

August 2008

DISTRICT NEWS



CALENDAR OF EVENTS

CHILDREN SHOULD BE SEEN: THE IMAGE OF THE CHILD IN AMERICAN PICTURE-BOOK ART

Now – September 14
The Central Library's Getty Gallery
(213) 228-7500
www.lapl.org

FIRST & CENTRAL SUMMER CONCERTS

Now – September 25
Japanese American National Museum
(213) 685-0414
www.janm.org

3RD ANNUAL OUTSTANDING ART OF TELEVISION COSTUME DESIGN

Now – September 28
FIDM Gallery
(213) 236-1397
www.fidm.com

DOWNTOWN DOG DAY AFTERNOON

July 29, 2008
The Cathedral of Our Lady of the Angels
(213) 624-2146
www.downtownla.com

WEDNESDAY NIGHT DOWNTOWN STAGE

Pedestrian, Sophie B Hawkins, & Gin Blossoms
August 6-20
Pershing Square
(213) 847-4970
www.laparks.org/pershingsquare/

DOWNTOWN FILM FESTIVAL

August 13-17
Historic Core
www.downtownfilmfestla.com

DANCE DOWNTOWN: CHA CHA & SALSA

August 22
Music Center Plaza
(213) 972-3660
www.musiccenter.org

INDEX: CONCEPTUALISM IN CALIFORNIA FROM THE PERMANENT COLLECTION

August 24 – December 15
MOCA, Grand Ave.
(213) 626-6222
www.moca.org

DOWNTOWN LOS ANGELES: THE SUMMER VACATION HOT SPOT FOR CALIFORNIANS



The Downtown Center Business Improvement District has announced a summer vacation campaign, "L.A. Stay & Play," offering affordable vacation packages at premier hotels in Downtown Los Angeles. With the economy softening and the price of gas climbing, Californians looking for more affordable summer vacations closer to home can enjoy world-class entertainment, attractions, and dining in Downtown L.A.

The various room packages include tickets to sporting and entertainment events, meals in some of the city's best restaurants, spa treatments, free valet parking, in-town shuttle transportation, discounts on shopping and sight-seeing excursions and other services to make a visitor's stay in Downtown the best summer vacation option for Californians.

By saving travel time and the expense and hassle of air travel, Californians can take more time to relax while still enjoying a variety of music and theater, museums and cultural centers, sports, and a tremendous range of restaurants, nightclubs and lounges.

For more information on these special hotel packages, visit www.downtownla.com.



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9 TO 5, THE MUSICAL
September 3 – October 19
Music Center's Ahmanson
Theatre
(213) 628-2772
www.centertheatregroup.org

**THE FLY, THE OPERA,
WITH HOWARD SHORE**
September 7-27
Music Center's Dorothy
Chandler Pavilion
(213) 972-8001
www.laopera.com

JOHN BOCK: PALMS
September 18 – Nov. 9, 2008
REDCAT
(213) 237-2800
www.redcat.org

GRAND AVENUE FESTIVAL
September 28
Grand Ave., between
Temple & 5th
(213) 972-7611
www.grandavenuefestival.org

**PUBLIC SAFETY
APPRECIATION BBQ**
October 3
7+Fig Plaza
(213) 624-2146
www.downtownla.com

**NORTH ATLANTIC
JAZZ ALLIANCE**
October 6
California Plaza,
Watercourt Stage
(213) 687-2159
www.grandperformances.org

**TCHAIKOVSKY
AND STRAVINSKY**
October 9-12
Walt Disney Concert Hall
(323) 850-2000
www.laphil.com

**MASTER CHORALE:
RACHMANINOFF & HAYDN**
October 12
Walt Disney Concert Hall
(213) 972-7282
www.lamc.org

**JULES VERNE ADVENTURE
FILM FESTIVAL**
October 23-26
Million Dollar Theater
www.julesvernefestival.com

**For more event listings,
visit our website at
www.downtownla.com**

The Downtown Center Business Improvement District would like to congratulate the following businesses as they join the Downtown Los Angeles community. We are grateful to have assisted with the opening of these establishments

CeFiore
600 W. 7th St.
Southwest corner of 7th & Grand
www.cefiore.com

Famima (City National Plaza)
505 S. Flower St., B-Level, Suite 520
Flower between 5th & 6th
(213) 623-3236 / www.famima-usa.com

Kelly's Coffee & Fudge
277 W. 8th St.
Northeast corner of 8th & Broadway
(213) 622-3363 / www.kellyscoffee.com

Maria's Italian Kitchen
615 S. Flower St.
East side of Flower between 6th & Wilshire
(213) 623-4777/www.mariasdowntownla.com

Panini Café
600 W. 9th St.
Southwest corner of 9th & Hope
(213) 489-4200 / www.mypaninicafe.com

Pilates Plus
845 S. Broadway
Northwest corner of 9th & Broadway
(213) 863-4834 / www.pilatesplusdtdla.com

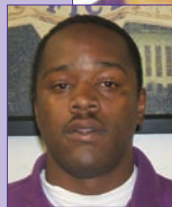


SAFETY OFFICERS OF THE MONTH

Officer Contreras shows great dedication by covering open shifts and coming in on his days off when needed. He is curious, proactive, and receives advice with a great attitude. Officer Contreras always maintains a professional demeanor.



Cpl. Kim has been doing an excellent job in the little time that he has worked with the DCBID. He was recently promoted to the position of Senior Lead Officer because he is a fast learner, innovative, responsible and shows a great deal of integrity.



Officer Wood has proven to be loyal and hard-working. Out on the street, he is friendly and respectful to those who approach him. He has also displayed initiative and a focus on teamwork, showing great interest in becoming an asset to the team.

MAINTENANCE EMPLOYEES OF THE MONTH

Charles Hicks has worked with the DCBID for 4 months, covering Wilshire, Grand, and Flower. Although Charles has only been here for a short time, he has done exceedingly well. Charles enjoys being on his feet during the day and covers a lot of ground.



Bruce Cavers worked in the Toy District last year, and now brings his experience to the DCBID. He takes great pride in his work, saying, "I don't try to skip or cut corners when I'm out there."



David Glaze has been working with the DCBID since November 2007. He enjoys his work, especially helping people on the street and assisting them with directions. David says, "Chrysalis has truly helped me to become a better person, and I appreciate that."



DOWNTOWN L.A. OPEN HOUSE 2008 BRINGS MANY VISITORS TO DOWNTOWN

Downtown L.A. Open House 2008 brought approximately four thousand visitors to Downtown on the weekend of June 6 to June 8. The highly-publicized event drew many people to the Info Center & Showcase at 7+FIG and prompted many more to take self-guided tours of Downtown.



Attendees and business owners alike responded positively, noting everything from new lease signings to new gym memberships as a result of the event. Many visitors stayed in hotels Downtown, viewed residential properties, and dined in Downtown restaurants, and expressed anticipation for next year's event.

This inaugural event – which expanded the residential focus of the Downtown Living Weekend in years past – included restaurants, bars & nightclubs, hotels, art galleries, and more.

Nevertheless, residential properties, both for lease and for sale, remained a significant draw. The majority of those surveyed communicated that they planned on or were considering moving to Downtown within the next two years.

The Downtown Center Business Improvement District would like to thank Brookfield Properties for their contribution to this successful event.

DOWNTOWN LA OPEN HOUSE 08



STAFF PROMOTIONS & ADDITIONS

Carol Schatz announced the addition of Michael Clark, *Chief Operating Officer*, and the promotion of Justin Weiss to *Assistant Director of Economic Development*.

VISITOR INFORMATION KIOSK UPGRADED

Thanks to a new wireless router, computer, and thermal printer installed in one of our mobile information kiosks, our Ambassadors now have more tools to assist Downtown visitors. The kiosk, which is placed in various locations with high visitor traffic, now extends an existing public WiFi signal by two to three additional blocks. Staff-aided internet access at the kiosk provides visitors with business information, event calendars, and printable directions and special offers. What's more, the kiosk – already equipped to play music – now also plays video, which will be used to display promotional videos about Downtown. These upgrades – made in collaboration with CRA/LA, LA Inc., and Urban Kiosks LLC – supplement valuable printed material already available at the kiosk, including maps, guides, brochures, and promotional flyers.

HOPE FOR FIREFIGHTERS 2008

On Thursday, June 5, the City of Los Angeles, the Los Angeles Fire Department, corporate sponsors, and thousands of Angelenos attended the 11th Annual Hope For Firefighters Event. Festivities included live music, meals prepared by over 25 fire stations, fire equipment demonstrations, LAFD gift merchandise booths, raffle drawings, a silent auction, and Firefighter "Muster" games where sponsored teams competed for trophies & prizes. The DCBID was proud to support this event, which honors our firefighters and raises money for the Widows, Orphans & Disabled Firemen's Fund, a valuable 501(c)(3) organization administered by the Los Angeles Firemen's Relief Association.



DCBID BOARD OF DIRECTORS

Steven Hathaway – *Chairperson*
The Los Angeles Athletic Club

Peter Zen – *Treasurer*
Westin Bonaventure Hotel & Suites

Sonny Astani
Astani, Inc.

Robert Bellack
Los Angeles Times

Barbara Bundy
FIDM

Robert Cushman
Brookfield Properties

David Damas, Esq.
L & R Investment Company

Kathy Faulk
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Frank Frallicciardi
Forest City Development

John Goldrick
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Jeffrey Griswold
System Property Development Company, Inc.

Kent Handleman
Thomas Properties Group

Robert Hanasab
M & Y Management, Inc.

Kevin Houser
Broadway Real Estate Services

Marc Loge
Wilshire Grand Hotel & Centre

Sandy Nam
Jamison Properties

Anne Peaks
Yellin Company

Chris Pfohl
Moinian Group

Peklar Pilavjian
L.A. United Investment Co.

Steven Provencio
Alliance Commercial Partners, LLC

Carol E. Schatz
Downtown Center BID

Colin Shepherd
Hines

Patrick Spillane
IDS Real Estate Group

Daniel B. Swart
Quadrangle Development Company

Josh Wrobel
Maguire Properties

DCBID STAFF

Carol E. Schatz
President & CEO

Hal Bastian
Senior Vice President
Director of Economic Development

Michael Clark
Chief Operating Officer

Ron Colcol
Superintendent of Maintenance Services

Ana Estrada
Receptionist

Jose Flores
Administrative Assistant

Jacob Holloway
Marketing & Graphic Design Associate

Connie Hwang
Economic Development Associate
Research & Special Projects

Ken Nakano
Director of Operations

Eileen O'Connell
Accountants Payable

Leticia Orozco
Operations Supervisor

Robert Ortiz, Jr.
Administration Associate

Herman Pang
Director of Information Technology

Victoria Sanchez
Assistant to Carol E. Schatz

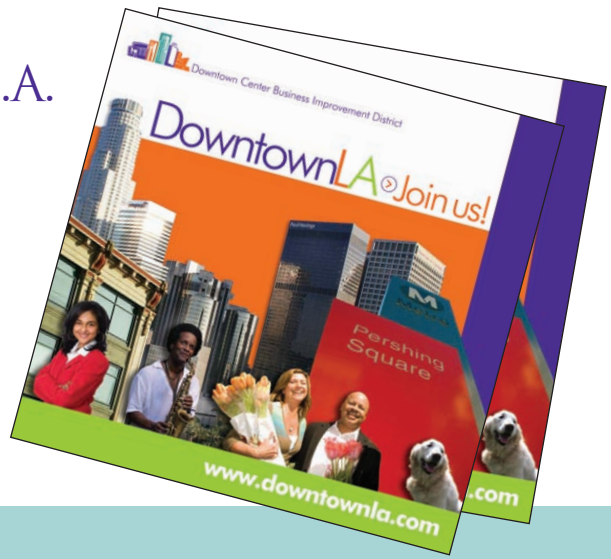
Juan Sanz
Superintendent of Safety Services

Alexander Stettinski
Director of Marketing & Communications

Justin Weiss
Assistant Director of Economic Development

NEW DOWNTOWN L.A. "JOIN US!" DVD

The Downtown Center Business Improvement District is proud to announce a new DVD promoting the Downtown renaissance. Entitled "Downtown L.A. > Join Us!," this DVD was designed to provide an exciting introduction to Downtown Los Angeles for potential office tenants, developers, investors, residents, retailers, and restaurateurs. Featuring insider interviews with a variety of Downtown icons – including influential developers, policy makers, and investors – *Join Us!* shares the inspirational story of what Downtown has become and the enthusiastic visions of Downtown's future.



DATES TO REMEMBER

August 18, September 15, & October 20 at 2:00 P.M.
Marketing Committee Meeting

September 3
Board of Directors Meeting

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



626 Wilshire Boulevard, Suite 200
Los Angeles, CA 90017
(213) 624-2146

WWW.DOWNTOWNLA.COM

24 Hour Service Center: (213) 624-2425