

DISTRICT NEWS



LOS ANGELES DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT

JANUARY – MARCH 2012



9TH ANNUAL FALL TOUR BOOSTS CONFIDENCE IN DOWNTOWN LA MARKET

On Tuesday, November 15, nearly 300 professionals – including commercial and residential real estate brokers, bankers, developers, investors, retailers, restaurateurs, and hospitality tenants – visited Downtown Los Angeles for the 9th Annual Fall Program & Tour, hosted by the Downtown Center Business Improvement District (DCBID). The Office of Councilwoman Jan Perry, 9th District, assisted with the planning details.

The day commenced at the **Omni Los Angeles Hotel at California Plaza**. The morning panel was emceed by DCBID Board President **Patrick Spillane**. **Carol E. Schatz** gave an overview of Downtown's past, present, and future. Following were remarks from **Councilwoman Perry**. A panel of experts in various fields gave PowerPoint presentations on their respective topics:

- **Retail, Restaurant & Nightlife:**
Hal Bastian, DCBID

- **Wilshire Grand Project:**
Tom Ricci, Thomas Properties Group
- **Residential & Investment Sales Market:**
Mark Tarczynski, Colliers International
- **Farmers Field:** Sean Dee, AEG
- **Proposed Apartment Building, The Broad Museum & The Civic Park:**
Bill Witte, Related
- **Office Market:** John Zanetos, CB Richard Ellis

Guests then boarded buses for a comprehensive tour of Downtown, including **550 South Hope, Spring Arts Tower, Perch, 940 E. 2nd Street, Orsini II, Brigade, and Freshii**.

At each stop, speakers recounted their project or property's success story. The day concluded with a gourmet buffet lunch at the Omni and take-away handouts. In a survey conducted after the tour, nearly 100% of guests agreed that they left with a positive impression of Downtown.

In this quarter's issue:

- 9th Annual Fall Tour Boosts Confidence in Downtown LA Market.....1
- Calendar of Events.....2-5
- 4th Annual Halloween Party for Downtown LA Kids2
- Holiday Favorites in Downtown LA.....2
- Clean-Energy, Single-Person Vehicle Enhances Safety Team's Presence in District3
- DowntownLA.com Launches Database Upgrades.....3
- It's Time to Renew the DCBID4
- New Businesses Recruited to District.....4
- 2012 Marketing Overview.....5
- Staff of the Quarter.....5
- 5 Things to Love About Downtown LA.....6
- Dates to Remember.....6
- DCBID Staff Additions.....6

Desire for Magic: Patrick Nagatani

Now – Jan 15
Japanese American National Museum
(213) 625-0414
janm.org

Andrea Bocelli: Story of A Voice

Now – Feb 12
GRAMMY Museum
(213) 765-6800
grammymuseum.org

LA Lakers

Now – April 22
STAPLES Center
(213) 742-7340
staplescenter.com

LA Clippers

Now – April 22
STAPLES Center
(213) 742-7340
staplescenter.com

LA Kings

Now – April 5
STAPLES Center
(213) 742-7340
staplescenter.com

A Nation Emerges: The Mexican Revolution Revealed

Now – June 3
Central Library - Getty Gallery
(213) 228-7000
lapl.org/central

The Mahler Project

Jan 13 – Feb 5
Walt Disney Concert Hall
(323) 850-2000
laphil.com

Khac Chi Ensemble & Korean Classical Music and Dance Company

Jan 14
W.M. Keck Amphitheatre, Walt Disney Concert Hall
(213) 250-3660
musiccenter.org

Triple Helix Piano Trio

Jan 14
Doheny Mansion, Pompeian Room
(213) 477-2929
dacamera.org



4TH ANNUAL HALLOWEEN PARTY FOR DOWNTOWN LA KIDS

300 Downtown children and 200 parents attended the 4th Annual Halloween Party for Downtown LA Kids event on October 31, 2011 at Grand Hope Park. Hosted by the DCBID and sponsored by **Ralphs Fresh Fare** and the **Fashion Institute of Design & Merchandising**,

this event was our best party yet! Children enjoyed everything from bouncy houses and marionette shows to video game trucks, arts-and-crafts tables, and trick-or-treat doors.

View the photos at DowntownLA.com/halloween.

HOLIDAY FAVORITES IN DOWNTOWN LA

This year's holiday campaign highlighted 12 memorable ways to share holiday experiences in Downtown Los Angeles, in addition to hotel deals, gift shopping, and several opportunities to win Downtown LA experience packages. Advertising included the *LA Times*, *LA Parent* magazine, the *Downtown News*, Google AdWords, and postcard distribution – all driving readers to DowntownLA.com.

The DCBID also teamed up with Clear Channel to promote its annual holiday campaign on 8 local radio stations, including KOST and KIIS-FM. This partnership highlighted five weeks of online giveaways – worth nearly \$6,000 in total – featuring Downtown LA hotels, performances, restaurants, and more. The DCBID conducted an additional enter-to-win contest on DowntownLA.com's Facebook page, with a prize value worth almost \$1,000. Thanks to the generous participation of local businesses, total prize values increased by 50%. As a result, Clear Channel was able to provide additional advertising exposure including a 110% increase in on-air promos and a 34% increase in banner advertising.

The results surpassed last year's unprecedented numbers – doubling the amount of page views and unique visitors on our holiday landing page, doubling the amount of contest entries on Clear Channel, and garnering about 900 new subscribers for our email newsletters.





CLEAN-ENERGY, SINGLE-PERSON VEHICLES ENHANCE SAFETY TEAM'S PRESENCE IN DISTRICT

The DCBID is proud to have recently put into service three new T3 Series Electric Standup Vehicles (ESV), which you may have seen recently along major corridors within the district. These quiet, zero-gas-emission, clean-energy personal transportation vehicles are highly stable and agile, and handles curbs with ease. They are compact enough to access restricted spaces like elevators and narrow

corridors, and integrated LED lighting also increases visibility while patrolling.

These new vehicles were designed to enhance patrols by saving driver energy, increasing response times and heightening our visible presence in the district. They also feature raised standing platforms that allow patrol officers to see at a distance greater than available while walking or riding a bicycle.

DOWNTOWNLA.COM LAUNCHES DATABASE UPGRADES

The DCBID has recently upgraded DowntownLA.com's database of Downtown LA businesses, which now features:

1. Simplified business categories and sub-categories
2. Thumbnail maps with business icons in search results
3. Links to business information on event details pages
4. Immediate updates to business information

Additional updates in progress and scheduled to be completed by the second quarter of 2012 include:

1. Online Business Registration Form
2. Upgraded business search tools on Comprehensive Downtown Map
3. Additional enhancements to business information pages
4. A widget featuring recently opened businesses
5. Addition of Neighborhood option to business search
6. A mobile admin system for quick updates by the Purple Patrol



The Lives of American Muslims Before and After 9/11

Jan 18
ALoud at Central Library
(213) 228-7025
lfla.org/aloud

Affordable Art Fair LA

Jan 19-22
L.A. LIVE Event Deck
(212) 255-2003
affordableartfair.us/losangeles

LA Opera Music Director James Conlon conducts Colburn Musicians

Jan 20-22
Zipper Hall at the Colburn School
(213) 621-2200
colburnschool.edu

Wu-Tang Clan

Jan 21
Club Nokia
(800) 745-3000
clubnokia.com

LA Kings 5k Run

Jan 21
STAPLES Center
(888) 546-4752
lakings.com

dineLA Restaurant Week

Jan 22 – Feb 3
Various Downtown Restaurants
dinelala.com

Michael Jackson the Immortal World Tour by Cirque du Soleil

Jan 27-29
STAPLES Center
(213) 742-7340
staplescenter.com

Ming Wong: Making Chinatown

Feb 5 – April 1
REDCAT
(213) 237-2800
redcat.org

Joshua Bell in Recital

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

Camerata Pacifica

Feb 9
Zipper Concert Hall
(805) 884-8410
cameratapacifica.org

Target Free Family Saturday: Ready, Set, Go!

Feb 11
Japanese American
National Museum
(213) 625-0414
janm.org

Simon Boccanegra

Feb 11 – March 4
Dorothy Chandler Pavilion
(213) 972-8001
laopera.com

Bruckner & Stravinsky

Feb 12
Walt Disney Concert Hall
(213) 972-7282
lamc.org

20th Annual Art of Motion Picture Costume Design

Feb 14 – April 28
FIDM Museum & Galleries
(213) 236-1397
fidm.edu

Ryan Adams

Feb 17-18
Walt Disney Concert Hall
(323) 850-2000
laphil.com

Harlem Globetrotters

Feb 19
STAPLES Center
(213) 742-7340
staplescenter.com

Albert Herring

Feb 25 – March 14
Dorothy Chandler Pavilion
(213) 972-8001
laopera.com

Red Hot Chili Peppers

Feb 26
STAPLES Center
(213) 742-7340
staplescenter.com



IT'S TIME TO RENEW THE DCBID

Since its inception 14 years ago, the DCBID has played a vital leadership role in the resurgence of Downtown LA. The DCBID's third, five-year term ends on December 31, 2012 and we are asking for your support to renew the DCBID for another five-year term.

In 2007, renewal of the DCBID was approved by an astounding 97% of property owners – proving that our constituents recognize the value in the safety, cleaning, business recruitment/retention, marketing, and community outreach programs that the district provides.

According to California law, every Business Improvement District (BID) must be reaffirmed by its property owners through a petition AND ballot process.

We ask that you take two important steps:

1. Sign the PETITION you received in January
2. Vote YES on the BALLOT you will receive in May/June 2012

Renewal of the DCBID is vital in order for the Downtown community to continue to grow and prosper. The collective power of all property owners working together as a BID is evidenced by our accomplishments made over the past several years. We hope that you join us on our continuing journey in shaping the future.

Learn more at DowntownLA.com/renewal. Should you have any questions, or need additional information on the renewal process, please contact Randall Ely at (213) 624-2146 x222 or rely@DowntownLA.com.

NEW BUSINESSES RECRUITED TO DISTRICT

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

Salvage LA

717 W. 7th St. • (213) 688-7755 • www.SalvageLA.com

Located on the ground floor of The Roosevelt Residences, Salvage intertwines modern design with refinished materials left behind from the original construction of the building in 1926.

brigade LA

510 W. 7th St. • (213) 623-0013 • www.BrigadeLA.com

Situated on the bustling 7th Street corridor, brigade LA brings a mix of designer fashion brands to Downtown LA professionals and residents.

Michael Antonio Footwear

517 W. 7th St. • www.michaelantonio.com

This pop-up store brings affordable, "fast-fashion" footwear to 7th Street.



2012 MARKETING OVERVIEW

This year will be an exciting one for the DCBID. The marketing efforts will be focused on creating awareness and driving traffic to Downtown LA businesses and events. This will be accomplished through several key initiatives including:

- **Advertising:** Creating a comprehensive advertising campaign utilizing both traditional and non-traditional mediums including radio, print, outdoor, Metro, and online advertising.
- **Community Outreach:** Continue extensive outreach and education to Downtown LA residents, new companies, existing companies, and area concierges in collaboration with LA Inc. and Metro.
- **Website/Social Media:**
 - Continue to enhance DowntownLA.com as a primary marketing tool.
 - Launch and promote the DowntownLA smartphone app .
 - Continue to gather new subscribers for DowntownLA.com email newsletters.
- **Marketing Campaigns/Events:** Implement seasonal campaigns for...
 - Valentine's Day
 - Mother's Day
 - Summer Nights
 - Holidays



STAFF OF THE QUARTER



Downtown Guide of the Quarter: Mark Ferem

Mark Ferem enjoys sharing knowledge and energy with the Downtown LA community. He delivers information to tourists and Downtown residents with enthusiasm. We are thankful for Mark's commitment to the team.

"Thanks once again for providing this useful service, which benefits tourists like us, and for having good folks like Mark on your team." – Pramod R. Shetty



Safety Officer of the Quarter: Louie Caraballo

Officer Louie Caraballo is a great example, with the ability to calmly and patiently explain policies, procedures, and protocols to our new hires. As a result, he has been entrusted the responsibility of training officers who are brand new to the field. He is often called upon by his superiors to carry out duties because they have complete confidence that he will perform the task to the best of his ability.



Maintenance Staff of the Quarter: Juan Williams

We are grateful for Juan Williams' great attitude, outstanding work ethic, perfect attendance record, and desire to be a team player. He has worked with the DCBID for eight months, and has very much enjoyed his job. Sharing a word of advice from his success, he says, "No job is going to be easy, but you have to stay focused."

Green Umbrella: de Leeuw conducts Andriessen

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

Trio Mediæval

March 3
Bradbury Building
(213) 477-2929
dacamera.org

Toyota Symphonies for Youth

March 3-10
Walt Disney Concert Hall
(323) 850-2000
laphil.com

Martín Acosta: Timbuctou

March 3-11
REDCAT
(213) 237-2800
redcat.org

Pac-12 Tournament

March 7-10
STAPLES Center
(877) 234-8425
pac12.staplescenter.com

Camerata Pacifica

March 8
Zipper Concert Hall
(805) 884-8410
cameratapacifica.org

Target Free Family Saturday: Folding Paper!

March 10
Japanese American National Museum
(213) 625-0414
janm.org

Piatigorsky International Cello Festival

March 15-18
Walt Disney Concert Hall
(323) 850-2000
laphil.com

Watts plays Grieg

March 30 – April 1
Walt Disney Concert Hall
(323) 850-2000
laphil.com

Bach St. John Passion

March 31 – April 1
Walt Disney Concert Hall
(213) 972-7282
lamc.org

Board of Directors

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Omni Los Angeles Hotel at California Plaza

Patrick Spillane – Past Chairperson
IDS Real Estate Group

Sauli Danpour – Treasurer
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System Property Development Company, Inc.

Anne Peaks – Executive Vice Chair
Yellin Company

Peklar Pilavjian – Executive Vice Chair
LA United Investment Co.

Daniel B. Swartz – Executive Vice Chair
Quadrangle Development Company

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Downtown Properties

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FIDM

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MPG Office Trust

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Thomas Properties Group

Colin Shepherd
Hines

Cindy Troesh
Watermarke Properties Inc.

Cari Wolk
Athena Parking, Inc.

Peter Zen
Westin Bonaventure Hotel & Suites

DCBID Staff

Carol E. Schatz
President & CEO

Hal Bastian
*Senior Vice President &
Director of Economic Development*

Shawn Bratton
Executive Assistant to Carol Schatz

Jeff Chodorow
Director of Finance & Administration

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

Anna Wilder
*Administrative Assistant,
Economic Development & Marketing*

John Yanez
Assistant Controller

5 things to love... about Downtown LA

Launching on January 23, the DCBID will be promoting all the wonderful ways to celebrate Valentine's Day in Downtown LA. Discover 5 ways to enjoy your Valentine's Weekend or Valentine's Day – including romantic dining, shopping, hotel packages, events for singles, and even places to propose! This campaign will be promoted through online banner ads, *Downtown News*, postcard distribution, media outreach, and a radio partnership with KOST-FM. In addition, the DCBID will be conducting an online sweepstakes for a fabulous Downtown LA weekend hotel package, which will gather new subscribers for our monthly email newsletters.

Learn more at DowntownLA.com/valentines.



DATES TO REMEMBER

February 27, March 19 &
April 16 @ 2pm

Marketing Roundtable Meetings
DCBID Offices

Property owners are welcome to attend these meetings.

February 1 & March 7
@ 8am

Board of Directors Meeting
DCBID Offices

DCBID Staff Additions

Carol Schatz announced the addition of Anna Wilder, *Administrative Assistant, Economic Development and Marketing*.

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