

DISTRICT NEWS



LOS ANGELES DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT JANUARY-MARCH 2010



7TH ANNUAL FALL DOWNTOWN LOS ANGELES PROGRAM & TOUR

On November 10, 2009, nearly 300 professionals – including commercial and residential real estate brokers, bankers, developers, investors, retailers, restaurateurs and hospitality tenants – visited Downtown Los Angeles to experience the great progress Downtown LA made in 2009. The event was produced by the DCBID with help from 9th District Councilwoman Jan Perry's Office.

The day began early at Club Nokia, at L.A. LIVE. Carol E. Schatz presented an overview of the Downtown Renaissance, followed by remarks from Councilwoman Perry. Hal Bastian, Senior Vice President & Director of Economic Development, introduced a panel of experts who made presentations detailing various market sectors, including:

Office space: Steve Marcussen,
Cushman & Wakefield

Residential: Alan Mark, *The Mark Company*

Retail: Derrick Moore, *CB Richard Ellis*

Investment Sales: Richard Plummer, *Grubb & Ellis*
L.A. LIVE: Tammy Billings, *AEG*

Following these presentations, attendees boarded buses for a comprehensive tour of Downtown, including:

- JW Marriott and Regal Cinemas Stadium 14
- 7+FIG Shopping Center and Ernst & Young Plaza
- Bottega Louie
- The Association Bar, Cole's and The Varnish
- The New Police Administration Building
- EVO Residences

At each stop, speakers recounted their project or property's success story. The day ended with a lunch on the Target Terrace at L.A. LIVE, with a view of the Downtown skyline. Participants left with high hopes for Downtown, and the DCBID is already seeing potential new transactions resulting from this very productive day.

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Giant Robot Biennale 2: 15 Years

Now – January 24
Japanese American National Museum
(888) 769-5559
janm.org

Pee-wee Herman Show

Now – February 7
Club Nokia
(213) 763-5483
lalive.com

Everyday Miracles

Now – February 7
REDCAT
(213) 237-2800
redcat.org

Elvis at 21: Photographs by Alfred Wertheimer

Now – March 28
GRAMMY Museum
(213) 765-6800
grammymuseum.org

Collection: MOCA's First 30 Years

Now – May 3
MOCA, Grand Avenue & Geffen Contemporary
(213) 626-6222
MOCA.org

Michael Jackson: A Musical Legacy

Now – Summer 2010
GRAMMY Museum
(213) 765-6800
grammymuseum.org

15th Annual LA Art Show

January 20-24
LA Convention Center
laartshow.com

Go Green Expo

January 22-24
LA Convention Center
gogreenexpo.com

Toyota Symphonies for Youth: Four Seasons

January 23, 11am
Walt Disney Concert Hall
(323) 850-2000
laphil.com

Dreamgirls

February 25 – April 4
Ahmanson Theatre
(213) 628-2772
centertheatregroup.com

The screenshot shows the DowntownLA.com website with a festive holiday theme. The main heading is "Discover Downtown LA FOR THE HOLIDAYS!". Below it, there's a section titled "Top 10 Winter Holiday Activities in Downtown LA" with a list of activities. A sidebar on the right lists "The Top 10" activities. At the bottom, there's a "Enter to win a Holiday Prize Package!" banner.

The flyer is titled "DISCOVER DOWNTOWN LA FOR THE HOLIDAYS". It features a grid of event listings for various locations in Downtown LA, including Pershing Square, Music Center & Walt Disney Concert Hall, and others. Each listing includes the event name, date, and time.

HOLIDAYS IN DOWNTOWN LA: THE TOP 10 ACTIVITIES & A HOLIDAY CALENDAR

To attract more people to Downtown LA for the Holidays, the DCBID created the "Top 10 Winter Holiday Activities in Downtown LA" – a highly successful campaign featuring fun activities in Downtown and attractive specials from Downtown businesses, many of which were exclusive to the DCBID campaign. Running from November 17 to December 25, email newsletters, banner ads, Google AdWords, and media outreach directed visitors to a landing page on DowntownLA.com.

The DCBID also partnered with Clear Channel to promote "Holidays in Downtown LA" on all eight radio stations and their websites during the six weeks preceding Christmas. Each week, a giveaway package – with contents worth \$8,000 in total for the six-week campaign – was announced on air and advertised on station sites, providing participating businesses with valuable additional exposure. Visitors could enter to win through an entry form on these sites, and many opted in to receive future mailings from DowntownLA.com.

The landing page for this campaign drew record traffic to DowntownLA.com, peaking at over 1,400 pageviews per day and receiving over 35,000 views during the campaign – with visitors staying for an average of over 6.5 minutes!

In addition, the DCBID created the annual Holiday Calendar ad, which was placed in the LA Times and Downtown News, and adapted into a flyer. 10,000 copies of this flyer were distributed in Downtown LA through the Downtown Guides and on the Westside, in Pasadena and in Long Beach through promotional teams.

The DCBID received great feedback from participating businesses, with many reporting a substantial increase in revenue as a result of the campaign. The Sheraton Los Angeles booked over 60 additional room nights because of the campaign.





2ND ANNUAL HALLOWEEN PARTY FOR DOWNTOWN LA KIDS

Held at Grand Hope Park on Halloween day, this wonderful community-building event attracted over 500 children and 600 adults! Hundreds of kids now call Downtown LA home, and the DCBID was proud to host a fun, safe Halloween in their own backyard. Courtesy of Ralphs Fresh Fare, party-goers were treated to crafts, candy, hot dogs, water, cotton candy, as well as raisins and carrots. Children and parents participated in a costume parade, a

pre-carved pumpkin contest, trick-or-treating at a series of decorated doors, an interactive video arcade, and a bouncy house!

The DCBID would like to thank Ralphs Fresh Fare for all food and drinks, and FIDM for providing Grand Hope Park. We also thank all the Downtown LA families that made this event a success – we look forward to seeing you at the 3rd annual party!

THE NEW 2010 DOWNTOWN LA GUIDE

We are happy to announce the new Downtown Los Angeles Guide. With updated listings of nearly 1,200 businesses, this popular directory has evolved into a comprehensive reference for visitors and Downtown businesses alike. The guide features an updated map and many new categories, making it even easier to find what you're looking for! With these new categories and over 150 additional listings, the growing guide also reflects the significant growth of Downtown just within one year. 200,000 directories were printed and will be distributed throughout the year to businesses in and around Downtown. In addition, two distribution services stock the directories in over 800 tourist locations throughout Southern California all year long.



If you would like to request copies of the new directory, please call us at (213) 624-2146 x228 or send us an email at info@DowntownLA.com.

An Evening With T.C. Boyle

January 26, 7pm
Central Library
(213) 228-7025
aloudla.org

Emanuel Ax & Yo-Yo Ma in Recital

January 27, 8pm
Walt Disney Concert Hall
(323) 850-2000
laphil.com

Cinderella, by the Joffrey Ballet

January 28-31
Dorothy Chandler Pavilion
(800) 982-2787
joffrey.org

Almost A Cappella

January 31, 7pm
Walt Disney Concert Hall
(213) 972-7282
lamc.org

Parallel Play: Growing Up with Undiagnosed Asperger's

February 2, 7pm
Central Library
(213) 228-7025
aloudla.org

Shush! Growing Up Jewish Under Stalin

February 3, 7pm
Central Library
(213) 228-7025
aloudla.org

Blomstedt Conducts Beethoven

February 5-7
Walt Disney Concert Hall
(323) 850-2000
laphil.com

Shen Yun

February 5-7
Dorothy Chandler Pavilion
(800) 880-0188
shenyunperformingarts.org/la

Jesus was a Liberal

February 8, 7pm
Central Library
(213) 228-7025
aloudla.org

The Wooster Group: North Atlantic

February 10-21
REDCAT
(213) 237-2800
redcat.org

The Subject Was Roses

February 10-28
Mark Taper Forum
(213) 628-2772
centertheatregroup.org

Hollywood 2010: The Art of Motion Picture Costume Design

February 10 – April 18
FIDM Museum & Galleries
(213) 236-1397
FIDM.edu

The Next Hundred Million: America in 2050

February 11, 7pm
Central Library
(213) 228-7025
aloudla.org

Futa Toro & Got Rhythm

Dance & Music, West Africa
February 20
W.M. Keck Foundation Children's
Amphitheatre
(213) 972-4308
musiccenter.org/events/worldcity.
html

Free Fall: Free Markets, and the Sinking of the World Economy

February 24, 7pm
Central Library
(213) 228-7025
aloudla.org

Dreamgirls

February 25 – April 4
Ahmanson Theatre
(213) 628-2772
centertheatregroup.org

Textured Lives: Japanese Immigrant Clothing from the Plantations of Hawai'i

February 27 – May 30
Japanese American
National Museum
(888) 769-5559
janm.org



dineLA RESTAURANT WEEK RETURNS

The DCBID is again collaborating with LA Inc., The Los Angeles Convention and Visitors Bureau, to promote over 30 Downtown LA restaurants participating in dineLA Restaurant Week, January 24-29 and January 31 – February 5. This special dining event has now become a twice yearly event, and the DCBID is using its communication infrastructure to get the word out through email blasts to over 13,000 subscribers, through event listings on DowntownLA.com and through the Downtown Guides, who are distributing specially produced flyers featuring Downtown restaurants.

Current participating Downtown LA Restaurants:

- Back Porch
- BottleRock
- Café Pinot
- CASA Cocina y Cantina
- Chaya Downtown
- Checkers Downtown
- Ciudad
- Daily Grill
- Drago Centro
- Fleming's Prime Steakhouse & Wine Bar, L.A. LIVE
- KATSUYA, L.A. LIVE
- Kendall's Brasserie & Bar
- L.A. Prime, A New York Steakhouse
- La Bistecca Italian-Style Steakhouse
- Morton's The Steakhouse
- Nick & Stef's Steakhouse
- Noé Restaurant & Bar
- Rivera Restaurant
- Rosa Mexicano, L.A. LIVE
- Sai Sai Modern Asian Cuisine & Sushi Bar
- The Farm of Beverly Hills, L.A. LIVE
- The Gorbals
- The Lazy Ox Canteen
- The Palm Restaurant
- Tiara Cafe
- Traxx
- Water Grill
- Wolfgang Puck Bar & Grill, L.A. LIVE
- Wolfgang Puck L.A. Bistro, Downtown
- Zucca Ristorante

For an up-to-date list and more info, go to www.dineLA.com/RestaurantWeek.

JULES VERNE FESTIVAL: THE WILD BUNCH

The DCBID proudly sponsored a special Jules Verne Festival event at the Million Dollar Theater on Thursday, November 12. The festival honored Sam Peckinpah and Ernest Borgnine with a Legendaire Award for their lifetime accomplishments, followed by a screening of "The Wild Bunch." Over 1,500 guests attended the event, with lines wrapping around the block and several celebrity appearances, including Ali McGraw and Keith Carradine.



2010 EXECUTIVE OFFICERS & COMMITTEE CHAIRS

The DCBID Board of Directors presents its 2010 executive officers:

Chairperson: Patrick Spillane, *IDS Real Estate Group*

Past Chairperson: Barbara Bundy, *FIDM*

Secretary: David Damus, *L & R Investment Group/Five Star Parking/WallyPark*

Treasurer: Kathy Faulk, *Hilton Checkers Hotel*

Executive Vice Chairperson: Anne Peaks, *Yellin Company*

Executive Vice Chairperson: Dan Swartz, *Quadrangle Development Company*

Executive Vice Chairperson: Peklar Pilavjian, *Los Angeles United Investment Company*

President & CEO: Carol Schatz, *Downtown Center Business Improvement District*

The DCBID Board of Directors presents its 2010 committee chairs:

Finance: Kathy Faulk, *Hilton Checkers Hotel*

Operations: Anne Peaks, *Yellin Company*

Marketing Chairperson: Dennis Hernandez, *The Standard*

Marketing Vice Chairperson: Charisse Older, *Morton's The Steakhouse*

Bon Jovi

March 4, 7:30pm
STAPLES CENTER
(213) 742-7340
staplescenter.com

25th Spirit Awards

March 5, 8pm
L.A. LIVE
(310) 432-1240
spiritawards.com

Bach: St. Matthew Passion

March 7, 7pm
Walter Disney Concert Hall
(213) 972-7282
lamc.org

de Waart Conducts Beethoven & Strauss

March 12-14
Walt Disney Concert Hall
(323) 850-2000
laphil.com

Bolivia Corazón de América (Dance, Bolivia)

Andes Manta (Music, Ecuador)
March 20
W.M. Keck Foundation Children's Amphitheatre
(213) 972-4308
musiccenter.org/events/worldcity.html

John Mayer

March 25, 8pm
STAPLES CENTER
(213) 742-7340
staplescenter.com

Jay-Z

March 26, 7:30pm
STAPLES CENTER
(213) 742-7340
staplescenter.com

Black Eyed Peas

March 29, 7:30pm
STAPLES CENTER
(213) 742-7340
staplescenter.com

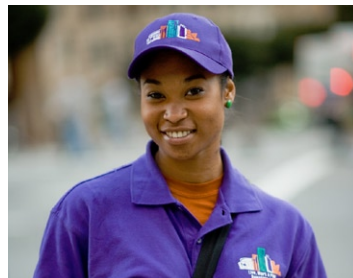
For more event listings, visit our full calendar at DowntownLA.com

STAFF OF THE QUARTER



Safety Officer of the Quarter:
Josue Osorio

Josue Osorio has demonstrated that, whatever the assignment, he will put forth tremendous effort to get the job done. Josue shows passion in helping others, and is very respectful and positive with others. Josue's dedication and honesty is appreciated by all of his managers and supervisors. He is an asset to the DCBID and a role model for every officer on the staff.



Downtown Guide of the Quarter:
Danielle Jones

Danielle has great people skills and has been an important part of the team. She is knowledgeable and enthusiastic about Downtown LA, and many Downtown visitors have thanked the DCBID for Danielle's great suggestions. In the words of one visitor, "Danielle was very helpful as I was looking for something to do. She gave me a map and ideas and was more helpful than my hotel concierge."



Maintenance Staff of the Quarter:
Sheldon Sparber

Sheldon Sparber is very efficient and goes the extra mile, doing more than his share of the work. Sheldon often volunteers himself for work when others cannot. He sets a good example for his co-workers by being on time and by following procedures well. Sheldon's positive attitude has made him an obvious choice for recognition. Thank you, Sheldon.

Board of Directors

Patrick Spillane – Chairperson
IDS Real Estate Group

Barbara Bundy – Past Chairperson
FIDM

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

Kathy Faulk – Treasurer
Hilton Checkers Hotel

Anne Peaks – Executive Vice Chairperson
Yellin Company

Peklar Pilavjian – Executive Vice Chairperson
L.A. United Investment Co.

Daniel B. Swartz – Executive Vice Chairperson
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
Hanasab Investments

Kent Handleman
Thomas Properties Group

Steven Hathaway
The Los Angeles Athletic Club

Sandy Nam
Jamison Services, Inc.

Carol E. Schatz
Downtown Center BID

David Shahriari
Omni Hotel

Colin Shepherd
Hines Company

Susann Ventzke
Beacon Capital Partners, LLC

Cari Wolk
Athena Parking, Inc.

Josh Wrobel
Maguire Properties

Peter Zen
Westin Bonaventure Hotel & Suites

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
Administrative 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

VALENTINE'S IN DOWNTOWN LA


The Downtown Center Business Improvement District (DCBID) is in the midst of adding final touches to this year's Valentine's Campaign, to be launched in early February. This holiday campaign is designed to attract visitors from in and around Los Angeles to the Heart of the City with appealing deals and unique opportunities to celebrate the special day in style. A local advertising campaign and media outreach will help get the word out. In addition, the DCBID is utilizing its well-developed communications infrastructure to promote the campaign – including a landing page on DowntownLA.com, a special mailing to 13,000 subscribers of the DCBID e-newsletter, and messages via Facebook and Twitter.



DATES TO REMEMBER

January 11, February 8
& March 15 @ 2pm
Marketing Roundtable Meetings
DCBID Offices

March 3 @ 8am
Board of Directors Meeting
DCBID Offices



April 22 @ 8am
Annual Property Owners' Meeting
Los Angeles Athletic Club

Property owners are welcome to attend these meetings.

Downtown Center Business
Improvement District
626 Wilshire Blvd., Ste. 200
Los Angeles, CA 90017
(213) 624-2146

DowntownLA.com

24-Hour Service Center: (213) 624-2425

Downtown Guides: (213) 955-0269