

DISTRICT NEWS



DOWNTOWN LIVING OPEN HOUSE

Several thousand condo buyers and loft renters are expected to attend the Downtown Center Business Improvement District's **Downtown Living Open House** on



Saturday, February 26 and Sunday, February 27, 2005. Thirteen projects located throughout Downtown will open their model units, pre-sale trailers and sales offices. Everything from adaptive reuse conversions of historic office buildings to luxury high-rise apartments and condos will be included.

The current issue of Los Angeles Magazine contains a special 36 page advertising supplement highlighting Downtown living and promoting the Open House. The Los Angeles Times will also advertise the event.

The Downtown Living Open House is free, although participants can sign-up for preferred parking and VIP shuttle service for nominal fees. Visit www.downtownla.com to register.

For more information contact Hal Bastian, Vice President and Director of Economic Development on 213.624.2146 x 213.

ANNUAL PROPERTY OWNERS MEETING

Please join the Board of Directors and staff of the Downtown Center Business Improvement District for the Annual Property Owners Meeting and Report. Your suggestions and input about the revitalization of Downtown Los Angeles are vital to our continued success.

Annual Property Owners Meeting
Thursday, March 17, 2005
 8:00 am to 10:00 am
 Los Angeles Athletic Club
 431 W. Seventh Street
 Empire Room – 4th floor

Refreshments will be served. Parking is \$4.50. Enter off Olive Street. Please RSVP to Raquel Taylor at 213.624.2146 by March 4.

CALENDAR OF EVENTS

Now – March 20

THE GOAT, OR WHO IS SYLVIA?

Mark Taper Forum at the Music Center
 213.628.2772

www.TaperAhmanson.com

Now – March 27

BODY WORLDS 2

California Science Center
 213.744.2019

www.californiasciencecenter.org

Now – March 27

AS YOU LIKE IT

Ahmanson Theater at the Music Center
 213.628.2772

www.TaperAhmanson.com

Now – April 23

ART OF MOTION PICTURE COSTUME DESIGN EXHIBIT

Fashion Institute of Design & Merchandising

213.624.1200

www.fidm.edu

February 13 – May 23

VISUAL MUSIC

Museum of Contemporary Art
 Grand Avenue

213.626.6222

www.moca.org

February 26 & 27

DOWNTOWN LIVING OPEN HOUSE

Downtown L.A. Loft Tour

213.624.2146

www.downtownla.com

Ongoing

ALOUD

Los Angeles Central Library

213.228.7025

www.lapl.org

Ongoing

LOS ANGELES PHILHARMONIC

Walt Disney Concert Hall

323.850.2000

www.laphil.org

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Ongoing
MUSIC, ART, FILM & DANCE
REDCAT Theater
213.237.2800
www.redcatweb.org

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

Every Saturday at 10am
DOWNTOWN WALKING TOURS
LA Conservancy
523 W. 6th St.
213.623.2489
www.laconservancy.org

Every Thursday 11am-3pm
GOURMET FARMERS MARKET
7+FIG @ Ernst & Young Plaza
213.955.7157
www.7fig.com

ECONOMIC DEVELOPMENT ASSOCIATE HIRED

Brigham Yen has been appointed Economic Development Associate for the DCBID where he will work closely with Hal Bastian to assist with retail and office retention and recruitment programs. He can be reached by phone at 213.624.2146 or by email at byen@downtownla.com.



After graduating from U.C. Berkeley with a Bachelor of Arts in Mass Communications, Brigham's passion for Downtown Los Angeles lead him to the DCBID. His long-term goal is to help Downtown L.A. receive the recognition it deserves as a world-class city.

Please welcome Brigham Yen to the DCBID.



The LA Marathon is on the run Sunday, March 6. The starting line is at 5th and Figueroa and the finish line is at 5th and Flower. Over 25,000 runners are expected to descend on Downtown. Family and friends will line the course that covers 26.2 miles.

As always, the DCBID will provide Purple Patrol assistance with crowd control and general information and directions. Downtown maps will also be provided to every runner and their family.

New this year is a promotion with Downtown restaurants that offer a special Fitness Training Menu. To aid runners with their diet in preparation for race day, restaurants have indicated items on their menus that are rich in carbohydrates and proteins. These special menu items will be promoted beginning now through March.

Downtown restaurants that are participating include: Café Pinot, Ciao Trattoria, Kendall's Brasserie, LA Grand, McCormick & Schmick's, Nick & Stef's Steakhouse, Tesoro Trattoria and Zucca Ristorante.

The DCBID Marketing Department will carefully track the success of the new restaurant program.

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

DIRECTOR OF OPERATIONS HIRED

Mr. Chris Antoniadis has been appointed Director of Operations of the Downtown Center Business Improvement District. Chris will be responsible for all safety and maintenance operations for the DCBID and the Historic Downtown Business Improvement District. His office is located at the DCBID's Service Center at 801 S. Hill. He can be reached by phone at 213.624.2425 or by email at c Antoniadis@downtownla.com.



Chris brings with him an extensive background in law enforcement. Prior to joining the DCBID, he was employed with the Riverside Sheriff department for 15 years as a senior homicide detective and a training officer at the sheriff's academy. Chris also spent 8 years with the Brea Police as a patrol officer. Finally, Chris was employed as a national security consultant for 7 years with Kinko's.

Please welcome Chris Antoniadis to the DCBID.

ANGELS KNOLL CLEAN-UP

In partnership with the Community Redevelopment Authority (CRA), the DCBID was hired to implement a special project on Angels Knoll, the park located next to Angel's Flight. During the month of January, the Maintenance team performed an intensive clean-up of the park that included trash removal, graffiti removal, surface scrubbing and landscaping. Safety teams conducted special details that included 24-hour patrols. This



project was the first in a series of efforts that the CRA will undertake to completely redesign the park and make it more attractive for area residents, workers and visitors.

For more information about this effort, please contact Rosemary Anaya at 213.624.2146.

DCBID SAFETY TEAM IN ACTION

Last month the Los Angeles Athletic Club was hit by a thief, posing as a lighting contractor, who stole a lap top computer. Armed with a description of the suspect, the DCBID safety team quickly located the suspect and took his photograph. Once his photo was positively identified by the staff at the LAAC, he was arrested and admitted to several other felony warrants for burglary and narcotics.

Steve Hathaway, General Manager for the Los Angeles Athletic Club congratulated the DCBID Safety officers for their outstanding work.

For more information, please contact Chris Antoniadis at 213.624.2425.

EMPLOYEE OF THE MONTH

BRAD CROY

Brad Croy has been working with the Downtown Center Business Improvement District as an Ambassador for three months. He enjoys talking to people about Downtown, giving directions and always goes the extra mile to inform visitors and Downtown residents about new and exiting events. He has shown great professionalism and dedication to his job.



Congratulations to Brad Croy!

MAINTENANCE EMPLOYEE OF THE MONTH

JESSE JOHNSON



Jesse is a machine operator on the early morning crew. He is part of the first wave of maintenance and directs his HAWK litter collector to District hot spots. As an original member of the DCBID maintenance crew, Jesse spent his first days on the "bubble gum crew" tackling many of the sidewalks throughout the District. Jesse returned to the DCBID last April. He wanted to return to a job that he liked and that was also close to his classes at LA Trade Tech.

As a machine operator, Jesse enjoys the opportunity to take immediate action on maintenance hot spots as well as the contact with the public. He especially appreciates the words of appreciation and encouragement that he receives from many of the members of the Downtown community.

Congratulations to Jesse Johnson!

DCBID BOARD OF DIRECTORS

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Kawada Company of America

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Amy Giang
Accountant

Brigham Yen
Economic Development Associate

Petra Durmin
Economic Development Coordinator

Ronald Colcol
Supervisor/Maintenance Services

Abraham Torres
Supervisor/Safety Services

DOWNTOWN IN THE NEWS

The DCBID had a starring role in several television newscasts over the past few months! In December, the Holiday Laser Shows were featured on KABC Eyewitness News at 6 am, KCOP 13 News at 11 pm and on KTTV Fox 11 Ten O'Clock News.

In addition, CNBC's Squawk Box ran a piece on January 24 about Downtown's housing boom. The 5-minute segment included interviews with Carol E. Schatz, Tom Gilmore and Greg Vilkin. The reporter, Mike Hegedus, had attended the DCBID's event in New York City last year and was inspired by the presentations to create this feature on Downtown living.

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



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

DATES TO REMEMBER

FEBRUARY 2, 8AM
Board Meeting

FEBRUARY 16, 8AM
Economic Development
Committee Meeting

FEBRUARY 28, 2PM
Marketing Committee Meeting

MARCH 2, 8AM
Board Meeting

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

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