

May 2008

DISTRICT NEWS



DOWNTOWN LA OPEN HOUSE 08



ON JUNE 6, 7 & 8
DOWNTOWN WILL BE BUZZING

The Downtown Center Business Improvement District is producing an Open House to showcase all the great neighborhoods of Downtown Los Angeles. The event takes place from Friday evening, June 6 through Sunday evening, June 8 and is entitled *Downtown LA Open House 2008: A Weekend to Explore Living AND Playing in All Our Neighborhoods*.

Thousands of visitors will explore everything that Downtown LA's neighborhoods have to offer – from where to live, dine and party, to cultural, retail and entertainment hotspots! From Chinatown on the north, to the Figueroa Corridor on the south, Central City West (110 Freeway) on the west, to the LA River on the east, the event is self-guided, free and open to the public.

The Open House includes:

- Housing – for-sale and for-lease lofts and apartments
- Museums – Museum of Contemporary Art & Japanese American Museum in Little Tokyo
- Art galleries
- Shops and boutiques
- Bars, nightclubs & lounges
- Events at the STAPLES Center
- L.A. LIVE
- Events at the Music Center, including the Walt Disney Concert Hall
- Other venues, such as The Grand Central Market, FIDM, the Colburn School, and more.

The Open House will run from Friday night through Sunday night. Residential Open Houses will run from 10am-5pm on Saturday and Sunday only.

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CALENDAR OF EVENTS

Now – May 19
HIGHLIGHTS FROM THE PERMANENT COLLECTION OF THE MUSEUM OF CONTEMPORARY ART, LOS ANGELES

Museum of Contemporary Art
Grand Ave
213.626.6222
www.moca.org

Now – June 15
DAVE MCKENZIE: SCREEN DOORS ON SUBMARINES
REDCAT
213.237.2800
www.redcat.org

May 17 – June 21
TOSCA, BY GIACOMO PUCCINI
Music Center's
Dorothy Chandler Pavilion
213.972.8001
www.laopera.com

May 19 – July 3
AESTHETES, BOHEMIANS & CRAFTSMEN: ARTISTIC DRESS, 1880s – 1920s
Fashion Institute of Design & Merchandising – Gallery
213.236.1397
www.fidm.com

May 21 – July 6
A CHORUS LINE
Music Center's Ahmanson Theatre
213.628.2772
www.centertheatregroup.org

May 29 – June 1
SALONEN'S PIANO CONCERTO
Walt Disney Concert Hall
323.850.2000
www.laphil.com

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May 31
**CHAMBER MUSIC
GALA**
Colburn School, Zipper Hall
213.621.1050
www.colburnschool.edu

June 1
**2008 SEASON
KICK-OFF WITH
MILES FROM
INDIA ENSEMBLE**
California Plaza,
Watercourt Stage
213.687.2159
www.grandperformances.org

June 26
**NEWER POETS XI,
ANNUAL POETRY
READING FOR LOCAL
VOICES.**
Colburn School, Zipper Hall
213.228.70525
www.lapl.org

July 10
**FIRST & CENTRAL
SUMMER CONCERTS:
(SOUTHER CALOINA
UKELELE)**
First and Center, Little Tokyo
213.625.0414
www.janm.org

Every Wednesday
11 am – 3 pm
**CALIFORNIA
CERTIFIED FARMERS'
MARKET**
5th and Grand Streets
www.ccfm.com

Every Thursday
11 am – 3 pm
**GOURMET FARMERS'
MARKET**
7+FIG @ Ernst & Young Plaza
213.955.7157
www.7fig.com

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

We are encouraging all Downtown hotels to run special packages so that visitors stay in Downtown and patronize Downtown businesses the entire weekend. In fact, the Wilshire Grand Hotel has already committed to \$99 rate per night.



The cost to participate in the Open House is \$500 per business or organization. The fee covers the development and maintenance of a special section on our www.downtownla.com website, which will include a profile for each participating business, and a comprehensive marketing plan that includes print and online advertising, digital outreach and public relations. There are also sponsorship opportunities for \$3,000 that will give sponsors additional exposure.

This event will feature a "Downtown Los Angeles Showcase," a one-stop shop for visitors at 7+Fig Shopping Center, located at the southwest corner of Figueroa and 7th Streets. For a nominal fee, businesses will have an opportunity to get additional exposure beyond their Open House venues.

At a grassroots level, DCBID is strongly encouraging word-of-mouth promotion by informing all employees who work in Downtown and current residents to tell their friends, families and co-workers to come "Join Us."

We will have special parking passes that will be good for the entire weekend at available Joe's Parking Garages and Lots. Since the event is self-guided, no shuttles will be provided. Visitors will be able to do as much as they want and at their own pace. We're also encouraging the use of public transportation.

For more information, please visit the event webpage on www.downtownla.com.



AMERICAN HEART AWARENESS MONTH OBSERVED



Photo by Mark Clifford

Twelve buildings dotted the downtown skyline with hearts on Valentine's Day this year, sponsored by the American Heart Association in observation of American Heart Awareness Month. Metro lit the first heart four years ago and new buildings have joined the display each year since, making Downtown Los Angeles the first in the United States to light hearts on multiple buildings.

NEW BUSINESSES WELCOMED TO DISTRICT

Downtown Los Angeles continues to flourish in the restaurant and retail category. The DCBID was instrumental in the opening of the following establishments:

Tranquility Base Restaurant/Lounge

801 S. Grand Avenue
At the base of the Skylofts Building
(213) 404-0588 / www.tranquilityla.com

7-Eleven, open 24-hours

500 W. 7th Street
Southwest corner of 7th & Olive
(213) 622-7794

Wokcano

800 W. 7th Street
Southwest corner of 7th & Flower
(213) 623-2288 / www.wokcanocafe.com

Famima (3rd Downtown location)

California Plaza, 350 S. Grand Avenue
(213) 628-4000 / www.famima-usa.com

Please patronize these businesses and tell them that the DCBID sent you!

Colori Kitchen

429 W. 8th Street
Northeast corner of 8th & Olive
(213) 622-5950 / colorikitchen.wordpress.com

Seven Grand

515 W. 7th Street
On 7th street between Grand & Olive
(213) 614-0737 / www.sevengrand.la

Seven Restaurant & Lounge

555 W. 7th Street
Northeast corner of 7th & Grand
(213) 223.0777 / www.sevenrestaurantbar.com

STAFF PROMOTIONS & ADDITIONS

Carol Schatz announced the promotion of Ken Nakano, *Director of Operations* and Hong Zhao, *Controller*. We are also pleased to announce the addition of Juan Sanz, *Superintendent of Safety Services*; Jose Flores, *Administrative Assistant, Marketing & Economic Development*; Alexander Stettinski, *Director of Marketing & Communications*; and Jacob Holloway, *Marketing & Graphic Design Associate*.

HUELL HOWSER'S DOWNTOWN LA SERIES CONTINUES

We are pleased to report that Huell Howser's "Downtown" series continues to be shown locally on KCET and many of the episodes can also be seen on www.downtownla.com! With the help of major sponsorship fundraising by the DCBID from Downtown businesses, Huell has produced thirteen shows so far including the following:



- Downtown Surprises
- Art Walk
- Evans Community School
- Biscuit Company Lofts
- Los Angeles State Historic Park
- Safety
- Eastern Columbia Building
- Film Shoots
- Church of the Open Door
- Disney Concert Hall
- Trade Tech
- The Old Bank District

Log on to www.downtownla.com and click on "Huell Howser's New Shows" on the homepage. More episodes are scheduled for production, so stay tuned.

FOUR OPEN SEATS ON THE DCBID BOARD OF DIRECTORS

The DCBID is seeking to fill four open seats on the Board of Directors. If you are a property owner and interested in taking a more active role in the development of Downtown L.A., please send a letter of interest to Carol Schatz at cschatz@downtownla.com.



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 Damus, Esq.
L & R Investment Company

Frank Frallicciardi
Forest City Development

John Goldrick
Downtown Properties

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

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

Josh Wrobel
Maguire Properties

DCBID STAFF

Carol E. Schatz
President & CEO

Hal Bastian
*Senior Vice President
Director of Economic Development*

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

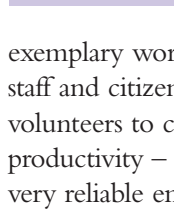
Justin Weiss
Economic Development Manager

Hong Zhao
Controller

SAFETY OFFICERS OF THE MONTH



Officer Melvin Sis is one of the most reliable employees at the DCBID. Sis has a great attendance record and is always willing to work extra shifts. One of the most proactive officers out in the field, he takes pride in his knowledge of DCBID policies. Officer Sis also assists new officers as they handle major calls, providing advice on how to become better safety officers.



Officer Marco Zepeda displays an exemplary work ethic. He works well with both DCBID staff and citizens out in the field. Willing and eager, Zepeda volunteers to cover open shifts and takes pride in his productivity – averaging 40 jobs daily! Officer Zepeda is a very reliable employee with great attendance.



Officer Enrico Cordero is very respectful to everyone around him and shares a positive attitude about coming to work. Cordero takes great pride in serving the community, following all DCBID policies and procedures, and working extra shifts if necessary. He is also doing a great job in assisting the homeless in Downtown LA, helping people find shelters, housing programs and more.



DATES TO REMEMBER

May 19, June 16, and July 21 at 2:00 P.M.
Marketing Committee Meeting

May 7 and July 9 at 1:00 P.M.
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