

## RESEARCH RESULTS ARE READY

The DCBID commissioned study to interview 1,000 Downtown pedestrians is complete. Five primary user groups were identified – office workers, residents, visitors, weekend shoppers and visitors. Each user group was asked how often they visit Downtown L.A., what they do while visiting, their information source for Downtown activities, to rate Downtown amenities and quality of life issues, Purple Patrol awareness and satisfaction, as well as demographics.

Key among the findings are that users are doing a wide variety of activities while Downtown, and are generally positive about the offerings and their experiences. In particular, the study illuminated the important role of Downtown's cultural/arts amenities, in attracting new as well as existing patrons, and local and non-local visitors. In addition, most cultural/arts patrons also visited a restaurant before or after their theatre or museum visit.

Downtown users have a generally high opinion of Downtown amenities and activities. The most highly rated were museums/cultural arts venues, history and architecture, discount/wholesale shopping and restaurant offerings.

At the same time, Downtown users were positive about quality of life issues. The most highly rated were public transportation, directional signage, personal/public safety and cleanliness.

Downtown office workers and residents had high awareness of the Purple Patrol. They were also very satisfied with the service they received from the ambassadors and safety guides.

Downtown is generally attracting a diverse group of people. The diversity covers ethnicity/race, age, income level and marital status.

Several of the research tables are reprinted here. For a complete copy of the study, please contact Mindy Rosen at 213.624.2146 or [mrosen@downtownla.com](mailto:mrosen@downtownla.com).

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## QUINCY JONES JOINS LEGENDS OF LOS ANGELES POP



*Standing left to right, Dr. David Kushner, Councilwoman Jan Perry, Quincy Jones, and Carol Schatz.*

A press conference to kick off the partnership between the Quincy Jones Listen Up Foundation and Legends of Los Angeles Pop took place on August 5 at City Hall. Carol Schatz, President and CEO of the DCBID, Quincy Jones, legendary producer and artist, Mayor James Hahn and Councilwoman Jan Perry spoke at the conference and formally announced the Foundation as the charitable partner for the event. A portion of every entry ticket will be donated to the Foundation which supports the use of telehealth to improve healthcare for children around the world.

Sponsorship of the New Year's Eve event is also moving forward quickly. Sponsorship packets have been mailed

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## CALENDAR OF EVENTS

Now – August 29  
**MACY'S PLAZA SUMMER CONCERT SERIES**  
 Friday's 11:30am - 1:30pm  
 213-624-2891

Now – August 31  
**42ND STREET**  
 Ahmanson Theatre  
 213-628-2772  
 www.taperahmanson.com

Now – September 14  
**GAS & GLASS**  
 Museum of Neon Art  
 213-489-9918  
 www.neonmona.org

Now – September 25  
**PERSHING SQUARE SUMMER CONCERT SERIES**  
 213-847-4970  
 www.laparks.org

Now – October 12  
**GRAND PERFORMANCES SUMMER CONCERT SERIES**  
 213-687-2159  
 www.grandperformances.org

September 4 – October 23  
**ALoud AT CENTRAL LIBRARY**  
 Los Angeles Central Library  
 213-228-7555  
 www.lapl.org

September 7 – January 4  
**FRANK GEHRY: WORK IN PROGRESS**  
 Museum of Contemporary Art (MOCA)  
 213-626-6222  
 www.moca.org

September 18  
**CENTRAL CITY ASSOCIATION'S GENERAL MEMBERSHIP MEETING**  
 Recall: Boon or Bust?  
 What recall means for business.  
 Omni Los Angeles Hotel  
 213-624-1213  
 www.ccala.org

## SUMMARY OF DOWNTOWN USERS OTHER DOWNTOWN ACTIVITIES

Downtown users also indicated that they were Downtown for purposes/activities in addition to their primary activity. For example, 53% of office workers were also eating out in addition to being Downtown to work in an office.

Other Activity*	Total	Office Worker	Resident*	Visitor	Weekend shoppers	Cultural/Arts
Eating out/dining	57.5%	53.1%	N/A	64.9%	64.5%	65.4%
Sightseeing/walking around	9.0%	3.7%	N/A	18.0%	6.5%	9.2%
Retail shopping	8.3%	11.8%	N/A	8.8%	1.1%	3.3%
Visiting friends/family	4.2%	1.2%	N/A	6.2%	9.7%	4.6%
Attending a museum	3.6%	0.8%	N/A	4.6%	3.2%	2.1%
Attending an arts/performance event	3.0%	0.4%	N/A	6.7%	2.2%	4.6%
Discount/wholesale shopping	3.0%	2.0%	N/A	4.1%	6.5%	0.4%
Other	7.8%	21.9%	N/A	16.4%	16.1%	6.3%
Nothing else	24.2%	31.4%	N/A	16.0%	21.5%	20.4%
<b>Base: All Respondents</b>	<b>1025</b>	<b>245</b>	<b>0</b>	<b>194</b>	<b>93</b>	<b>240</b>

\* Residents were asked only primary activity that day.

## RATINGS OF DOWNTOWN AMENITIES

The rating scale used for this table is 5 = excellent and 1 = poor.

Other Activity*	Total	Office Worker	Resident*	Visitor	Weekend shoppers	Cultural/Arts
Museums/cultural arts amenities	3.99	3.85	3.99	4.10	3.85	4.33
History and architecture	3.73	3.71	3.96	3.77	3.54	3.73
Discount/wholesale shopping	3.64	3.40	3.80	3.44	4.10	3.66
Restaurant offerings	3.60	3.74	3.67	3.70	3.47	3.38
Public outdoor events/concerts/entertainment	3.38	3.21	3.51	3.43	3.36	3.65
Retail shopping	3.09	3.03	3.22	2.97	3.56	2.73
Clubs/night-life	2.67	2.62	2.62	2.68	2.93	2.35
<b>Base: All Respondents**</b>	<b>669</b>	<b>170</b>	<b>69</b>	<b>76</b>	<b>68</b>	<b>88</b>

\* Ratings exclude "don't know" responses.

\*\* The base, while representing all respondents, shows a minimum base as not all respondents rated every item.

## RATINGS OF DOWNTOWN QUALITY OF LIFE ISSUES

The rating scale used for this table is 5 = excellent and 1 = poor.

Issue Rated*	Total	Office Worker	Resident	Visitor	Weekend shoppers	Cultural/Arts
Public transportation	3.71	3.93	4.11	3.45	3.62	3.14
Directional signage	3.04	3.21	3.41	2.87	3.19	2.75
Personal/public safety	2.99	3.14	3.06	2.90	2.57	3.02
Cleanliness	2.83	2.90	2.75	2.90	2.22	3.12
Traffic flow/congestion	2.37	2.38	2.43	2.34	2.06	2.31
Parks/open public spaces	2.36	2.43	2.43	2.30	2.23	2.26
Availability of basics like groceries and sundries	2.16	2.08	2.41	2.11	2.33	1.81
<b>Base: All Respondents**</b>	<b>1,043</b>	<b>253</b>	<b>93</b>	<b>133</b>	<b>100</b>	<b>172</b>

\* Ratings exclude "don't know" responses.

\*\* The base, while representing all respondents, shows a minimum base as not all respondents rated every item.

## AWARENESS OF "PURPLE PATROL"

Aware of Purple Patrol	Total	Office Worker	Resident	Visitor	Weekend shoppers	Cultural/Arts
Yes	37.3%	56.6%	64.6%	18.2%	27.5%	14.3%
No	62.2%	42.3%	34.3%	81.3%	72.5%	85.7%
Not Sure/ NA	0.5%	1.1%	1.0%	0.5%	0.0%	0.0%
<b>Base: All Respondents</b>	<b>1,245</b>	<b>279</b>	<b>99</b>	<b>108</b>	<b>120</b>	<b>259</b>

# 200,000+ ATTEND OPENING OF GOLD LINE

The opening of the new Metro Gold Line connecting Pasadena and Downtown LA drew more than 200,000 people over two days, July 26 and 27. Thousands stopped by the DCBID booth at Union Station to ask questions about Downtown and pick up brochures from more than 30 different businesses. The Purple Patrol Ambassadors, as well as the DCBID Marketing and Economic Development departments staffed the booth. 50,000 "Discover Gold" coupon books produced by the DCBID and featuring more than 75 different offers, were distributed at Union Station and seven other stations along the Line in less than 12 hours!



*DCBID Purple Patrol Ambassadors distribute brochures and maps at the opening of the Gold Line.*

## X-GAMES AT STAPLES CENTER

Downtown LA will host the ESPN X-Games at the Staples Center August 14-17. Over 300,000 people are expected to attend the games that feature extreme sports that appeal especially to pre-teens and teens and their parents.

The DCBID Purple Patrol Ambassadors will help staff a Downtown information booth in the "ESPN Alley." The booth is sponsored by LA Inc., the Convention and Visitors Bureau. The DCBID Ambassadors will distribute Downtown maps and the "Where-to" discount shopping card. A minimum of 30,000 people must pass through the "ESPN Alley" each day to get to the venue.

## CIRQUE DU SOLEIL TICKET STUB PROMOTION



Cirque du Soleil's latest show "Varekai" is coming to Downtown LA September 12 – November 23. Their huge performance tent will be set up in the parking lot at the STAPLES Center.

All DCBID businesses have been invited to participate in a ticket stub promotion with Cirque du Soleil. In exchange for providing a special offer to Cirque du Soleil ticket holders and displaying their brochures, Downtown businesses will receive 4 free tickets to a performance.

The ticket stub promotion will be advertised on 200,000 "Varekai" ticket envelopes with a call to action to visit [www.downtownla.com](http://www.downtownla.com) to get the complete list of offers. The deadline for participation is August 15. Please contact Heidi Beeks at 213.624.2146 or [hbeeks@downtownla.com](mailto:hbeeks@downtownla.com) for more information.

## QUINCY JONES (CONTINUED FROM PAGE 1)

to more than 1,000 local and national companies. Initial response has been interested and positive. For more information, please contact Mindy Rosen at 213. 624.2146 or [mrosen@downtownla.com](mailto:mrosen@downtownla.com).

## LOS ANGELES MAGAZINE WILL FEATURE DOWNTOWN LA

Downtown Los Angeles will be featured in the January 2004 issue of Los Angeles Magazine. The special section will focus on retail, cultural attractions, hotels, sports and restaurants. It will also include residential and commercial real estate information. The DCBID will assist with the editorial content for the special section.

Advertising will be available within the special section. If interested, please contact Erika Anderson at Los Angeles Magazine at 323.801.0010.



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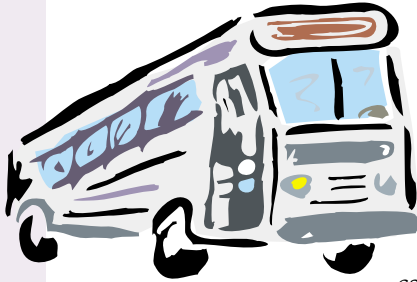
## NEWS FROM THE DCBID SERVICE CENTER

### NEW TRASH TRUCK

The DCBID Maintenance Division took possession of a new trash truck this past month. The new truck is a diesel powered Chevrolet stakebed truck that nearly triples the load capacity over our previous trash hauler. The vehicle is designed for operation in congested urban areas and rates high on fuel efficiency.

## MORE DOWNTOWN HOUSING BUS TOURS

Spaces for the first DCBID hosted bus tour of Downtown housing were quickly filled, so additional tours have been scheduled for Saturday, September 20 and October 4.



The free, three-hour bus tour will stop at apartment and loft models at The Pegasus, Flower Street Lofts, Orpheum Lofts, Little Tokyo Lofts and the Higgins Building. The tours are also co-sponsored by the Los Angeles Conservancy. Free parking for tour participants has been generously donated by Macy's Plaza.

To make reservations (act quickly!), visit [www.downtownla.com](http://www.downtownla.com) or call 213.624.2146.

## WILSHIRE GRAND OFFERS FREE WI-FI

The Wilshire Grand Hotel will begin offering complimentary wireless high-speed internet access throughout the hotel. The 900-room property has invested in Wi-Fi 802.11b wireless technology that gives guests complete flexibility in staying connected while at the hotel. By the end of August, wireless access will be available in all guest rooms, lobby area, poolside, restaurants and even in the popular Point Moorea bar.

For more information, please contact Kristy Gomes at 213.612.3920.



606 S. Olive Street, Suite 1000  
Los Angeles, CA 90014  
(213) 624-2146

## DATES TO REMEMBER

August 6, 8 am  
**BOARD MEETING**

August 18, 3:30 pm  
**MARKETING COMMITTEE MEETING AT THE OMNI HOTEL**

*Property owners are always welcome to attend committee meetings.*

**WWW.DOWNTOWNLA.COM**  
**24 Hour Service Center: (213) 624-2425**