

# DISTRICT NEWS



LOS ANGELES DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT

JULY – SEPTEMBER 2011

## SUMMER NIGHTS

DISCOVER DOWNTOWN LA



## DCBID LAUNCHES SUMMER STAYCATION CAMPAIGN

The Downtown Center Business Improvement District (DCBID) is currently running its annual summer campaign to promote attractive, seasonal hotel packages in Downtown Los Angeles. In previous years, these summer campaigns have generated hundreds of thousands of dollars in additional revenue for participating hotels.

This year's theme, "**Summer Nights: Discover Downtown LA,**" highlights what Downtown LA has to offer – day and night – with chic rooftop pools, a world-class art scene, live music events, breathtaking theater, fine dining destinations and unique cocktail lounges.

Participating hotels are offering affordable packages which include features such as food tours, GRAMMY Museum tickets, discounts on

Cirque du Soleil's *IRIS*, *Les Misérables* specials and much more.

The DCBID created a dedicated landing page and produced a special promotional video. Grayling PR has started media outreach to news outlets. An advertising partnership with CBS Radio will provide on-air exposure for Downtown businesses through commercials and on-air giveaways. Print and web advertising, combined with 40,000 postcards distributed throughout Downtown and the rest of Los Angeles, promises a wide reach for this year's campaign.

Browse the summer packages and other visitor resources at [DowntownLA.com/summer](http://DowntownLA.com/summer).

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### Free Mondays at MOCA – Art in the Streets

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

### LBD: Little Black Dress

Now – August 13  
FIDM Museum & Galleries  
(213) 236-1397  
fidm.edu

### LA Sparks

Now – September 10  
STAPLES Center  
(877) 44-SPARKS  
lasparks.com

### Grand Performances: 25th Season

Now – September 25  
California Plaza  
(213) 687-2159  
grandperformances.org

### Dance Downtown – Bollywood/Bhangra

July 1  
Music Center Plaza  
(213) 972-3660  
musiccenter.org

### Anime Expo

July 1-4  
LA Convention Center  
anime-expo.org

### July 4th CAAM Celebration at Twilight (Fireworks Extravaganza Starts at Dusk)

July 4  
California African American Museum  
(213) 744-7432  
caamuseum.org

### Newer Poets XVI: A Reading

July 7  
ALoud at the Central Library  
(213) 228-7025  
lfla.org/aloud

### Microsoft Worldwide Partners Conference

July 10-14  
Los Angeles Convention Center  
digitalwpc.com



## SUPPORT THE 12<sup>TH</sup> ANNUAL PUBLIC SAFETY APPRECIATION BBQ

On **September 30, 2011, from 11am to 2pm, FIGat7th (formerly 7+FIG) at Ernst & Young Plaza** will again be filled with thousands of public safety officers and civilians alike as the DCBID hosts the **12<sup>th</sup> Annual Public Safety Appreciation Barbecue**. This annual event is held in honor of the law enforcement and public safety community for their service in making Downtown LA a safe and vital place to live, work and play.

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 Firemen's Relief Association**.

We are still looking for additional sponsors to help us make a significant contribution, so please visit [DowntownLA.com/BBQ](http://DowntownLA.com/BBQ) or call Rachel Forman, *Interim Director of Marketing & Communications*, at (213) 624-2146 x225 if you are interested in supporting this event.

## DCBID PRESENTS 2010 ANNUAL REPORT

The DCBID hosted its Annual Property Owners Meeting on May 10, from 7:45am to 10am, at the Los Angeles Athletic Club. The DCBID presented its 2010 accomplishments and 2011 goals to an audience of over 50 property owners, board members and community participants. City Councilwoman Jan Perry and

LAPD Captain Todd Chamberlain spoke of their continuing partnership with the DCBID.

Copies of the Annual Reports were available at the meeting and were also mailed to all property owners in the Downtown Center district. An electronic version of the Annual Report is available online at [DowntownLA.com](http://DowntownLA.com).

## DOWNTOWNLA.COM UNVEILS LIVE MUSIC IN DOWNTOWN LA FEATURE

Just in time for the summer season, DowntownLA.com recently launched a new "Live Music in Downtown LA" feature to help visitors explore Downtown's summer music scene. This brand new landing page currently boasts a list of twenty venues. The collection offers an

eclectic range of musical choices, from retro 80s bands at Pershing Square's Downtown Stage summer series, to ethnic music and dance at Grand Performances, to local indie bands at Seven Grand and the Redwood Bar & Grill. See the entire showcase at [DowntownLA.com/live-music](http://DowntownLA.com/live-music).





## BID ACTION TEAM HELPS HOMELESS TRANSITION TO PERMANENT HOUSING

The Downtown Center BID is the only BID in the Los Angeles area that staffs its own outreach team. Since its inception in 2001, the BID ACTION team has been working with the homeless on a day-to-day basis, with the ultimate goal of getting people off the street and into a functional living environment. Over the past three years, nearly 2,000 individuals have been successfully assisted.

In a recent effort, the BID ACTION team helped a homeless individual obtain formal identification

and housing. The team developed a trusting relationship with the individual, who had been homeless for the past five years. With BID ACTION's help, he obtained a DMV reduction voucher, California ID card, social security card and proof of income from the Social Security office. He was approved for housing and now has a permanent residence to call home.

## MOTHER'S DAY CAMPAIGN GENERATES INCREASE IN BRUNCH CUSTOMERS

The DCBID's annual Mother's Day campaign generated significant increases in business for participating restaurants. "Moms & Mimosas: Mother's Day in Downtown LA" featured fourteen Mother's Day-themed brunches and lunches at Downtown LA eateries. Most participating restaurants offered complimentary mimosas for moms who mentioned the secret password, "DowntownLA.com." This special was exclusively promoted through the DCBID as an incentive for families to spend Mother's Day in Downtown.

Promotional initiatives included a landing page on DowntownLA.com, social media outreach, online advertising and distribution of 10,000 postcards in Downtown, as well as in Pasadena, Santa Monica, Studio City and Hollywood. The advertising and public relations efforts of this campaign generated overwhelmingly positive feedback from participating venues. Multiple restaurants reported an increase of over 130% in guest covers compared to 2010.



### 6th Annual Outstanding Art of Television

#### Costume Design

July 12 – August 20

FIDM Museum & Galleries

(213) 236-1397

fidm.edu

### ESPYS

July 13

Nokia Theatre at L.A. LIVE

(877) 234-8425

nokiathatrelalive.com

### Little Tokyo Design Week: Future City

July 13-17

Little Tokyo

ltdesignweek.com

### American Idol Live!

July 15

Nokia Theatre at L.A. LIVE

(877) 234-8425

nokiathatrelalive.com

### Dance Downtown – Argentine Tango

July 15

Music Center Plaza

(213) 972-3660

musiccenter.org

### Summer on the Plaza Free Concert Series

July 15-29

FIGat7th: Ernst & Young Plaza

artsbrookfieldproperties.com/

Los\_Angeles

### Friday Night Flicks

July 15 – October 28

Pershing Square

(213) 847-4970

laparks.org/pershingsquare

### Downtown Stage Summer Series

July 16 – August 20

Pershing Square

(213) 847-4970

laparks.org/pershingsquare

### Friday Night Sing-Along – 70s Funk

July 22

Music Center Plaza

(213) 972-3660

musiccenter.org

## Fifth Annual Dog Day Afternoon at the Cathedral

July 26  
Cathedral of Our Lady of the Angels  
(213) 624-2146  
downtownla.com/dogday

## X Games 17

July 28 – July 31  
STAPLES Center, Nokia Theatre, L.A. LIVE  
xgames.com

## Dance Downtown – Disco

July 29  
Music Center Plaza  
(213) 972-3660  
musiccenter.org

## Summer on 7th

July 30  
Inner-City Arts  
(213) 627-9621  
inner-cityarts.org

## Dance Downtown – 60s Night

August 12  
Music Center Plaza  
(213) 972-3660  
musiccenter.org

## Los Angeles Tea Festival by Chado

August 13-14  
Japanese American National Museum  
(213) 625-0414  
janm.org

## 71st Annual Nisei Week Japanese Festival

August 13-21  
Little Tokyo  
(213) 687-7193  
niseiweek.org

## WWE Summer Slam

August 14  
STAPLES Center  
(213) 742-7340  
staplescenter.com

## Taylor Swift Speak Now World Tour 2011

August 23-28  
STAPLES Center  
(213) 742-7340  
staplescenter.com



## EXPLORE PARKS AND GREEN SPACES WITH NEW DOWNTOWNLA.COM GUIDE

Many believe that Downtown LA is only a jungle of concrete and glass. The DCBID set out to change this misconception with its new **Parks and Green Spaces in Downtown LA** guide. Now those who live, work or play in Downtown can discover a long list of the recreational and restful

green spaces in the heart of the city. Nestled in the urban environment of skyscrapers and busy streets, this list of fourteen parks and green spaces provides a unique juxtaposition of scenery and atmosphere. Discover a peaceful escape from your busy schedule today, at [DowntownLA.com/parks](http://DowntownLA.com/parks).

## NEW BUSINESSES RECRUITED TO DISTRICT

The DCBID's Economic Development Team recruited the following new tenants to Downtown Los Angeles.

### Hospitality:

#### 1. **The Counter Burger** – 727 W. 7th St.

This long-time DCBID recruit has signed a 5,000 square-foot lease at the Roosevelt Lofts on 7th Street's growing retail and hospitality row.

#### 2. **Eco Asian** – 527 W. 7th St.

This DCBID recruit is a fast-casual, Asian Fusion restaurant at The Collection Building on 7th Street's retail and hospitality row.

#### 3. **Freshii** – 600 W. 7th St.

This DCBID recruit with "Fresh Food. Custom Built." has signed a lease at The Carrier Center and is expected to open in Summer 2011.

#### 4. **Tossed** – 700 Wilshire Blvd.

This DCBID recruit is a popular New York-based, fast-casual restaurant featuring custom-built salads. It has signed a lease at The Peck Norman Building.

### Office space:

#### 1. **The Institute** – 448 S. Hill St.

This DCBID recruit – a well-known, Venice-based TV and film production company – has signed a 10,000 square-foot lease at the Pershing Square Building.

## EVENT SUPPORT

The DCBID is proud to support the following events through our communications network and special deployment of the Downtown Guides.

### Hope for Firefighters

June 2  
Hope St. between 3rd & Hope Place

### LA Film Festival

June 16-26  
Theatres throughout Downtown LA

### Grand Performances

June 17 – September 25  
California Plaza

### Dwell on Design

June 24-26  
LA Convention Center

### Microsoft Worldwide Partners Conference

*Including special deployment of Safe & Clean teams*  
July 10-14  
LA Convention Center

### X Games

July 28-31  
L.A. LIVE and Figueroa St.



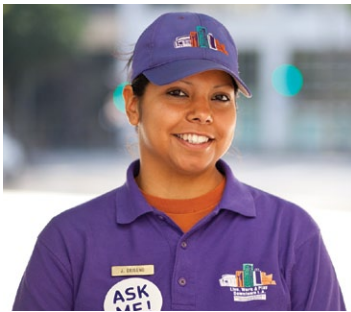
# DOWNTOWN LA SMARTPHONE APP TO BE AVAILABLE SOON AS FREE DOWNLOAD

The DCBID officially launches the Downtown LA smartphone application this month. Just like its mobile-optimized website, this simplified Downtown LA resource provides fast access to the DCBID's comprehensive database of Downtown LA businesses, events, happy hours and special offers, plus useful visitor information – including transportation, parking, Downtown Alerts and more. The application was developed by the DCBID in partnership with Geoffiti, an award-winning developer of destination-based smartphone applications.

To get early access to the free app for iPhone, Android and Windows Phone platforms, sign up for the release notice at [DowntownLA.com/app](http://DowntownLA.com/app).



## STAFF OF THE QUARTER



**Downtown Guide of the Quarter: Jennifer Briseno**

As the team supervisor, Jennifer is always ready to help and exceed expectations. Her commitment and love for what she does shows in every contact with tourists and locals. In the words of a visitor: "Just wanted to say thanks to Jennifer for helping us find the art museum, and also for taking a picture of my mom and me. Coming from eastern Washington, I didn't expect the city of LA to be so hospitable. Thanks!"



**Safety Staff of the Quarter: Jesus Carillo**

Jesus has displayed dedication and a strong work ethic as a member of the DCBID team in the past year. His supervisors recognize the extra effort he makes to project a positive public image. He is reliable in high priority situations due to his assertiveness and his ability to act responsibly under duress. Jesus' maturity and reliability make him a prime example of a strong DCBID Officer.



**Maintenance Staff Member of the Quarter: Arthur Hunter**

Arthur demonstrates great work ethics and a positive attitude. He always accomplishes his duties and rises to the standards of his job. In the time that Arthur has been with the DCBID maintenance team, he has been consistently punctual and shows up for work as scheduled. His supervisors know that he is someone they can count on.

### Dance Downtown – Zydeco

August 26  
Music Center Plaza  
(213) 972-3660  
[musiccenter.org](http://musiccenter.org)

### LA Times and Food & Wine's The Taste

September 4  
Orpheum Theatre  
(213) 237-6552  
[events.latimes.com/taste/downtown](http://events.latimes.com/taste/downtown)

### Poor Behavior

September 7 – October 16  
Mark Taper Forum  
(213) 972-4400  
[centertheatregroup.org](http://centertheatregroup.org)

### Dance Downtown – Samba

September 9  
Music Center Plaza  
(213) 972-3660  
[musiccenter.org](http://musiccenter.org)

### Fabulous! Ten Years of FIDM Museum Acquisitions, 2000-2010

September 13 – December 17  
FIDM Museum & Galleries  
(213) 236-1397  
[fidm.edu](http://fidm.edu)

### Eugene Onegin

September 17 – October 9  
Dorothy Chandler Pavilion  
(213) 972-8001  
[laopera.com](http://laopera.com)

### Così fan tutte

September 18 – October 8  
Dorothy Chandler Pavilion  
(213) 972-8001  
[laopera.com](http://laopera.com)

### Ketchum-Downtown YMCA Stair Climb for Los Angeles

September 23  
U.S. Bank Tower  
[ymcastairclimb.org](http://ymcastairclimb.org)

### LA Phil Opening Night Gala

September 27  
Walt Disney Concert Hall  
(323) 850-2000  
[laphil.com](http://laphil.com)

### 12th Annual Public Safety Appreciation BBQ

September 30  
Ernst & Young Plaza at FIGat7th  
(213) 624-2146  
[downtownla.com/bbq](http://downtownla.com/bbq)

## Board of Directors

Patrick Spillane – Chairperson  
*IDS Real Estate Group*

Barbara Bundy – Past Chairperson  
*FIDM*

Kathy Faulk – Treasurer  
*Omni Los Angeles Hotel at California Plaza*

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.*

Eric Bender  
*Downtown Properties*

Robert Cushman  
*Brookfield Office Properties*

Joseph Flueckiger  
*Downtown Resident*

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 Company*

Cindy Troesh  
*Watermarke Properties Inc.*

Susann Ventzke  
*Beacon Capital Partners, LLC*

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*

Jeff Chodorow  
*Director of Finance & Administrations*

Ron Colcol  
*Superintendent of Maintenance Services*

Gennia Cui  
*Marketing & Graphic Design Associate*

Dalia Cuiriz  
*Staff Accountant*

Randall Ely  
*Interim Chief Operating Officer*

Rachel Forman  
*Interim Director of Marketing*

Jacob Holloway  
*Marketing & Graphic Design Manager*

Connie Hwang  
*Economic Development Associate  
Research & Special Projects*

Aleeza Miller  
*Administration Associate*

Ken Nakano  
*Director of Operations*

Herman Pang  
*Director of Information Technology*

Justin Weiss  
*Associate Director of Economic Development*

John Yanez  
*Assistant Controller*

# 5<sup>TH</sup> ANNUAL DOG DAY AFTERNOON AT THE CATHEDRAL: RSVP TODAY!



**When:** Tuesday, July 26, 2011 • 6pm – 9pm

**Where:** The plaza of the Cathedral of Our Lady of the Angels

**Co-Hosts:** "Joaquin" Kostelnik and "Scooter" Bastian

**Please register NOW for dogs and humans at**

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

On July 26, at the Cathedral of Our Lady of the Angels, the DCBID is hosting its 5<sup>th</sup> Annual Dog Day Afternoon at the Cathedral. Last year, almost 600 dogs and over 1,000 humans attended this non-denominational event. We are expecting an even bigger showing this year! Almost every Downtown doggie business is participating. As usual, Dodger Dogs and other refreshments, including a full bar, will be available for sale. Register at [DowntownLA.com/dogday](http://DowntownLA.com/dogday).

## DATES TO REMEMBER

July 18, August 15 &  
September 19 @ 2pm  
Marketing Roundtable Meetings  
DCBID Offices

July 21 @ 8am  
Board of Directors Meeting  
DCBID Offices

*Property owners are welcome to attend these meetings.*

### DCBID Staff Additions

Carol Schatz is pleased to announce the addition of Jeff Chodorow, *Director of Finance & Administration* and Dalia Cuiriz, *Staff Accountant*.

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