between the Westin Bonaventure and the Wilshire Grand for the past week. Each day I notice that as one of your employees in the purple shirt, Mike Jimenez, is carefully cleaning the sidewalk, he alerts visitors in a very pleasant manner to watch their step. He does an excellent job and is an example of how one person is making Downtown LA a great city."

A Downtown office worker left this message:

"Everyday I see one of your purple people cleaning the bus stop at 9th and Figueroa streets. It's not a pleasant job but it's an important one since conventioners walk right pass this bus stop on their way to the Convention Center. It really does make a difference. The DCBID proves its worth everyday to me when I see this kind of work being done. Thank you!"

If you have any feedback about the DCBID and the Purple Patrol, please contact us 213.624.2146.



DCBID BOARD APPROVES ADDITIONAL PURPLE PATROL

At the August 4th board meeting, the DCBID Board of Directors approved an additional expenditure of up to \$100,000 to use to hire more Purple Patrol officers. The need for additional staff reflects the growth in the number of residents, office workers and visitors to Downtown LA in recent years. As more people live, work and play in Downtown LA, there is an increase in the demand for services provided by the DCBID.

For more information, please contact Rosemary Anaya, DCBID COO, at 213.624.2146.

MAINTENANCE EMPLOYEE OF THE MONTH



Alton Scott is originally from Baton Rouge, Louisiana. He moved to California ten years ago and began to work for the Downtown Center Business Improvement District in 2000. He enjoys working on the clean team in Downtown LA and is proud of his accomplishments. He also has a keen interest in physical fitness and his next goal is to be a personal trainer.

Congratulations to Alton Scott!

SAFETY OFFICER OF THE MONTH



Officer Christian Torres has been selected as the employee of the month due to his positive attitude and willingness to help others. Although Officer Torres has been with the Downtown Center Business Improvement District for just under a year, he is already mentoring to new officers. He enjoys interacting with the public and knowing that he is providing a much-needed service to visitors to Downtown LA.

Congratulations to Officer Torres!

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Kevin Ratner
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MOVIE NIGHT ON THE SQUARE FOR DOWNTOWN LA RESIDENTS!

The Downtown Center Business Improvement District, along with the city of Los Angeles Department of Recreation and Parks are hosting a special event for Downtown residents on Sunday, September 19 in Pershing Square. Residents will be able to get to know each other and get to know more about Downtown at this free event.

Beginning at 3 pm, there will be live music, food and informational booths set up in Pershing Square. Ellee Ven, a jazz band, will perform from 3 to 5 pm, followed by a salsa band called Johnny Polanco Y Conjunto Amistad from 5 to 7 pm.

The Italian Job, presented courtesy of Paramount Pictures, will be shown on an outdoor screen beginning at 7:30 pm. The movie, released in 2003, stars Charlize Theron, Donald Sutherland and Mark Wahlberg. Residents can bring their own blankets and lawn chairs. Limited seating will also be provided.

Residents will be able to stop by the Door Two Door booth to order a meal from several participating Downtown restaurants. Orders will be delivered to Pershing Square in no time! Hotdogs, popcorn and coffee beverages will also be available.

The following organizations and businesses will staff booths and distribute information from 3 to 5 pm: East West Players, Red Line Tours, Downtown News, Bark Avenue, Museum of Contemporary Art, Flexcar, Los Angeles Police Department, UCLA Extension, Urban Shopping Adventures and the LA Fashion District.

The San Antonio Winery will also be on site providing wine tasting, and local artists will be selling jewelry and other artworks.

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



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(213) 624-2146

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