

# DISTRICT



**Live, Work & Play  
Downtown L.A.**  
DOWNTOWN CENTER BUSINESS  
IMPROVEMENT DISTRICT

# NEWS

## SUMMER FREEDOM: DISCOVER DOWNTOWN L.A.

Following the success of last year's "Summer Stay and Play" campaign, the Downtown Center Business Improvement District (DCBID) has launched a new summer staycation campaign: "Summer Freedom: Discover Downtown L.A."

Nine hotels, all located in the Downtown Center, have submitted fun, creative packages to entice visitors from in and around Los Angeles to come explore Downtown L.A. These packages include various cultural institutions, dining destinations, and entertainment venues – in a synergistic effort to promote Downtown L.A. as an attractive summer vacation hotspot. A variety of exciting and affordable deals make it easy for visitors to explore all the unique attractions that Downtown L.A. has to offer.

**Check out these hot summer Downtown L.A. hotel deals at [www.DowntownLA.com/summer!](http://www.DowntownLA.com/summer!)**



This campaign is being promoted through a PR program which includes aggressive media outreach, and through an advertising campaign which includes ad placements in lamag.com, 944.com, latimes.com, Frontiers Magazine, San Diego Performances, CurbedLA.com and the Desert Sun in Palm Springs.

In addition, we printed 10,000 postcards – promoting the Summer Freedom Campaign on one side and the DCBID's new website, DowntownLA.com, on the other side. These cards are being distributed in and around L.A. in targeted markets throughout the summer. The Summer Freedom campaign will run until mid-September.



## CALENDAR OF EVENTS

### OLEANNA

Now – July 12  
Mark Taper Forum  
(213) 628-2772  
centertheatregroup.org

### OCCUPATION DREAMER: THE PHOTOGRAPHY OF MOSHE BRAKHA

Now – August 9  
GRAMMY Museum  
(213) 765-6803  
grammymuseum.org

### OLGA KOUMOUNDOUROS: DEMAND MANAGEMENT

Now – August 23  
REDCAT Gallery  
(213) 237-2800  
redcat.org

### LARRY ALBRIGHT

Now – August 23  
Museum of Neon Art  
(213) 4889-9918  
neonmona.org

### ANGEL CITY DRIVE IN

Now – September 26  
240 W. 4th St.  
devilsnight.com/drivein.htm

### GRAND PERFORMANCES 2009 SUMMER SERIES

Now – October 12  
California Plaza  
(213) 687-2159  
grandperformances.org

### ROBERT FRANK'S "THE AMERICANS"

Now – October 19  
MOCA, Grand Avenue  
(213) 621-1741  
moca.org

## CALENDAR OF EVENTS

(CONTINUED FROM PAGE 1)

### KIP FULBECK:

#### PART ASIAN, 100% HAPA

Now – October 31

JANM

(213) 625-0414

janm.org

### RICHARD NEUTRA, ARCHITECT: SKETCHES & DRAWINGS

Now – November 1

Central Library

(213) 228-7000

lapl.org/events/

### MONTY PYTHON'S SPAMALOT

July 7 – September 6

Ahmanson Theatre

(213) 628-2772

centertheatregroup.org

### RINGLING BROS. & BARNUM AND BAILEY CIRCUS

July 8-12

STAPLES Center

(800) 745-3000

staplescenter.com

### AS YOU LIKE IT

July 11-19

Shakespeare Festival/LA @

Cathedral of Our Lady of  
the Angels

(213) 481-2273

shakespearefestivalla.org

### KOKESHI: FROM FOLK ART TO ART TOY

July 11 – October 4

JANM

(213) 625-0414

janm.org

### COLLECTING HISTORY: RECENT ACQUISITIONS

July 12 – October 19

MOCA, Grand Avenue

(213) 621-1741

moca.org

### THE ESPY'S

July 15

Nokia Theatre, L.A. LIVE

(213) 763-6020

lalive.com

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## DOWNTOWN CENTER RESTAURANT PROMOTION

As part of a stronger focus on the Downtown Center restaurants, the DCBID developed a landing page at [www.DowntownLA.com/2009-dining](http://www.DowntownLA.com/2009-dining) featuring the new restaurants in the area. An e-blast was sent to over 13,000+ people who live and work in Downtown, encouraging them to check out the large selection of restaurants in the Downtown Center. In addition, our Downtown Guides regularly carry menus and other promotional materials for restaurants in the area.



The Downtown Center Business Improvement District (DCBID) is proud to announce *Second Saturdays: Downtowners' Dinner Parties*, a new awareness campaign to promote the wealth of dining options in Downtown Los Angeles. On the second Saturday of each month, Downtown residents are encouraged to be ambassadors for Downtown L.A. by inviting their non-Downtown friends to dinner parties in their homes and at local restaurants! And why stop at dinner? *Second Saturdays* also encourages Downtowners to take their friends out for a night out on the town at our local arts and entertainment venues. Downtowners can find listings of markets, restaurants, nightlife & entertainment at [www.DowntownLA.com/2nd-Saturdays](http://www.DowntownLA.com/2nd-Saturdays).



## NEW BUSINESSES WELCOMED TO THE DISTRICT

The DCBID would like to congratulate the following businesses as they join the Downtown L.A. community. We have been grateful to assist with the opening of these establishments, which have brought millions of dollars in revenue to Downtown L.A.

**Tommy Pastrami** • 516 W. 6th St. • (213) 362-3354 • [www.tommypastramideli.com](http://www.tommypastramideli.com)  
A fast-casual, sit-down restaurant franchise, Tommy Pastrami specializes in quality delicatessen food. Downtown LA has seen an influx of high-end restaurants in the last year and, as a result, the DCBID has also made efforts to recruit affordable restaurants like Tommy Pastrami, which caters to the daytime Financial District office population and the thousands of residents living within a short radius. Tommy Pastrami is currently open for breakfast and lunch on weekdays. *Tommy Pastrami has created 15 new full and part-time jobs.*

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# NEW BUSINESSES WELCOMED TO THE DISTRICT

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**Famima!! @ The Roosevelt** • 727 W. 7th St. • (213) 627-7334 • [www.famima-usa.com](http://www.famima-usa.com)  
Adjacent to the Red Line Subway Entrance at 7th and Flower St. and at the base of The Roosevelt Lofts, this Famima!! is the chain's sixth location in Downtown LA. Given its prime location along the 7th Street corridor, it's already one of the highest performing in the chain. As a benefit to residents, this high-end convenience store is open until 12am on weekdays and 11pm on weekends. Famima!! is planning three more locations in Downtown LA. *Famima Roosevelt has created over 10 full and part-time jobs.*

**BottleRock** • 1050 S. Flower St. • (213) 747-1100 • [www.bottlerock.net](http://www.bottlerock.net)  
BottleRock has joined Rivera Restaurant as the second and final component of Met Lofts retail. BottleRock's flagship location in Culver City is renowned as one of the top wine bars in the city. Its success there motivated ownership to expand to Downtown LA. Fronting 11th Street, BottleRock serves lunch, dinner and late-night snacks, seven days a week! You'll find one of the largest collections of any wine bar in Los Angeles — each available to drink by the glass. *BottleRock has created 20 new full and part-time jobs.*

**Trader Vic's** • 800 W. Olympic Blvd. • (213) 785-3330 • [www.tradervicsla.com](http://www.tradervicsla.com)  
The seventh restaurant to open at L.A. LIVE, Trader Vic's (fronting the Olympic Blvd. side of the L.A. LIVE) features the same Polynesian theme and decor as its famed flagship Los Angeles location in Beverly Hills. After their flagship closed in 2008, the Trader Vic's franchise, impressed by Downtown LA's renaissance and continued growth, chose Downtown as its first new Los Angeles location. Trader Vic's is open 7 days a week for breakfast, lunch, dinner and late-night. *Trader Vic's has created 40 new full and part-time jobs.*

## MOTHER'S DAY IN DOWNTOWN LA



**MOTHER'S DAY**  
IN DOWNTOWN LA  
5-10-09

**The Top 10 Mother's Day Activities in Downtown LA**

This year, the best Mother's Day gift doesn't require wrapping. Whether it's champagne brunch, an afternoon shopping stroll, or a full day of pampering, discover exciting ideas and exclusive offers for a special day in Downtown Los Angeles.

Find out more at [www.downtownla.com](http://www.downtownla.com)

FUNDED BY THE DOWNTOWN CENTER  
BUSINESS IMPROVEMENT DISTRICT

This Mother's Day, the DCBID's "Top 10 Mother's Day Activities" campaign successfully attracted many people to restaurants, museums and other cultural venues in Downtown L.A. Many businesses offered exclusive discounts and deals, redeemable with mention of "DCBID." From a \$20 gift card at Roy's, to free champagne and a rose at brunch at the Omni's Grand Café, to a free gift for mothers at the MOCA store, the benefits were fun and well-received by the many visitors and their moms. The DCBID promoted the campaign through media outreach, a dedicated advertising campaign, and online at [DowntownLA.com](http://DowntownLA.com) and via email. Many participating businesses gave great feedback and reported substantially increased revenue as a result of our efforts.

## CALENDAR OF EVENTS

(CONTINUED FROM PAGE 2)

### THE DOWNTOWN STAGE

July 15 – August 23  
Pershing Square  
(213) 847-4970  
[laparks.org/pershingsquare/](http://laparks.org/pershingsquare/)

### 4TH ANNUAL OUTSTANDING ART OF TELEVISION COSTUME DESIGN

July 29 – September 6  
FIDM Museum & Galleries  
(213) 624-1200 x2240  
[fidmmuseumshop.com](http://fidmmuseumshop.com)

### X GAMES FIFTEEN

July 30-31  
STAPLES Center  
(800) 745-3000  
[staplescenter.com](http://staplescenter.com)

### RELAY FOR LIFE 2009, DOWNTOWN LA

August 1-2  
City Hall  
(213) 386-6102  
[acsevents.org](http://acsevents.org)

### DOWNTOWN FILM FESTIVAL

August 12-22  
Historic Broadway Theaters  
(323) 660-1935  
[dffla.com](http://dffla.com)

### LAKERS' 3-ON-3 BASKETBALL TOURNAMENT

August 14-16  
STAPLES Center & L.A. LIVE  
[lakers3on3.com](http://lakers3on3.com)

### BROADWAY INTERNATIONAL FILM FESTIVAL

September 3-6  
Los Angeles Theatre  
(213) 989-1595  
[biff-la.com](http://biff-la.com)

### AUGUST: OSAGE COUNTY

September 8 – October 18  
Ahmanson Theatre  
(213) 628-2772  
[centertheatregroup.org](http://centertheatregroup.org)

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## CALENDAR OF EVENTS

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### THE ELIXIR OF LOVE

September 12-30  
LA Opera  
(213) 972-8001  
laopera.com

### DISNEY LIVE!

September 26-27  
Nokia Theatre, L.A. LIVE  
(213) 763-6020  
lalive.com

### SIEGFRIED

September 26 – October 17  
LA Opera  
(213) 972-8001  
laopera.com

## RECURRING EVENTS

### CERTIFIED FARMERS MARKET @ PERSHING SQUARE

Each Wednesday, 11am – 2pm  
Pershing Square  
rawinspiration.org

### FREE THURSDAY EVENINGS

Each Thursday, 5 – 8pm  
MOCA, Grand Avenue  
moca.org

### CERTIFIED FARMERS MARKET @ 7+FIG

Each Thursday, 11:30am – 2pm  
7+FIG  
rawinspiration.org

### ENGAGEMENT PARTY

First Thursdays of each month  
MOCA, Grand Avenue  
moca.org/party/

### FIRST FRIDAYS

First Friday of each month  
Natural History Museum  
nhm.org/firstfridays/

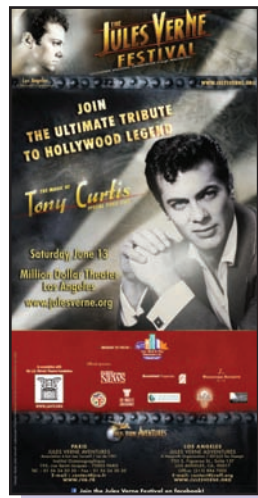
For more event listings, visit  
[www.downtownla.com](http://www.downtownla.com).

## HOPE FOR FIREFIGHTERS: LUNCH, GAMES AND A GOOD CAUSE

The DCBID was proud to sponsor the 12th Annual Hope for Firefighters, which took place on Thursday, June 4 from 11:30am – 2:30pm on Hope Street between 3rd & Hope Place. The largest firefighter appreciation event in the nation, Hope for Firefighters attracted about 4,000 attendees and featured live music, delicious meals prepared by over 25 different fire stations, fire apparatus demonstrations, LAFD gift booths, raffle drawings, prizes, trophies and exciting Firefighter “Muster” games. Approximately \$100,000 was raised to benefit the Los Angeles Fireman’s Relief Association’s Widows, Orphans and Disabled Fireman’s Fund, a valuable 501 (c)(3) organization. Learn more about this event at [www.hopeforfirefighters.org](http://www.hopeforfirefighters.org).



## JULES VERNE LEGENDAIRE AWARD: THE MAGIC OF TONY CURTIS



The DCBID proudly sponsored the “Magic of Tony Curtis” event, which took place on June 13 at the Million Dollar Theater. Featuring an afternoon screening of “Houdini” and an evening screening of “Some Like It Hot,” this historic space came to life with the spirit of old-time glamour and panache and brought a few thousand people from Hollywood and other areas to Downtown L.A. A VIP reception prior to the evening show took place at the Los Angeles Athletic Club, where polished vintage cars and their drivers were waiting to shuttle some of the guests to the theater. In honor of his lifetime achievements, Tony Curtis was presented with the Jules Verne Legendaire Award in front of a packed audience. It was a truly special evening for Downtown L.A. Find out more about Jules Verne Adventures at [www.julesvernefestival.com](http://www.julesvernefestival.com).

## NOW ON **twitter**@DOWNTOWN\_LA

The DCBID is now on Twitter, with 717 followers and more joining daily! Twitter is a social media venue built on one question: “What are you doing?” Answers are limited to 140 characters and can be sent and accessed via mobile texting, instant message, or the web. Follow @downtown\_la ([www.twitter.com/downtown\\_la](http://www.twitter.com/downtown_la)) for the latest on new businesses, discounts, events, news, housing tours, holiday promos, and more!



## THE DCBID WAS THERE

When looting and vandalism broke out in the aftermath of the Lakers' basketball championship on the night of June 14, the DCBID was there to help. Thirty safety officers were patrolling the Downtown Center all night, communicating with LAPD officers – who responded quickly and efficiently to the occurrence. The DCBID's Purple Patrol taped up smashed windows of affected businesses and added temporary covers to their spaces. Early the next morning, maintenance staff cleaned up glass, fixed damaged trash cans, and covered up graffiti. Kudos to our guys for their hard work during and after the incident!

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## SAFE & CLEAN COMMUNICATION EQUIPMENT UPGRADE

Starting this July, the DCBID's Service Center will be installing an advanced digital two-way communications system. In addition to this radio system upgrade, we will be upgrading our dispatch counsels to improve efficiency and support our "Mutual Aide" program, which enables the DCBID to communicate with all high rises in the event of a major incident.

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## SAFE & CLEAN STAFF OF THE QUARTER



### **GABRIEL TORPEY - MAINTENANCE EMPLOYEE**

Gabriel stands out due to his hard work and dedication to his job. Mr. Torpey is recognized by his supervisors and management as one who goes above and beyond the call of duty and takes great pride in what he does.

### **WILLIAM OLSON - SAFETY OFFICER**

William Olson has excelled in his employment with the DCBID, learning quickly and taking initiative to help other officers who may be struggling. He shows great patience while dealing with situations in the field. His supervisors know that he has the ability to work with little oversight to get a job done competently.



## STAFF PROMOTIONS & ADDITIONS

Carol Schatz announced the addition of Dianna Anderson, Receptionist.

## DOWNTOWN GUIDE OF THE QUARTER: KATRINA HENSLEY



We are grateful for Katrina's positive attitude, great customer service and people skills, and tenacity to perform her role as a Downtown Guide for Downtown L.A. She has received great feedback from the Downtown community and tourists from around the world:

*"Hi, I'm a visitor from Thailand and I am sending you this email to tell you that I was assisted by one of your staff named Katrina when I was a bit lost in the area. She came up and helped me out with directions and gave me maps of Downtown which were very helpful. I really appreciated the service and had a great day in Downtown L.A."*

– STELLA

## DCBID BOARD OF DIRECTORS

Barbara Bundy – Chairperson  
EIDM

Steven Hathaway – Immediate Past Chair  
The Los Angeles Athletic Club

Peter Zen – Treasurer  
Westin Bonaventure Hotel & Suites

David Damus, Esq. – Secretary  
L & R Investment Company

Kathy Faulk – Executive Vice Chair  
Hilton Checkers

Peclar Pilavjian – Executive Vice Chair  
L.A. United Investment Co.

Patrick Spillane – Executive Vice Chair  
IDS Real Estate Group

Daniel B. Swartz – Executive Vice Chair  
Quadrangle Development Company

Sonny Astani  
Astani, Inc.

Robert Cushman  
Brookfield Properties

Frank Frallicciardi  
Forest City Development

John Goldrick  
Downtown Properties LLC

Jeffrey Griswold  
System Property Development Company, Inc.

Robert Hanasab  
M & Y Management, Inc.

Kent Handleman  
Thomas Properties Group

Sandy Nam  
Jamison Services, Inc.

Anne Peaks  
Yellin Company

Carol E. Schatz  
Downtown Center BID

Colin Shepherd  
Hines Company

Cari Wolk  
Athena Parking, Inc.

Josh Wrobel  
Maguire Properties

## DCBID STAFF

Carol E. Schatz  
President & CEO

Hal Bastian  
Senior Vice President &  
Director of Economic Development

Dianna Anderson  
Receptionist

Shawn Bratton  
Executive Assistant to Carol Schatz

Michael Clark  
Chief Operating Officer

Ron Colcol  
Superintendent of Maintenance Services

Jose Flores  
Administrative Assistant

Jacob Holloway  
Marketing & Graphic Design Associate

Connie Hwang  
Economic Development Associate  
Research & Special Projects

Aleeza Miller  
Administration Associate

Ken Nakano  
Director of Operations

Eileen O'Connell  
Accountants Payable

Leticia Orozco  
Operations Supervisor

Herman Pang  
Director of Information Technology

Juan Sanz  
Superintendent of Safety Services

Alexander Stettinski  
Director of Marketing & Communications

Justin Weiss  
Assistant Director of Economic Development

John Yanez  
Assistant Controller

# DOWNTOWN L.A. GOES TO THE DOGS... AGAIN!

## Third Annual Downtown Dog Day Afternoon at the Cathedral

We are pleased to announce the “Third Annual Downtown Dog Day Afternoon at the Cathedral – A Community Event for Downtown Los Angeles Dogs of ALL Faiths... AND Their Humans!!” on Tuesday, July 28, 2009, from 6:00pm to 9:00pm. Downtowners with dogs – and those without – are all welcome to come attend this community event, co-produced by the Cathedral of Our Lady of the Angeles and the DCBID. Food and drink will be available for purchase. Please come for all or part of the festivities. Social dogs only, please. For more information and to RSVP, please go to [www.DowntownLA.com/dogday](http://www.DowntownLA.com/dogday).



## DATES TO REMEMBER

July 8 & September 2  
@ 8:00 AM  
Board of Directors  
Meeting

July 20, August 17 &  
September 21 @  
2:00 PM  
Marketing Roundtable  
Meeting

July 29 @ 8:00 AM  
Economic Development  
Committee Meeting

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



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

[WWW.DOWNTOWNLA.COM](http://WWW.DOWNTOWNLA.COM)

24 Hour Service Center: (213) 624-2425