

DISTRICT NEWS



LOS ANGELES DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT

APRIL – JUNE 2011



2010 ANNUAL REPORT TO BE PRESENTED AT THE ANNUAL PROPERTY OWNERS MEETING

The Downtown Center Business Improvement District (DCBID) has been instrumental in creating Downtown L.A.'s renaissance for the past 13 years. 2010 was no exception, according to the latest Annual Report – reporting a very successful year. The report will be available at the Annual Property Owners Meeting, to be held at **7:45am on Tuesday, May 10, 2011 at the Los Angeles Athletic Club.**

This meeting is a once-a-year opportunity for property owners in the Downtown Center district to get a more detailed picture of the work the DCBID does to ensure that the area remains safe, clean and vibrant. At this meeting, the DCBID will present a

retrospective of the organization's efforts for 2010 and an overview of its goals for 2011. The DCBID continues to produce strong results and remains a catalyst in the revitalization of Downtown L.A. In a continuing effort to listen and respond to feedback from constituents, there will also be a period for attendees to ask questions and provide suggestions. **Councilmember Jan Perry and LAPD Captain Chamberlain** are among the invited speakers.

If you would like to attend this meeting, please RSVP to Hollie Palmer at (213) 624-2146 or hpalmer@DowntownLA.com.

In this quarter's issue:

- 2010 Annual Report to be Presented at the Annual Property Owners Meeting 1
- Calendar of Events 2-5
- Downtown L.A. Demographic Survey Underway 2
- New Businesses Recruited to the District 2
- Downtown Dog Day Afternoon at the Cathedral — Register Today! 2
- DCBID Launches New Downtown L.A. Smartphone App 3
- Valentine's Day in Downtown L.A. 3
- Operations First Quarter Update 4
- DCBID Helps Promote Major Events 4
- Guides Stand Out at Info Square 5
- Staff of the Quarter 5
- Moms & Mimosas: Mother's Day Brunches in Downtown L.A. 6
- Dates to Remember 6

Aspect of Adès Festival

Now – April 9
Walt Disney Concert Hall
(323) 850-2000
laphil.com

REDCAT International Children's Film Festival

Now – April 17
REDCAT
(213) 237-2800
redcat.org

Burn This

Now – May 1
Mark Taper Forum
(213) 628-2772
centertheatregroup.org

Tempest: Without a Body

April 2-3
Million Dollar Theatre
(213) 237-2800
redcat.org

The Silk Road Ensemble with Yo-Yo Ma

April 4
Walt Disney Concert Hall
(323) 850-2000
laphil.com

God of Carnage

April 5 – May 29
Ahmanson Theatre
(213) 628-2772
centertheatregroup.org

Marjorie Garber and David L. Ulin — Use and Abuse of Literature

April 6
ALoud at the Central Library
(213) 228-7025
fla.org/aloud

Camerata Pacifica

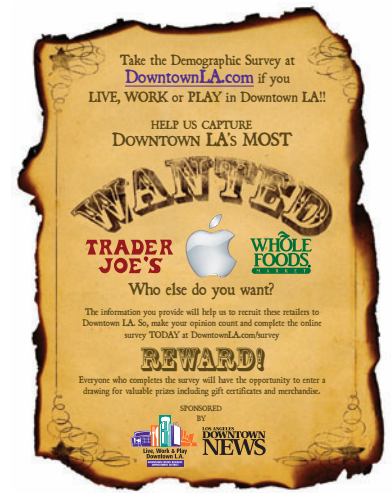
April 7
Zipper Concert Hall
(805) 884-8410
cameratapacifica.org

Los Angeles Comedy Shorts Film Festival

April 7 – April 10
The Downtown Independent
lacomedysshorts.com

John Mellencamp No Better Than This Tour

April 8
Nokia Theatre at L.A. LIVE
(877) 234-8425
nokiathatrelalive.com



DOWNTOWN L.A. DEMOGRAPHIC SURVEY UNDERWAY

During the month of March, the DCBID conducted an updated demographic survey to assist in recruiting more quality retailers to the central city. Our last survey, conducted in 2008, helped recruit Target to 7+FIG. Previous surveys helped recruit Ralphs Fresh Fare, as well as dozens of restaurants, bars, nightclubs, and other retailers.

We hope that this year's survey will help us to finally land other national, regional, and independent retailers to 7th Street and other areas of the Downtown Center district.

Outreach for the internet-based survey was extensive. Teams of people handed out postcards promoting the survey on the streets of Downtown; office buildings sent emails to their tenants; Staples Center and the Music Center helped; the DCBID reached out to Downtown residents by installing door hangers promoting the survey; hotels handed out postcards as guests checked in; and restaurants and retailers helped as well.

Results of the survey will be analyzed in April, and we expect the report to be released in May of 2011. Stay tuned!

NEW BUSINESSES RECRUITED TO THE DISTRICT

The DCBID played a significant role in recruiting the following businesses and would like to congratulate them as they join the Downtown L.A. community:

Chipotle

601 W. 7th St. • chipotle.com

Fast and delicious burritos, burrito bowls, tacos, and salads.

Eco Asian

527 W. 7th St. • eco-asian.com

Upscale, casual-fast Japanese restaurant that will stay open late!

Both restaurants are new additions to Downtown's growing 7th Street row.

DOWNTOWN DOG DAY AFTERNOON AT THE CATHEDRAL — REGISTER TODAY!

Tuesday, July 16, 2011 • 6-9pm

Registration is now open for the Fifth Annual Downtown Dog Day Afternoon at the Cathedral. Last year, almost 600 dogs and over 1,000 humans attended, and this year's gathering should be even bigger! The afternoon is intended for dogs that

live in Downtown L.A., but humans from all areas of the city are welcome to attend.

Dog Day is free, and food and drinks will be available for purchase. For more information and to see photos from last year, go to DowntownLA.com/dogday!





DCBID LAUNCHES NEW DOWNTOWN L.A. SMARTPHONE APP

The DCBID has been working with Geoffiti, an award-winning developer of destination-based smartphone applications, to produce a mobile app for Downtown L.A. Just like our mobile-optimized website, this simplified Downtown L.A. resource will provide fast access to the DCBID's comprehensive database of Downtown L.A. businesses, events, happy hours, and special offers, plus useful information for visitors – transportation, Downtown Alerts, and more.

In addition, several new features will take advantage of enhanced smartphone capabilities:

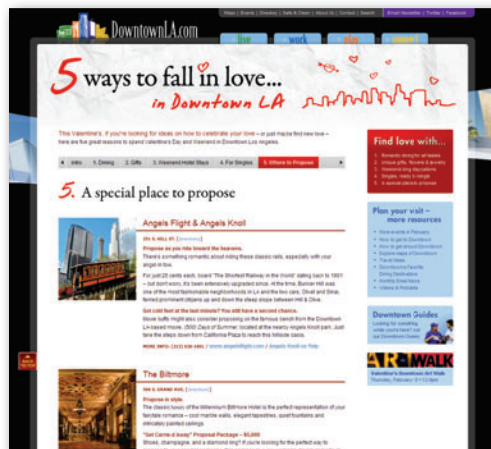
- A Parking Map with a "Parked Here" reminder
- A map view for Guide listings and searches
- A Favorites list to save your favs for quick access
- An "Add to Calendar" button on Events listings
- Sharing tools for Facebook and Twitter

The app is scheduled to launch in May, and will be available for iPhone, Android, and the new Windows Phone 7 platform.

VALENTINE'S DAY IN DOWNTOWN L.A.

The DCBID is reporting the most successful Valentine's Campaign to date, with most participating restaurants sold out and many hotels at capacity for the weekend. ABC7 News covered the campaign, and various newspapers and blogs wrote about the "5 ways to fall in love... in Downtown L.A.," which included a list of romantic Downtown L.A. rendezvous spots and some creative ways to propose.

In addition to our dedicated landing page listing five great reasons to spend Valentine's in Downtown L.A., the DCBID printed 10,000 postcards and distributed them in Downtown L.A., Pasadena, Studio City, Santa Monica and Hollywood. A limited advertising campaign, email blasts and media outreach through our PR firm supported the promotion of this program. We received almost 10,000 visits and over 26,000 pageviews during the two weeks prior to Valentine's Day. The average time spent on a website visit was close to five-and-a-half minutes!



Alvin Ailey American Dance Theater

April 8-17
Dorothy Chandler Pavilion
(213) 972-0711
musiccenter.org

Lost & Found: Reclaiming the Japanese American Incarceration

April 9
Japanese American National Museum
(213) 625-0414
janm.org

CicLAvia

April 10
Boyle Heights to East Hollywood
(213) 365-0605
ciclavia.org

The Creation

April 10
Walt Disney Concert Hall
(213) 972-7282
lamc.org

Art In The Streets

April 14 – August 8
Geffen Contemporary at MOCA
(213) 626-6222
moca.org

Go Green Expo

April 15 – April 17
L.A. Convention Center
(213) 741-1151
gogreenexpo.com

Hollywood Bites Back! Comedy Fights Malaria

April 16
Nokia Theatre at L.A. LIVE

An Evening with Tina Fey in conversation with Steve Martin

April 19
Nokia Theatre at L.A. Live
(877) 234-8425
nokiathatrelive.com

Spring Thing Carnival

April 21
Pershing Square
(213) 847-4970
laparks.org/pershingsquare

Kim Beom: Animalia

April 22 – June 19
REDCAT
(213) 237-2800
redcat.org

Fight For Air Climb

April 30
AON Center
(213) 384-5864
lungusa.org

Los Angeles Times Festival of Books

April 30 – May 1
University of Southern California
(213) 237-BOOK
events.latimes.com/festivalofbooks

Los Angeles Asian Pacific Film Festival

May 3-4
Japanese American
National Museum
(213) 625-0414
janm.org

L'Allegro, il Penseroso ed il Moderato

May 5-8
Dorothy Chandler Pavilion
(213) 972-8001
laopera.com

Organ Recital: Cameron Carpenter

May 8
Walt Disney Concert Hall
(323) 850-2000
laphil.com

Los Angeles Motorexpo

May 9-13
Bank of America Plaza
motorexpo.com/losangeles

Gary Shteyngart - Super Sad True Love Story

May 12
ALoud at the Central Library
(213) 228-7025
lfla.org/aloud

Red Bull Soapbox Race

May 21
Grand Ave.
redbullsoapboxusa.com

Ellington: Best of the Sacred Concerts

May 22
Walt Disney Concert Hall
(323) 850-2000
laphil.com

Last Remaining Seats

May 25 – June 29
Historic Theatre District
(213) 623-2489
laconservancy.org



OPERATIONS FIRST QUARTER UPDATE

The DCBID trimmed over 100 trees throughout the district in the first quarter of 2011. This is the second year that the DCBID has taken on tree trimming on a regular basis. With the current scheduling, all trees within the DCBID's 65 block jurisdiction will all be trimmed every 4 years. If your building is on a covenant with the city and you wish for your trees to be trimmed on the 4 year schedule, please e-mail us at purplepatrol@downtownla.com.

Operation Type:	Number:
Citizens Assists:	2993
Calls for Service:	4266
Officer Observations:	27253
Crime Pervention:	8670
LAFD Assists:	28
LAPD Assists:	28
Trash Bags	20,121
Abandoned Shopping Carts Removed:	101

DCBID HELPS PROMOTE MAJOR EVENTS

L.A. ART SHOW – JANUARY 19-23, 2011

The DCBID was proud to provide marketing support for the 16th Annual L.A. Art Show as, for the third year, the event returned to the L.A. Convention Center! DCBID support included a featured event listing, a dedicated email to subscribers, featured placement in our monthly email, social media outreach, and flyer distribution by the Downtown Guides. Learn more at LAartshow.com.



NBA ALL-STAR 2011 – FEBRUARY 18-21, 2011

The DCBID was proud to also provide marketing support for NBA All-Star 2011 events. A week-long series of immensely popular games and competitions. DCBID support included a featured event listing, a dedicated email to subscribers, featured placement in our monthly email, and social media outreach. Learn more at NBA.com/AllStar.



MOTOREXPO – MAY 9-13, 2011

The DCBID is proud to provide marketing support for the Los Angeles Motorexpo – coming to Downtown L.A. for a second time, May 9-13 at Bank of America Plaza. This is a free, public display of the hottest vehicles on the market. DCBID support includes a featured event listing, dedicated emails to subscribers, featured placement in our monthly emails, social media outreach, and flyer distribution by the Downtown Guides. Learn more at Motorexpo.com.





GUIDES STAND OUT AT INFO SQUARE

Each weekday, the Downtown Guides can be found on the sidewalks of the Downtown Center, providing directions and answering questions. Last year alone, these five friendly “concierges on the street” distributed over 41,000 pieces of collateral.

As part of a continuing effort to enhance visibility, the DCBID has kicked off a monthly “Info Square”

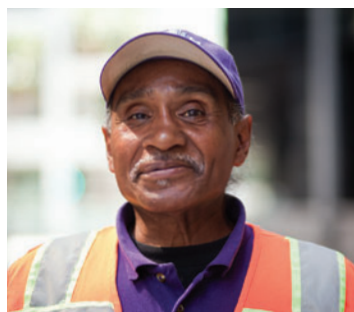
featuring four Downtown Guides strategically positioned on all four corners of a highly trafficked area during lunch hour. The Info Square changes location each month and is promoted through the DCBID’s website and social media. On Valentine’s Day, the Guides surprised pedestrians with chocolate hearts and, on St. Patrick’s Day, visitors loved the green lollipops.

STAFF OF THE QUARTER



Safety Officer of the Quarter:
Anthony Medina

Anthony Medina is one of the most pleasurable people to be around on the entire staff and always comes to work with a positive attitude. He is well known by every employee due to his outgoing personality. On top of his temperament, he is also a solid performer inside our communications center. Medina is a courteous and professional employee who represents the DCBID well.



Maintenance Staff of the Quarter:
Willard Farrow

Willard Farrow was chosen as Employee of the Month thanks to his strong work ethic; he shows up ready and motivated to work each day. “Willard does not like to take shortcuts,” says Maintenance Project Manager Anita Colquitt, “it’s all or nothing.” He completes his every assignment to the fullest.



Downtown Guide of the Quarter:
Mark Ferem

Welcoming visitors with a smile and lots of insightful information, Mark clearly enjoys representing Downtown L.A. Kelvin Jarrett, Chief Concierge at the Omni Hotel, praised, “Mr. Mark Ferem is always kind and attentive to our staff and guests. When I see the ambassadors in motion on the street of Los Angeles, they are always on the mark, well informed, and willing to help.”

Glee Live! In Concert!

May 28
STAPLES Center
(213) 742-7340
staplescenter.com

Chamber Music: Brahms Unbound

May 31
Walt Disney Concert Hall
(323) 850-2000
laphil.com

Usher

June 1
STAPLES Center
(213) 742-7340
staplescenter.com

Dance Downtown

June 3
Music Center Plaza
(213) 972-3660
musiccenter.org

Relay For Life

June 4-5
Miguel Contreras Learning Complex
relayforlife.org

Les Misérables

June 14 – July 31
Ahmanson Theatre
(213) 628-2772
centertheatregroup.org

Los Angeles Film Festival

June 16-26
Downtown L.A.
(866) 345-6337
lafilmfest.com

Broadway at 100 – A History of L.A.’s Iconic Street

June 16
Los Angeles Theatre
(213) 629-2939
broadway100.com

Friday Night Sing-Alongs

June 24
Music Center Plaza
(213) 972-3660
musiccenter.org

Rihanna with special guest Cee Lo Green

June 28
STAPLES Center
(213) 742-7340
staplescenter.com

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IDS Real Estate Group

Barbara Bundy – Past Chairperson
FIDM

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Colin Shepherd
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Beacon Capital Partners, LLC

Cari Wolk
Athena Parking, Inc.

Josh Wrobel
MPG Office Trust

Peter Zen
Westin Bonaventure Hotel & Suites

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Director of Economic Development*

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Receptionist

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Interim Director of Finance & Administrations

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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*

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

MOMS & MIMOSAS: MOTHER'S DAY BRUNCHES IN DOWNTOWN L.A.

Each year, the DCBID invites families and their moms to enjoy Downtown's best restaurants for a delicious Mother's Day celebration. Participating restaurants offer festive specials for mom, designed to make her visit to Downtown L.A. sweet and savory.



The DCBID is creating a dedicated landing page on DowntownLA.com with Mother's Day weekend menus and exclusive offers, which will be promoted through the DCBID's email newsletters, currently reaching over 15,000 subscribers, as well as on Facebook and Twitter. The Downtown Guides are distributing information about the campaign and a street team is passing out postcards in major areas throughout Los Angeles. A small advertising campaign and our media outreach add momentum. Last year, we were able to increase traffic to the restaurants by up to 200%.

DATES TO REMEMBER

April 18, May 16 &

June 20 @ 2pm

Marketing Roundtable Meetings
DCBID Offices

May 4 @ 8am

Board of Directors Meeting
DCBID Offices

May 10 @ 7:45am

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