

# DISTRICT NEWS



LOS ANGELES DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT

OCT-DEC 2010



## PUBLIC SAFETY APPRECIATION BARBECUE



FRIDAY, OCTOBER 29 / 11am-2pm



## SUPPORT THE 11<sup>TH</sup> ANNUAL PUBLIC SAFETY APPRECIATION BBQ

Friday, October 29, 2010 • 11:00 AM – 2:00 PM  
7+FIG @ Ernst & Young Plaza • 735 S. Figueroa St.

On October 29, 2010, 7+FIG will again be filled with thousands of public safety officers and civilians alike as the Downtown Center Business Improvement District (DCBID) hosts the 11th Annual Public Safety Appreciation Barbecue. This event is held in honor of the law enforcement and public safety community for their service in making Downtown LA a safe and vital community. In attendance will be LAPD Chief Beck, LA County Sheriff Baca, Fire Chief Peaks, and Councilwoman Jan Perry.

Lunch will be prepared by Morton's The Steakhouse and California Pizza Kitchen, and sold for \$7. All net proceeds will benefit the **Los Angeles Police Memorial Foundation**, which

provides grants for widows and orphans of officers killed in the line of duty.

**We are still looking for additional sponsors** to help us make a significant contribution to the Los Angeles Police Memorial Foundation, so please call Alex Stettinski, *Director of Marketing & Communications*, at (213) 624-2146 or visit [DowntownLA.com/BBQ/](http://DowntownLA.com/BBQ/) if you are interested in becoming a supporter. We would like to thank the nearly 50 businesses and property owners who have already contributed to this event!

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**The Glass Menagerie**  
Now – October 17  
Mark Taper Forum  
(213) 628-2772  
centertheatregroup.org

**The Marriage of Figaro**  
Now – October 17  
Dorothy Chandler Pavilion  
(213) 365-3500  
musiccenter.org

**Leap of Faith**  
Now – October 24  
Ahmanson Theatre  
(213) 628-2772  
centertheatregroup.org

**Not Only Time: Zhang Peili and  
Zhu Jia**  
Now – November 21  
REDCAT  
(213) 237-2800  
redcat.org

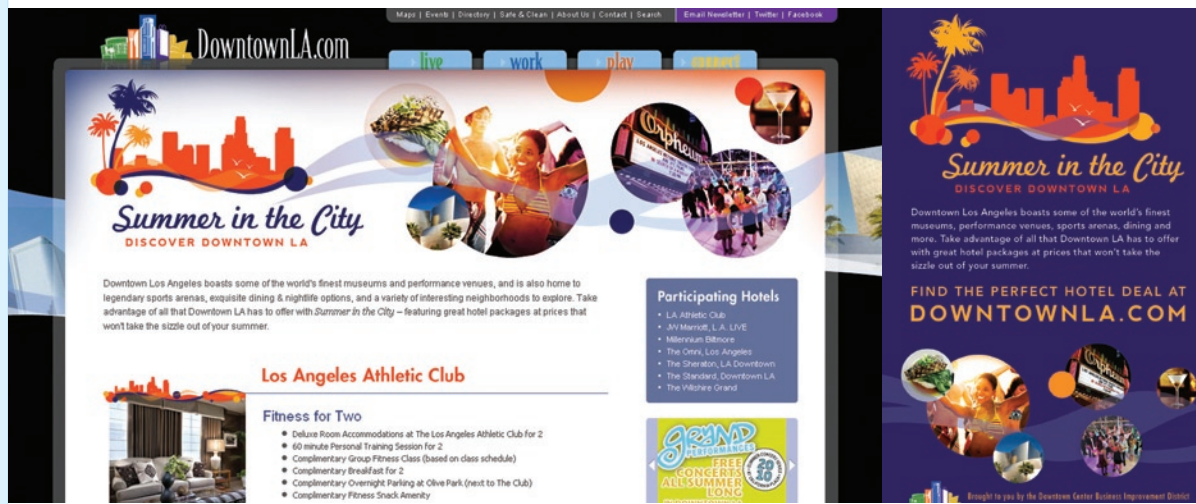
**Forty Years of Sesame Street  
Illustrations**  
Now – April 30, 2011  
Central Library  
(213) 228-7555  
lapl.org

**2010 All That Skate LA**  
October 2-3  
STAPLES Center  
(213) 742-7340  
staplescenter.com

**Celebración: Opening Night  
Concert & Gala**  
October 7  
Walt Disney Concert Hall  
(323) 850-2000  
laphil.com

**Dudamel and Ax:  
Beethoven & Schumann**  
October 8  
Walt Disney Concert Hall  
(323) 850-2000  
laphil.com

**Target Free  
Family Saturday**  
October 9, November 13,  
December 11  
Japanese American  
National Museum  
(213) 625-0414  
janm.org



## SUMMER IN THE CITY – A SOARING SUCCESS

This summer, from June through September, the DCBID promoted “Summer in the City” – featuring unique summer staycations in Downtown LA. Seven Downtown hotels submitted ten creative and affordable packages, which the DCBID promoted through various channels including our monthly email newsletter and special email “news flashes” to more than 12,500 subscribers; Twitter (2,600+ followers); Facebook (5,000+ fans); and an ad campaign which included *LA Times*, *Latimes.com*, *Downtown News*, *mydesert.com*, *KCRW*, and *blogdowntown.com*.

In addition, media outreach by our PR representatives at Grayling resulted in press coverage in *the Daily News*, *the North County Times*, and several blogs. We also printed 10,000 postcards and distributed them in highly trafficked areas in Pasadena, Long Beach, Irvine, Santa Monica and Studio City.

As a result of our efforts, summer revenue for participating hotels increased by more than \$350,000!

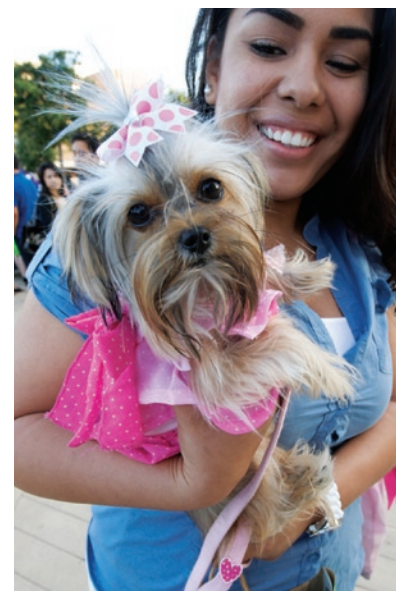
## 4<sup>TH</sup> ANNUAL DOWNTOWN DOG DAY AFTERNOON AT THE CATHEDRAL

On the evening of Tuesday, July 27, more than 500 dogs and 1,000 humans filled the 2.5-acre plaza at the Cathedral of Our Lady of the Angels for a simple community-building event celebrating Downtown Dogs.

A happy time was had by all! Humans enjoyed food and drinks, available for purchase from Levy Restaurants. Dogs enjoyed treats provided by Downtown’s pet supply and service businesses, including Pussy & Pooch, Pet Project, Bark Avenue, South Park Doggie, and several pet-friendly Downtown hotels: Sheraton Los Angeles, Hilton Checkers and The Westin Bonaventure. In addition, Furtographs staged portraits of the canines and their guardians.

The event was hosted by “Scooter” Bastian, loyal dog of the DCBID’s Hal Bastian, *Senior Vice President & Director of Economic Development* and “Joaquin” Kostelnik, faithful dog of the Cathedral’s Monsignor, Kevin Kostelnik.

See photos from the event at [DowntownLA.com/dogday](http://DowntownLA.com/dogday).





## Downtown Los Angeles Retail Strategy



# DCBID BEGINS 7<sup>TH</sup> STREET RETAIL TENANT RECRUITMENT PROGRAM

The DCBID has enjoyed great success recruiting new residents, restaurants, nightlife, amenities, and more to Downtown Los Angeles over the last few years. Working to leverage this success, Carol E. Schatz, *President & CEO* of the DCBID, convened a Retail Task Force of prominent stakeholders to create a strategy for taking the next logical step: Recruiting great retailers to Downtown.

In collaboration with national and local consultants, the Retail Task Force adopted a strategy to focus new leasing efforts on one of Downtown's historic retail corridors, 7th Street, from Figueroa to Main Streets. In order to create a unique shopping experience that makes Downtown a distinct

shopping destination in Los Angeles, the DCBID is now focusing on attracting independent and regional retailers from all over Southern California, rather than national chains which can be found anywhere.

As a result, the DCBID's Hal Bastian, *Senior Vice President & Director of Economic Development*, and Justin Weiss, *Associate Director of Economic Development*, have been spending their summer canvassing for retailers which represent a great fit for this vision. For more information on how you can help our recruitment efforts, please contact Hal at [hbastian@downtownla.com](mailto:hbastian@downtownla.com) or Justin at [jweiss@downtownla.com](mailto:jweiss@downtownla.com).

## NEW BUSINESSES RECRUITED TO THE DISTRICT

The DCBID played a significant role in bringing the following businesses to downtown and would like to congratulate them as they join the Downtown LA community.

### Dublin's Irish Pub

815 W. 7th St.  
(213) 624-3827 • [dublinsdowntownla.com](http://dublinsdowntownla.com)

Located at the base of the famed Fine Arts Building, Dublin's is another addition to the growing 7th Street restaurant and retail row.

### Simply Salad

645 W. 9th St.  
(213) 488-9191 • [simplysalad.com](http://simplysalad.com)

Located at the base of the Market Lofts, this new quick-serve restaurant serves up customizable salads and wraps.

In addition, DCBID restaurant recruits currently under construction include:

- Café Primo – 612 S. Flower St.
- Le Ka – 800 W. 6th St.
- Chipotle – 601 W. 7th St.
- Mas Malo – 515 W. 7th St.
- Cabbage Patch – 520 W. 6th St.

### CicLAvia

October 10  
Boyle Heights to East Hollywood  
(213) 365-0605  
[ciclavia.wordpress.com](http://ciclavia.wordpress.com)

### Downtown Art Walk

October 14, November 11,  
December 9  
Gallery Row  
(213) 784-2598  
[downtownartwalk.org](http://downtownartwalk.org)

### Asian American Music Festival

October 15-17  
Japanese American  
National Museum  
(213) 545-1330  
[asianamericanjazzfestival.com](http://asianamericanjazzfestival.com)

### Chamber Music in Historic Sites

October 17, November 9  
Doheny Mansion  
(213) 477-2929  
[dacamera.org](http://dacamera.org)

### Re-Designing History: FIDM Museum Study Collection: 1850-2000

October 19 – December 17  
FIDM Museum & Galleries  
(213) 236-1397  
[fidm.edu](http://fidm.edu)

### Camerata Pacific

October 21, November 11  
Zipper Concert Hall,  
Colburn School  
(805) 884-8410  
[cameratapacifica.org](http://cameratapacifica.org)

### Dutoit Conducts Romeo and Juliet

October 22-24  
Walt Disney Concert Hall  
(323) 850-2000  
[laphil.com](http://laphil.com)

### A Conversation with Dr. Condoleezza Rice

October 25  
Millennium Biltmore Hotel  
(213) 628-8141  
[townhall-la.org](http://townhall-la.org)

### Halloween Silent Film: Dr. Jekyll and Mr. Hyde

October 31  
Walt Disney Concert Hall  
(323) 850-2000  
[laphil.com](http://laphil.com)

**SCREAM Festival: Noisefold**

November 5  
 REDCAT  
 (213) 237-2800  
 redcat.org

**French Connections**

November 7  
 Walt Disney Concert Hall  
 (213) 972-7282  
 lamc.org

**Reza Aslan**

**Tablet and Pen: Literary  
 Landscapes from the Middle  
 East**

November 9  
 Central Library  
 (213) 228-7025  
 lfla.org/aloud

**Lohengrin**

November 20 – December 12  
 Dorothy Chandler Pavilion  
 (213) 365-3500  
 musiccenter.org

**Midori in Recital**

November 21  
 Walt Disney Concert Hall  
 (323) 850-2000  
 laphil.com

**2010 American  
 Music Awards**

November 21  
 Nokia Theatre L.A. LIVE  
 (877) 234-8425  
 nokiatheatrelive.com

**Salonen Conducts Hindemith  
 and Wagner**

November 26-28  
 Walt Disney Concert Hall  
 (323) 850-2000  
 laphil.com

**Rigoletto**

November 27 – December 18  
 Dorothy Chandler Pavilion  
 (213) 365-3500  
 musiccenter.org

**Messiah Sing-Along**

December 5-19  
 Walt Disney Concert Hall  
 (213) 972-7282  
 lamc.org

# X GAMES 16 BRINGS ENTIRE SUMMER EVENT TO DOWNTOWN

The DCBID was proud to provide marketing support to X Games 16 because, for the first year ever, the Summer X Games took place entirely in Downtown LA! Nearly 140,000 people attended to see athletes from around the world show off their latest moves in skateboarding, rally car racing, motocross, and BMX. DCBID support included a featured event listing, a dedicated email to subscribers, featured placement in monthly emails, social media outreach, and flyer distribution by the Downtown Guides. Learn more at [xgames.com](http://xgames.com).



# GRAND PERFORMANCES ATTRACTS NEARLY 50,000

The DCBID supported Grand Performances 2010 with a strong marketing campaign. The summer series brought more than 48,000 people to Downtown LA. For over 20 years, Grand Performances has brought free performing arts reflecting the best of global culture to California Plaza in Downtown Los Angeles. DCBID support included a featured event listing, dedicated emails to subscribers, featured placement in monthly emails, social media outreach, and calendar distribution by the Downtown Guides. Learn more at [grandperformances.org](http://grandperformances.org).



# JULES VERNE NATURE DAY PROMOTES GREEN LIVING

The First Annual Jules Verne Nature Day was held on August 13 at 7+FIG. More than 1,400 attended this free, family-friendly event to celebrate nature and sustainable living. Festivities included film screenings, alternative fuel vehicles, live music and more. The DCBID supported this event with a featured event listing, a dedicated email to subscribers, featured placement in our monthly email, and social media outreach. Learn more at [julesverne.org](http://julesverne.org).



## EVENT SUPPORT

The DCBID Marketing Department is proud to support the following events through special deployment of the downtown guides.

**Summer on the Plaza @ 7+FIG**

June 9, 16, & 23, 2010

**Summer on the Plaza @ Bank of America Plaza**

June 11, 18, & 25, 2010

**Tenant Appreciation Day**

June 18, 2010

**"Meet Your Neighbor" Event**

June 27, 2010

**Downtown Art Walks**

July 8, August 12, September 9, 2010

**Developer's Luncheon**

July 30, 2010

**American Society of Association Executives -  
 Annual Meeting & Exposition**

August 20-24, 2010

**LA Concierge Expo at Universal Studios**

August 24, 2010





# NEW VIDEO PROMOTES DOWNTOWN HOUSING TOUR

For more than eight years, the DCBID has hosted free housing bus tours on two Saturdays per month – showing a mix of properties both for lease and for sale, including traditional apartments and loft-style homes – which has successfully recruited thousands of new residents to Downtown LA. Now, a new promotional video gives potential tour-goers a better idea of what’s in store for them on this tour. See it for yourself at [DowntownLA.com/housing-tour](http://DowntownLA.com/housing-tour).

# STAFF OF THE QUARTER



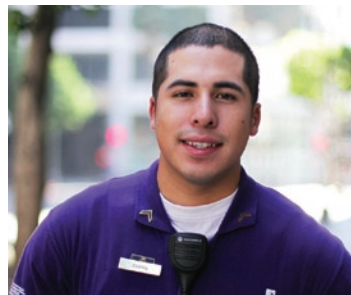
**Maintenance Officer of the Quarter: Sheldon Sparber**

Sheldon Sparber was chosen because of his positive attitude and dedication. He is responsive when called upon to take care of a problem, inside or outside of his assigned area. Sheldon shows up ready to work, and seldom misses a day.



**Downtown Guide of the Quarter: Mark Ferem**

Mark Ferem is very knowledgeable about Downtown LA, both past and present. He always welcomes visitors and citizens with a smile. He often has great insider information on what is happening in the area or the best way to experience its most famous landmarks. In the words of one visitor: “Mark was a great help. He gave us some great ideas on points of interest. It was much appreciated.”



**Safety Officer of the Quarter: Josue Osorio**

Corporal Josue Osorio is one of the hardest working and dedicated employees at the DCBID. Cpl. Osorio can always be counted on to be courteous and professional with everyone he encounters in Downtown. His dedication and strong work ethic set a great example for his fellow Senior Lead Officers.

**Radio City Christmas Spectacular  
Starring The Rockettes**

December 9-12  
Nokia Theatre L.A. LIVE  
(877) 234-8425  
[nokiathatrelalive.com](http://nokiathatrelalive.com)

**Holiday Wonders  
with Jon West**

December 11  
Walt Disney Concert Hall  
(323) 850-2000  
[laphil.com](http://laphil.com)

**Rejoice! Messiah**

December 12  
Walt Disney Concert Hall  
(213) 972-7282  
[lamc.org](http://lamc.org)

**A Chanticleer Christmas**

December 15  
Walt Disney Concert Hall  
(323) 850-2000  
[laphil.com](http://laphil.com)

**Holiday Organ Spectacular**

December 17  
Walt Disney Concert Hall  
(323) 850-2000  
[laphil.com](http://laphil.com)

**CalArts Winter Dance**

December 17-18  
REDCAT  
(213) 237-2800  
[redcat.org](http://redcat.org)

**Holiday Sing-Along**

December 18  
Walt Disney Concert Hall  
(323) 850-2000  
[laphil.com](http://laphil.com)

**Go Tell It on the Mountain: The  
Blind Boys of Alabama**

December 20  
Walt Disney Concert Hall  
(323) 850-2000  
[laphil.com](http://laphil.com)

**Eileen Ivers: An Nollaig – An  
Irish Christmas**

December 23  
Walt Disney Concert Hall  
(323) 850-2000  
[laphil.com](http://laphil.com)

**New Year’s Eve  
with Kristin Chenoweth**

December 31  
Walt Disney Concert Hall  
(323) 850-2000  
[laphil.com](http://laphil.com)

## Board of Directors

Patrick Spillane – Chairperson  
IDS Real Estate Group

Barbara Bundy – Past Chairperson  
FIDM

Kathy Faulk – Treasurer  
Millennium Biltmore Hotel

David Damus, Esq. – Secretary  
System Property Development Company, Inc.

Anne Peaks – Executive Vice Chair  
Yellin Company

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

Daniel B. Swartz – Executive Vice Chair  
Quadrangle Development Company

Carol E. Schatz – President & CEO  
Downtown Center BID

Sonny Astani  
Astani, Inc.

Robert Cushman  
Brookfield Properties

Frank Frallicciardi  
Forest City Development

Robert Hanasab  
Hanasab Investments

Kent Handleman  
Thomas Properties Group

Steven Hathaway  
Los Angeles Athletic Club

Sandy Nam  
Jamison Services, Inc.

Colin Shepherd  
Hines

Susann Ventzke  
Beacon Capital Partners

Cari Wolk  
Athena Parking, Inc.

Josh Wrobel  
MPG Office Trust

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

Almayvonne Dixon  
Accounts Payable

Jacob Holloway  
Marketing & Graphic Design Manager

Connie Hwang  
Economic Development Associate  
Research & Special Projects

Aleeza Miller  
Administration Associate

Ken Nakano  
Director of Operations

Hollie Palmer  
Administrative Assistant,  
Economic Development & Marketing

Herman Pang  
Director of Information Technology

Juan Sanz  
Superintendent of Safety Services

Alexander Stettinski  
Director of Marketing & Communications

Justin Weiss  
Associate Director of Economic  
Development

John Yanez  
Assistant Controller

# 3<sup>RD</sup> ANNUAL HALLOWEEN PARTY FOR DOWNTOWN LA KIDS

Sunday, October 31 • 5-8pm • Grand Hope Park @ FIDM

FREE food, water & candy,  
sponsored by Ralphs Fresh Fare

Downtown LA is growing by leaps and bounds, and this includes hundreds of children that now call Downtown home. The DCBID wants all Downtown kids to have a fun, safe Halloween in their own backyard, so we are happy to invite families in Downtown Los Angeles to attend our Third Annual Halloween Party for Downtown LA Kids. Last year, hundreds attended this wonderful community-building event, and we're expecting an even stronger showing this year!

Get more details and RSVP at [DowntownLA.com/halloween](http://DowntownLA.com/halloween).



## DATES TO REMEMBER

October 18 &

November 15 @ 2pm

Marketing Roundtable Meetings  
DCBID Offices

November 3 @ 8am

Board of Directors Meeting  
DCBID Offices

*Property owners are welcome to attend these meetings.*

## DCBID Staff Additions

Carol Schatz announced the promotion of Justin Weiss to Associate Director of Economic Development.

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

[DowntownLA.com](http://DowntownLA.com)

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

Downtown Guides: (213) 955-0269