

# DISTRICT NEWS



## 'TIS THE SEASON HOLIDAY MARKETING PLAN \$10,000 SHOPPING SPREE!

This year's exciting holiday marketing plan was developed with input from both the DCBID's Board of Directors and the Marketing Committee.

The four goals of the program are to increase sales tax revenues from DCBID constituents by 1% compared to 2004; increase hotel occupancy rates in November and December by 5% compared to a year ago; increase pedestrian counts at key locations by 10% compared to counts taken in 2000; and increase the number of skaters at the Ice Rink by 10% compared to 2004.

The theme, 'Tis the Season in Downtown LA, will appear on all collateral and advertising pieces.

Throughout the month of December, a thirty-second TV spot is running on Comcast Cable stations to promote holiday shopping, dining and weekend visits. The campaign also promotes a \$10,000 shopping spree giveaway provided by Comcast Cable. Registration for the sweepstakes is at [www.downtownla.com](http://www.downtownla.com) and also at 7 + FIG and the Omni Hotel. The TV spot runs more than 1,000 times on CNN, Food, MTV, TNT, ESPN and Lifetime and reaches over 300,000 households on the Westside, Hollywood, Downtown and Central LA.



The promotion is also featured in full color newspaper ads that run in the Los Angeles Times on December 2, 9 and 16 and in the Downtown News on December 5, 12 and 19. An email message to 100,000 [latimes.com](http://latimes.com) subscribers is scheduled for December 14.

10,000 calendars of holiday events will be distributed throughout Downtown to promote events at the Music Center, MOCA, Macy's Plaza and many other venues.

Strolling carolers will entertain Downtown visitors and workers during one week in December. A complete schedule of events is available at [www.downtownla.com](http://www.downtownla.com).

Wishing all of you a very successful and happy holiday season!

## CALENDAR OF EVENTS

Now – December 31  
**SHOP, DINE, STAY AND WALK AWAY WITH \$10,000**  
Visit [downtownla.com](http://downtownla.com) to enter to win a \$10,000 Shopping Spree! Also enter to win at 7+FIG and Omni Hotel  
No purchase necessary  
213.624.2146

Now – January 16  
**DOWNTOWN ON ICE AT PERSHING SQUARE**  
Pershing Square  
Skate \$6.00 per hour, \$2.00 Skate Rental  
213.847.4970  
[www.laparks.org](http://www.laparks.org)

Now – December 10  
**DRESSING A GALAXY: THE COSTUMES OF STAR WARS EXHIBITION**  
Fashion Institute of Design & Merchandising  
800.443.3436 or 877.772.5425  
[www.starwars.fidm.edu](http://www.starwars.fidm.edu)

Now – December 24  
**THE DROWSY CHAPERONE**  
Music Center's Ahmanson Theater  
213.628.2772  
[www.taperahmanson.com](http://www.taperahmanson.com)

Now – December 24  
Wed., Fri. & Sat.  
**7+FIG PRESENTS HOLIDAY LIVE**  
Live entertainment and free photo with Santa. Children's Museum Kids Club on Saturdays.  
7 + FIG @ Ernst & Young Plaza  
213.955.7150  
[www.7fig.com](http://www.7fig.com)

Now – December 25  
**TRADITIONAL HOLIDAY AFTERNOON TEA**  
Millennium Biltmore Hotel  
213.612.1562  
[www.thebiltmore.com](http://www.thebiltmore.com)

Now – December 31  
**LUCKY DRAW**  
Enter to win a \$50 Galleria Shopping Coupon for each \$5 purchase  
Bonaventure Galleria & Food Court  
213.612.4826

Now – January 2  
**20' HOLIDAY TREE**  
Grand Hope Park  
213.624.1200

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Now – January 9  
**DAMIAN ORTEGA AND JENNIFER BORNSTEIN**  
Museum of Contemporary Art/  
Grand Avenue  
213.626.6222  
www.moca.org

December 1, 5, 7, 13, 16, 20, 22  
**MACY'S PLAZA HOLIDAY MUSIC**  
Macy's Plaza  
213.624.2891  
www.macysplaza.com

December 3 & 8  
**HOLIDAY CONCERTS**  
Colburn School of Performing Art  
213.621.2200  
www.colburnschool.edu

December 9 – 18  
**THE NISEI WIDOWS CLUB HOLIDAY ON THIN ICE**  
East West Players  
213.625.7000  
www.eastwestplayers.org

December 10  
**CHRISTMAS FOR THE KIDS**  
Annual toy giveaway and photo with Santa.  
Grand Central Market  
213.624.2378  
www.grandcentralsquare.com

December 10 & 11  
**PATINA GROUP'S BREAKFAST WITH SANTA**  
Fifth Floor at the Music Center's Dorothy Chandler Pavilion  
213.972.7567

December 12, 14, 16, 17, 18, 20, 21, 22, 23, 31  
**HOLIDAY PERFORMANCE WITH THE LA PHILHARMONIC**  
Music Center's Walt Disney Concert Hall  
323.850.2000  
www.LAPhil.com

December 17 and 24  
**HOLIDAY MASS**  
Cathedral of Our Lady of the Angels  
213.680.5200  
www.olacathedral.org

December 24  
**46TH ANNUAL LOS ANGELES COUNTY HOLIDAY CELEBRATION**  
Performances by more than 40 Los Angeles County-based music ensembles, choirs and dance companies  
Music Center's Dorothy Chandler Pavilion  
213.972.3099  
www.holidaycelebration.org

December 31  
**GIANT'S NEW YEAR'S EVE CELEBRATION**  
Wilshire Boulevard, Downtown Los Angeles  
www.giantvillage.com

- The Safety Patrol has been staffing up for the holidays by bringing on seasonal Ambassadors and hiring additional Safety Officers.
- Overall crime is down in all categories with the exception of thefts from motor vehicles. It's very important to keep your vehicles locked and to store any valuables inside your trunk.
- Because of the cold weather, the DCBID's Outreach Team has been busier than usual providing clothing, blankets, shoes and other articles of clothing to the homeless citizens in the area. The Outreach Team continues to strive to improve the quality of life for the homeless and give them the help they need to help themselves.

For more information, please contact Chris Antoniadis, Director of Operations, at 213.624.2425.

## OUTREACH TEAM – A PROFILE OF MARION BARKER

"How can we help? How can we get you back on your feet?" are the first words out of Marion Barker's mouth when he meets a new client on the streets of Downtown LA. Mr. Barker is one of four DCBID Outreach Team members who spends his day reaching out to the homeless population.



*DCBID Outreach Officer, Marion Barker, meeting with a client.*

The DCBID team offers help and encouragement, as well as a list of services, all free of charge, that are available to transients. From bus tokens to clothing, detox and counseling services, and even securing a Post Office box are just a few of the services Mr. Barker and his coworkers offer everyday.

But accepting these services doesn't come easily. The DCBID Outreach team spends weeks, even months establishing a relationship of trust with each client. Many don't understand what it means to be offered an opportunity to turn their life around. Many are afraid of change and can't accept the fact that anyone would care about them.

Though he often gets cussed out, Mr. Barker doesn't take no for an answer. He has lots of patience and knows that only about 10% of his clients will get off the streets and accept the help that he so diligently gives day in and day out. But Mr. Barker knows that every person who accepts his help is one step closer to a life off the streets.

For more information about the DCBID Outreach Team, please contact Chris Antoniadis, Director of Operations at 213.624.2425.

# 3RD ANNUAL LENDERS AND RETAILERS TOUR



*Interested lenders and retailers learn more about Downtown LA.*

To increase confidence in Downtown's real estate market, the DCBID led its Third Annual Lenders and Retailers Tour on Thursday, November 10th. The tour attracted over eighty commercial real estate lenders, commercial real estate brokers, developers, retailers and restaurateurs.

Beginning at 7:30 in the morning, participants convened at STAPLES Center to hear an overview of the market by DCBID President and CEO, Carol E. Schatz. This was followed by a tour, led by Hal Bastian, Vice President and Director of Economic Development for the DCBID, that visited many Downtown venues. The event concluded with a luncheon in the Reserve Room at STAPLES Center.

Petra Durnin, Economic Development Coordinator, and Brigham Yen, Economic Development Associate, both assisted in producing this very successful tour and luncheon. Also co-producing the event were the Office of the Mayor, the Office of Council District 9 and the Los Angeles Conservancy. For more information please contact Hal Bastian at [hbastian@downtownla.com](mailto:hbastian@downtownla.com).

## GREAT AMERICAN BAKE SALE

Last month's Great American Bake Sale raised more than \$600 for Share Our Strength, supporting children's after school and summer meal programs.

A big thanks to the following restaurants that donated baked goods – City Grill at the Wilshire Grand, Ciudad, Daily Grill, George's Greek Deli, McCormick & Schmick's and Omni Los Angeles.

For more information call Mindy Rosen, Director of Marketing and Communications at 213.624.2146.



CUPCAKE

## DOWNTOWN MARKETING TOURS

The DCBID's Marketing Department has been busy giving tours of Downtown to several travel writers and public relations staff. In October, LA Inc., the Convention and Visitors Bureau's new London based public relations firm was in Los Angeles for an informational tour that included the Jewelry District, Grand Central Market, several residential properties and Grand Avenue.

In November, we gave a tour to a group of Korean travel journalists. An article about Downtown will appear in their travel magazine next year. Another tour in November was with a freelance reporter who writes Access LA, a travel guidebook available at Barnes and Noble, Borders and many other bookstores.

This tour focused on all of the changes that have taken place Downtown since the last edition of the book was published in 2004.

For more information, please contact Mindy Rosen, Director of Marketing and Communications at 213.624.2146.

# DCBID BOARD OF DIRECTORS

**Peklar Pilavjian**—Chairperson  
*L.A. United Investment Co.*

**Beverly Ziegler**—1st Vice Chair  
*Kawada Company of America*

**Steven Hathaway**—2nd Vice Chair  
*Los Angeles Athletic Club*

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*Westin Bonaventure Hotel & Suites*

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*City Centre Development*

**Peter Anastassiou**  
*Trans Western Commercial Services*

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**Barbara Bundy**  
*FIDM*

**A. Bingham Cherrie**  
*USC*

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*Cushman & Wakefield*

**John R. Sischo**  
*Thomas Properties Group*

**David S. Stairs**  
*Legacy Partners Commercial, Inc.*

**Josh Wrobel**  
*Maguire Properties*

# DCBID STAFF

**Carol E. Schatz**  
*President & CEO*

**Carl Clauson**  
*Vice President & CFO*

**Rosemary Fisher-Anaya**  
*COO*

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

**Mindy Rosen**  
*Director of Marketing & Communications*

**Chris Antoniadis**  
*Director of Operations*

**Raquel King**  
*Operations Supervisor*

**Heidi M. Nixon**  
*Marketing Manager*

**Herman Pang**  
*MIS Manager*

**Amy Giang**  
*Accountant*

**Brigham Yen**  
*Economic Development Associate*

**Petra Durnin**  
*Economic Development Coordinator*

**Ronald Colcol**  
*Supervisor/Maintenance Services*

**Natasha Stephens**  
*Administrative Assistant*

# MAINTENANCE EMPLOYEE OF THE MONTH

Congratulations to Linda Brusiter – Maintenance Employee of the Month. Linda was chosen for this honor due to her hard work and dedication to her position. Ms. Brusiter is currently working as a sweeper. Her territory covers from 8th and Olive to 6th and Hill streets.



"I enjoy being of service to the pedestrians," says Linda. "When they ask me questions or for my help, I like being able to assist them, it's nice."

Linda's supervisors comment on how well she follows directions and her pleasant, friendly demeanor.

Good job, Linda!

## DATES TO REMEMBER

### DECEMBER 19, 4 PM

Marketing Committee Meeting at the Wilshire Grand Hotel (*note special time and venue*)

### JANUARY 4, 8 AM

Board Meeting

*Property owners are always welcome to attend committee meetings. All committee meetings take place at the DCBID office.*



626 Wilshire Boulevard, Suite 200  
Los Angeles, CA 90017  
(213) 624-2146

[WWW.DOWNTOWNLA.COM](http://WWW.DOWNTOWNLA.COM)  
24 Hour Service Center: (213) 624-2425