

DISTRICT



NEWS



CALENDAR OF EVENTS

FRIDAY NIGHT FLICKS: CLASSIC HORROR

Now – October 30
Pershing Square
(213) 485-1645
laparks.org/pershingsquare/

AUTOCONSTRUCTION: THE FILM

Now – November 8
REDCAT
(213) 237-2800
redcat.org

HABEAS LOUNGE: A PLURALISTIC DOWNTOWN LA INVESTIGATION

Now – November 12
7+FIG Art Space
(213) 417-7000
artsbrookfieldproperties.com

PARADE

Now – November 15
Mark Taper Forum
(213) 628-2772
centertheatregroup.org

ALoud, FALL SEASON

Now – November 23
Central Library
(213) 228-7025
lfla.org/aloud

HIGH STYLE: BETSY BLOOMINGDALE & THE HAUTE COUTURE

Now – December 13
FIDM Museum & Galleries
(213) 623-5821 x3275
fidmmuseum.org

CAMERATA PACIFICA

October 22, November 19, December 10
Zipper Hall at The Colburn School
(805) 884-8410
cameratapacifica.org

The Downtown Center Business Improvement District (DCBID), Ralphs Fresh Fare and the Fashion Institute of Design & Merchandising (FIDM) are partnering once again for the 2nd Annual Halloween Party for Downtown LA Kids. Last year, over 250 kids and 350 adults attended the event, and we are hoping for even more this year.

Preparations are underway to turn Grand Hope Park into a fun and ghoulish place on Halloween from 5pm-8pm for Downtown's kids. The DCBID is proud to help build community by offering a fun "one-stop-shop" party to demonstrate that Downtown is family friendly.

Downtown kids are required to wear costumes and their parents are encouraged to get creative, too. Ralphs is donating food, candy and water to the event. FIDM is donating Grand Hope Park and coordinating logistics, and the DCBID is producing the event and doing all the outreach.

For more information and to see pictures from last year, go to www.DowntownLA.com.



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CALENDAR OF EVENTS

(CONTINUED FROM PAGE 1)

GIANT ROBOT BIENNALE: 15 YEARS

October 24 – November 24
Japanese American National Museum
(213) 625-0414
janm.org

CHAMBER MUSIC IN HISTORIC SITES

October 25, November 14 & 16
Doheny Mansion/Cicada
(213) 477-2929
dacamera.org

ACTIVE ARTS: HALLOWEEN SING-A-LONG

October 30
Music Center Plaza
(213) 972-3660
musiccenter.org

2ND ANNUAL HALLOWEEN PARTY FOR DOWNTOWN LA KIDS

October 31
Grand Hope Park
(213) 624-2146
downtownla.com

MONSTER MASSIVE

October 31
LA Sports Arena
monstermassive.com

MEMORY WALK, DOWNTOWN LA

November 1
California Plaza
alzla.org/mw/

LA TAMALE FESTIVAL

November 13-15
LA State Historical Park
eastlosangeles.net/tamalefestival/

MARY POPPINS: THE CLASSIC BROADWAY MUSICAL

November 13 – January 10
Ahmanson Theatre
(213) 628-2772
centertheatregroup.org

DOWNTOWN ON ICE

November 19 – January 18
Pershing Square
(213) 485-1645
laparks.org/pershingsquare/

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SUMMER FREEDOM – DISCOVER DOWNTOWN LA CAMPAIGN

This June, the DCBID launched “Summer Freedom,” a summer staycation campaign to highlight Downtown LA culture, entertainment, dining, and more. Nine Downtown Center hotels submitted creative, summer-themed packages, which we promoted as a fun and affordable way to “Discover Downtown LA.” As a result of this campaign, participating hotels reported a positive effect on their summer bookings – including one property who reported almost \$200,000 in additional revenue throughout the summer.

This campaign was promoted through print and online advertising, email newsletters to over 13,000

DowntownLA.com content subscribers, social media outreach, and a prominent landing page on DowntownLA.com.

Advertising venues included lamag.com, 499.com, latimes.com, mydesert.com, KCRW, and Performances Magazine in San Diego, as well as a targeted media campaign through our PR firm, Burson-Marsteller. We also printed 10,000 postcards in July and distributed them in Sherman Oaks, Long Beach, Anaheim, Riverside and Santa Monica.



This summer, it's easy to experience the best of Downtown Los Angeles.

Downtown's hottest hotels bring you a variety of unique packages at great values that will make your visit to Downtown L.A. truly unforgettable.

- Fine Dining
- Nightlife
- Concerts
- Sports
- Museums
- Shopping
- Theater
- History

...and so much more!

SUMMER FREEDOM
DISCOVER DOWNTOWN LA

Find Downtown L.A. hotel deals at www.DowntownLA.com/summer

SPONSORED BY THE DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT

ANOTHER DOGGONE GOOD DOG DAY AFTERNOON AT THE CATHEDRAL

On Tuesday, July 28, 2009, 364 dogs and 708 humans filled the plaza of the Cathedral of Our Lady of the Angels for the 3rd Annual Downtown Dog Day Afternoon at the Cathedral.

Held from 6pm-9pm, this social canine event of the year attracted dogs of all breeds – and their humans – for a festive evening of mingling, music, pet-related vendor displays, and great food, all to celebrate our four-legged furry ambassadors who help create a vibrant Downtown Los Angeles community.



TUESDAY, JULY 28TH, 6PM-9PM

Third Annual *Downtown Dog Day Afternoon* at the Cathedral

A COMMUNITY EVENT FOR DOWNTOWN LOS ANGELES DOGS OF ALL FAITHS ... AND THEIR HUMANS!!!

Meet your neighbors! Downtowners without dogs are welcome, too.

Your Co-Hosts: “Joaquin” Kostelnik and “Scooter” Bastian
Venue: The 2.5 acre plaza of the Cathedral of Our Lady of the Angels
Date: Tuesday, July 28, 2009, 6pm-9pm • Please come for all or part

Social Dogs Only (please) • Dogs must be on a leash and social
Food and Drink • No host bar and food by Levy Restaurants
“Dodger Dogs” will be served to people only!

Parking • \$5.00 per vehicle at the Cathedral-555 W. Temple Street

Produced by: **Live, Work & Play Downtown LA**

RSVP for dogs and humans, too:
www.downtownla.com/dogday

For more information: (213) 624-2146 • www.downtownla.com

Hal G. “Joaquin” Kostelnik, Pastor of the Cathedral of Our Lady of the Angels
Bastian “Scooter” Bastian, President & Director of Economic Development

Co-hosted by “Joaquin” – the black Labrador Retriever of Monsignor Kevin Kostelnik, pastor of the Cathedral – and “Scooter” – the Nova Scotia Duck Tolling Retriever mix of the DCBID’s Senior Vice President & Director of Economic Development (and Downtown resident), Hal Bastian – the event was an astounding success. A doggone good time was had by all!

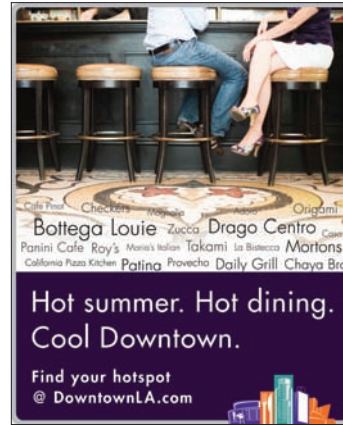
THE DCBID PROMOTES DOWNTOWN CENTER DINING

The summer months can be especially challenging for many Downtown LA restaurants. In an effort to drive traffic to restaurants in the Downtown Center district, and to create a greater awareness of these restaurants in general, the DCBID launched a campaign in late July to promote Downtown Center dining destinations.

This program included print and online advertising, email newsletters to over 13,000 DowntownLA.com content subscribers, social media outreach, and prominent landing pages on DowntownLA.com. We saw a gradual increase in visitors to our website for the duration of the campaign, totaling over 8,000 visitors to the restaurant pages. Some restaurants also reported a slight increase in business during the month of August.

Ads were placed in the LA Times (print and online), Daily Candy e-newsletter, Downtown News (print and online), Eater LA, Google AdWords, NBC local online, KCRW (radio and online), and a variety of neighborhood papers, including Beverly Hills Weekly, Larchmont Chronicle, Los Feliz Ledger, Park La Brea News/Beverly Press, and South Pasadena Review.

In order to better gauge the success of the campaign, the Downtown Guides distributed 12,000 patron surveys to the restaurants included in this campaign. The restaurants were asked to include these in check holders and collect them with payment. The results of the survey will be reported in the next newsletter.



THE DCBID SUPPORTS 100 NEW TREES IN DOWNTOWN LA

In a joint effort on Saturday, October 3, the DCBID, CCA, Ralphs, Million Trees LA, and 70 volunteers partnered to plant 25 new trees in empty tree wells and large planters in Downtown LA. Ralphs donated the new trees, the DCBID recruited volunteers, and Million Trees LA procured the trees and supervised the planting. The DCBID has also committed to watering the trees for two years until they take root.



At the kick-off ceremony, Mike Donnelly, President of Ralphs, and Kendra Doyle, its Group Vice President of Public Relations and Government Affairs, also presented a \$100,000 donation to Million Trees LA as part of a five-year \$500,000 commitment of support to the organization. Carol E. Schatz, President & CEO of the DCBID and CCA, was instrumental in recruiting Ralphs to Downtown and also participated in the ceremony.

CALENDAR OF EVENTS

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TAMERLANO, BY HANDEL

November 21 – December 1
LA Opera
(213) 972-7219
laopera.com

COLLECTION: MOCA'S FIRST 30 YEARS

November 15 – May 3
MOCA, Grand Avenue
(213) 621-1745
moca.org

WEST COAST, LEFT COAST SERIES

November 27 – December 8
LA Phil
(323) 850-2000
laphil.com

BARBER OF SEVILLE

November 29 – December 19
LA Opera
(213) 972-7219
laopera.com

KINGS HOLIDAY ICE RINK

December 3 – January 4
Nokia Plaza, L.A. LIVE
lalive.com

PALESTINE, NEW MEXICO

December 3 – January 24
Mark Taper Forum
(213) 628-2772
centertheatregroup.org

HOLIDAY WONDERS: CHRISTMAS AT WALT DISNEY CONCERT HALL

December 5
LA Master Chorale
(213) 972-7282
lamc.org

HOLIDAY ORGAN SPECTACULAR

December 9
LA Phil
(323) 850-2000
laphil.com

MESSIAH SING-ALONG

December 12-20
LA Master Chorale
(213) 972-7282
lamc.org

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CALENDAR OF EVENTS

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REJOICE! ANNUAL CLASSIC CHRISTMAS CONCERT

December 13
LA Master Chorale
(213) 972-7282
lamc.org

HANDEL'S MESSIAH

December 15-16
LA Phil
(323) 850-2000
laphil.com

THE FOUR SEASONS, BY VIVALDI

December 18-20
LA Phil
(323) 850-2000
laphil.com

HOLIDAY SING-ALONG

December 19
LA Phil
(323) 850-2000
laphil.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/

For more event listings, visit www.DowntownLA.com.

About 2,000 people gathered at the 10th Annual Public Safety Appreciation Barbecue on Friday, October 16, 2009 in the plaza at 7+FIG @ Ernst & Young Plaza. Over the past decade, the DCBID and Central City Association (CCA) have sponsored this annual community barbecue for the law enforcement and public safety community in honor of their service in making Downtown L.A. a safe and vital community.

PUBLIC SAFETY APPRECIATION BARBECUE



FRIDAY, OCTOBER 16 / 11am-2pm

Proceeds from the barbecue will benefit the Sheriff's Youth Foundation, which supports crime prevention programs focused on empowering youth. The DCBID would like to thank all those who attended, plus over 40 sponsors who helped make this event a success!



From left: Chief Neal Tyler, LASD; Sgt. Dana Chemnitz, Sheriff's Youth Foundation; First Assistant Chief Jim McDonnell, LAPD; Carol Schatz, President & CEO, DCBID & CCA; Robert Cushman, Brookfield Properties; Deputy Chief Jimmy Hill, LAFD; Patrick Spillane, IDS Real Estate Group.

More info @ DowntownLA.com/public-safety-bbq.



From left: Carol Schatz, President & CEO, DCBID & CCA; Chief William Bratton, LAPD; Councilwoman Jan Perry; Chief Millage Peaks, LAFD

SECOND SATURDAYS DOWNTOWNERS' DINNER PARTIES

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.

SHAKESPEARE FESTIVAL/LA DELIGHTS



The DCBID proudly sponsored the 2009 Shakespeare Festival/LA at the Cathedral of Our Lady of the Angels. About 3,500 spectators enjoyed a contemporary interpretation of *As You Like It* between July 11th and July 19th. With so many rediscovering the heart of the city, this performance attracted many new visitors to Downtown. We would like to thank Shakespeare Festival/LA for its commitment to community and live theater. More info @ shakespearefestivalla.org.



2009 ENTERTAINS THOUSANDS

The DCBID proudly sponsored the Grand Performances Summer Concert Series, which has drawn over 50,000 people to California Plaza in Downtown LA during its 2009 series of free concerts, performing arts, and films that reflect the best of global culture and inspire community among the diverse peoples of Los Angeles. This year's program included 39 events from June through October. More info @ grandperformances.org.

STAFF OF THE QUARTER

PURPLE PATROL OFFICER OF THE QUARTER: ANDREW HERNANDEZ

Officer Andrew Hernandez has proven to be a great asset, thanks to his strong work ethic and "team player" approach. He arrives at work on time, takes pride in the appearance of his uniform, motivates his fellow officers, and is always willing to work overtime. Officer Hernandez has also shown interest in becoming a Senior Lead Officer. He leads by example and goes out of his way to share his experience with new officers.



DOWNTOWN GUIDE OF THE QUARTER: CORY CAMPOS



Cory Campos stands out for his dedication and willingness to be of assistance to the Downtown community. He has been described by visitors as being very knowledgeable and helpful, and local businesses have expressed thankfulness for his promotion of local events and venues. Cory is a great asset to our team of Downtown Guides, and is constantly focused on improving his performance and providing better service to the community.

MAINTENANCE EMPLOYEE OF THE QUARTER: VICIE CAVES

"You have to show up and be ready. Just do what you have to do," says Vicie, who thanks Chrysalis and the DCBID for giving her the opportunity and believing in her. She has been living in her own apartment for 3 years now. "I could have easily become homeless, living on the streets, but Chrysalis and DCBID gave me a chance."



STAFF PROMOTIONS & ADDITIONS

Carol Schatz announced the promotion of Jacob Holloway, *Marketing & Graphic Design Manager*, and the addition of Gennia Cui, *Marketing & Graphic Design Associate*, and Rachel Kaber, *Administrative Assistant*.



AUTUMN LIGHTS LA 2009

The DCBID was proud to sponsor Autumn Lights LA 2009, held in Pershing Square on Saturday, September 19th. This inaugural event showcased a wide variety of LA-based artists, presenting studio and performance art featuring installations, performances, and projections utilizing the medium of light. This unique, family-friendly event attracted several thousand Downtowners and non-Downtowners alike for a fun-filled night in Downtown LA. More info @ autumnlightsla.com.

dineLA RESTAURANT WEEK 2009

The DCBID proudly supported dineLA Restaurant Week 2009, held this Fall on October 4-9, 11-16 & 18-23. The DCBID helped dineLA promote specially priced, three-course menus at over 40 participating Downtown LA restaurants – spreading the word through email newsletters, flyer distributions on the streets of Downtown LA, media releases, social media outreach, and a featured event listing on DowntownLA.com. More info @ dineLA.com/RestaurantWeek.

DCBID BOARD OF DIRECTORS

Barbara Bundy – *Chairperson*
FIDM

Steven Hathaway – *Past Chairperson*
The Los Angeles Athletic Club

Peter Zen – *Treasurer*
Westin Bonaventure Hotel & Suites

David Damus, Esq. – *Secretary*
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Kathy Faulk – *Executive Vice Chair*
Hilton Checkers

Peklar Pilavjian – *Executive Vice Chair*
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Patrick Spillane – *Executive Vice Chair*
IDS Real Estate Group

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John Goldrick
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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

David Shahriari
General Manager

Colin Shepherd
Hines Company

Susann Ventzke
Beacon Capital Partners, LLC

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

Gennia Cui
Marketing & Graphic Design Associate

Jacob Holloway
Marketing & Graphic Design Manager

Connie Hwang
*Economic Development Associate
Research & Special Projects*

Rachel Kaber
Administration Assistant

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

STAY CONNECTED

Become a Downtown LA insider! Get the hottest news about restaurant and retail openings, discounts from Downtown businesses, and upcoming events – such as exhibits, concerts, plays and festivals. Also, get early notice about special Downtown Center Business Improvement District programs – including events, tours and holiday promotions.

Subscribe to our monthly e-newsletter:

www.DowntownLA.com/newsletter/

Follow us on Facebook:

www.DowntownLA.com/facebook/

Follow us on Twitter:

www.DowntownLA.com/twitter/

DATES TO REMEMBER

October 26,
November 16 &
December 14 @
2:00 PM

Marketing Roundtable
Meeting

November 4 @
8:00 AM
Board of Directors
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

24 Hour Service Center: (213) 624-2425