

DISTRICT NEWS



PURPLE PATROL THE YEAR IN REVIEW

2005 was a very busy and productive year for the Purple Patrol. Under the direction of Chris Antoniadis, the Downtown Center Business Improvement District's Director of Operations, the team stayed focused on the mission of maintaining a Downtown that is clean and safe for all. Here are some of the Purple Patrol's accomplishments:



- Safety Officers contacted the Los Angeles Police Department when they witnessed crimes in progress that resulted in 61 felony arrests and 70 misdemeanor arrests.
- The Special Enforcement Detail (SED) continued to be a successful way to deter crime. The presence of 3 to 4 safety officers patrolling the district's targeted areas provided a strong message that the Purple Patrol is watching.
- Training continued to be a high priority. In 2005 safety officers received training on the use of pepper spray and batons, as well as gang and drug abuse recognition, CPR and weaponless defense.
- The DCBID's Maintenance team collected 94,593 bags of trash in 2005. The team begins work at 3:30 am to wash down sidewalks and corners of buildings that are used by transients as restrooms. Graffiti is removed about 3 times per week.
- The BID Outreach team made contact with 542 people (429 men and 113 women) in 2005. Of these 542 people, 508 accepted the DCBID's assistance for food, clothing and other social services. Only 34 people refused our help. 26 people were successfully placed into homeless programs where they received rehabilitation and job training services.

The DCBID is extremely proud of the Purple Patrol and their significant contributions to making Downtown Los Angeles a great place to live, work and play. For more information, please contact Chris Antoniadis at 213.624.2425.



CALENDAR OF EVENTS

Now – March 12

MASTERS OF AMERICAN COMICS

Museum of Contemporary Art
Grand Avenue
213.626.6222
moca.org

Now – March 5

THE IMPORTANCE OF BEING EARNEST

Music Center's Ahmanson Theater
213.628.2772
TaperAhmanson.com

Now – February 19

MADAMA BUTTERFLY

Music Center's
Dorothy Chandler Pavilion
213.972.8001
losangelesopera.org

February 3

WEAR RED DAY

American Heart Association
1.888 MY HEART
americanheart.org

February 6 – April 29

14TH ANNUAL ART OF MOTION PICTURE COSTUME DESIGN

Fashion Institute of
Design & Merchandising
213.624.1200
fidm.edu

March 19

21ST ANNUAL LOS ANGELES MARATHON

Downtown Los Angeles
310.444.5544
lamarathon.com

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Every Wednesday
CALIFORNIA CERTIFIED FARMERS MARKET
5th and Grand Streets
www.ccfm.com

Ongoing
ALoud
Los Angeles Central Library
213.228.7025
lapl.org

Ongoing
COLBURN SCHOOL FREE CONCERT SERIES
Colburn School Of Performing Arts
213.621.2200
colburnschool.edu

Ongoing
COMMON GROUND
Japanese American National Museum
213.625.0414
janm.org

Every Saturday at 10 am
DOWNTOWN WALKING TOURS
LA Conservancy
213.623.2489
laconservancy.org

Ongoing
LOS ANGELES MASTER CHORALE
Music Center's Walt Disney Concert Hall
213.972.7282
lamc.org

Ongoing
LOS ANGELES PHILHARMONIC
Music Center's Walt Disney Concert Hall
323.850.2000
laphil.com

Ongoing
MUSIC, ART, FILM & DANCE REDCAT
213.237.2800
redcat.org



Holiday promotions in Downtown LA included strolling carolers, a television campaign on Comcast cable stations, newspaper ads in both the Los Angeles Times and Downtown News, and a \$10,000 shopping spree giveaway. More than 7,000 people registered to win the shopping spree.

An informal poll showed holiday sales results for Downtown restaurants, retailers, cultural venues and hotels mostly had an overall increase for December 2005 compared to 2004. The Museum of Contemporary Art saw an increase in attendance by 111% and MOCA Store sales were up by 11.5%. Basic Flowers sales increased by 80% over 2004 holiday sales. Many restaurants reported strong holiday business, especially from private parties. Hotel occupancy was mostly stable. The number of ice skaters at Pershing Square was also higher in 2005 compared to 2004.

For more holiday sales results, please contact Mindy Rosen, Director of Marketing and Communications at 213.624.2146 or email mrosen@downtownla.com.

GUIDE TO DOWNTOWN LA

The very popular Guide to Downtown LA has been recently updated with new businesses, especially new residential properties, and is now 33 pages, up from 26 pages just a year ago. To keep up with the increase in demand, the printing quantity was doubled to 200,000.

Distribution of the free guides includes welcome bags, kiosks, conventioners and the USC campus. Over 300 hotel and car rental offices throughout southern California are stocked with the guides. New distribution outlets this year are 450 office lobbies throughout southern California.

The DCBID Marketing team gives a big thanks to our advertisers: 505 Flower, 7 + FIG, Kawada Hotel, LA Phil Store, Macy's Plaza, Music Center, Omni Los Angeles Hotel, St. Vincent's Jewelry Center and the Wilshire Grand Hotel and Restaurants.

To order a supply of guides for your office, please contact Heidi Nixon at hnixon@downtownla.com.





Site of new Downtown Ralphs market on 9th St. by Hope & Flower Sts.

Construction is underway for a 50,000 square-foot Ralphs market on 9th Street bounded by Hope and Flower streets. Residential units and other smaller retailers are also part of the \$110 million total project cost.

The Downtown Center Business Improvement District successfully assisted in the recruitment of Ralphs by providing research and other information supporting Downtown's economic renaissance and residential boom.

Residents as well as office workers and students eagerly await the grand opening in early 2007.

For more information, please contact Hal Bastian, Vice President and Director of Economic Development at 213.624.2146.

DOWNTOWN LIVING WEEKEND

It's back! The Downtown Living Weekend (DLW) is happening again on Saturday and Sunday, March 25 and 26 from 10 am to 5 pm each day. Over a dozen residential projects, including lofts, condos and apartments, both brand new construction and adaptive reuse, will be participating. DLW attendees will see both models and presale offices. The event is free, but participants can purchase parking passes and the right to ride shuttles by registering on www.downtownla.com in late February. Last year, the DCBID won an award for this event from the International Council of Shopping Centers, and over 7,300 people came to see all Downtown LA has to offer!

MAINTENANCE EMPLOYEE OF THE MONTH

Congratulations to Moses Sanchez, Maintenance Employee of the Month. He was chosen for this award based on his careful attention to detail and reliability. Mr. Sanchez currently operates a sweeper machine.



Moses Sanchez

Mr. Sanchez is grateful to the DCBID and Chrysalis for helping him find a job and becoming self-sufficient.

"I will always try to do better, to improve", says Mr. Sanchez.

Great work, Mr. Sanchez!

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IN THE NEWS

Downtown Los Angeles continues to be featured in news stories around the country. The DCBID works closely with reporters to provide up-to-date information, research and interviews.

The November issue of San Francisco magazine included an article, "Five Days in LA," that highlighted Downtown.

The December 31, 2005 edition of the Houston Chronicle spotlighted Downtown LA with an article entitled, "Developers are creating housing for 1,000 more residents."

"Downtown LA gets a \$10 billion remake" was the headline in the Washington Post on January 2, 2006.

For copies of these articles, please contact Heidi Nixon, Marketing Manager at hnixon@downtownla.com.



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

DATES TO REMEMBER

FEBRUARY 1, 8 AM

Board Meeting

FEBRUARY 27, 2 PM

Marketing Committee Meeting

Mark your calendar for the Annual Property Owners Meeting on **March 23** at the Los Angeles Athletic Club.

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

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