

# DISTRICT NEWS



## DCBID PRESS CONFERENCE ANNOUNCES RESULTS OF GROUNDBREAKING NEW STUDY

Council members Jan Perry and Jose Huizar joined Carol E. Schatz, President and CEO of the Downtown Center Business Improvement District (DCBID), along with Jack Kyser, Vice President and Senior Economist with the Los Angeles Economic Development Corporation at a press conference on February 16 to announce the study findings detailing the enormous economic impact of the Downtown Renaissance.

Held in the lobby of MetLofts at Flower and 11th streets, the press conference attracted media from the **Los Angeles Times, Los Angeles Daily News, Los Angeles Business Journal, La Opinion, Bloomberg News Service, Inman News Features, KNX and KFWB Radio.**



*Carol E. Schatz, President and CEO of the DCBID and Jack Kyser, Vice President and Senior Economist with the LAEDC announce Downtown Renaissance Economic Impact Study.*

The authoritative new study on the Downtown Los Angeles Renaissance shows huge growth in jobs, housing and business activity that is providing an economic stimulus for the entire region. The study found that more than \$12 billion will be invested in Downtown construction alone, creating nearly \$26 billion in business activity, 174,000 jobs, \$7 billion in wages and salaries and \$169 million in one-time tax and fee revenues.

“This economic impact study provided us with information that, until now, could only be estimated – and it not only confirmed, but exceeded our expectations for the revitalization of Downtown and the impact it’s having on the City and County of Los Angeles,” said Carol E. Schatz. “Jobs and housing are among our most pressing needs in Los Angeles,” said Schatz. “The revitalization of Downtown is helping to provide those resources for our community and is creating a windfall in government tax receipts. The \$10.5 million in revenues attributable to the Downtown Renaissance projects completed as of last December could buy the city 100 police officers or 220 police cars today.”

To view the complete Downtown Renaissance Economic Impact Study, visit [downtownla.com](http://downtownla.com). For more information contact the Economic Development Department at 213.624.2146.

## CALENDAR OF EVENTS

Now – April 17  
**PAINTING IN TONGUES**  
 Museum of Contemporary Art  
 Grand Avenue  
 213.626.6222  
[moca.org](http://moca.org)

Now – April 29  
**14TH ANNUAL ART OF MOTION PICTURE COSTUME DESIGN**  
 Fashion Institute of Design & Merchandising  
 213.624.1200  
[fidm.edu](http://fidm.edu)

March 19  
**21ST ANNUAL LOS ANGELES MARATHON**  
 Downtown Los Angeles  
 310.444.5544  
[lamarathon.com](http://lamarathon.com)

March 25-26  
**DOWNTOWN LIVING WEEKEND**  
 213.624.2146  
[downtownla.com](http://downtownla.com)

March 25 – April 14  
**LE NOZZE DI FIGARO**  
 Music Center’s Dorothy Chandler Pavilion  
 213.972.8001  
[losangelesopera.org](http://losangelesopera.org)

March 30 – May 21  
**iWITNESS**  
 Music Center’s Mark Taper Forum  
 213.628.2772  
[taperahmanson.com](http://taperahmanson.com)

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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

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

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

The Downtown Center Business Improvement District is once again producing the Downtown Living Weekend. 10,000 potential condo buyers and loft renters are expected to attend the two-day event on Saturday, March 25 and Sunday, March 26, 2006 from 10 am to 5 pm. Fourteen residential projects located throughout Downtown will open their model units and pre-sale offices for tours. Everything from adaptive reuse conversions of historic office buildings to luxury high-rise apartments and condos will be included.



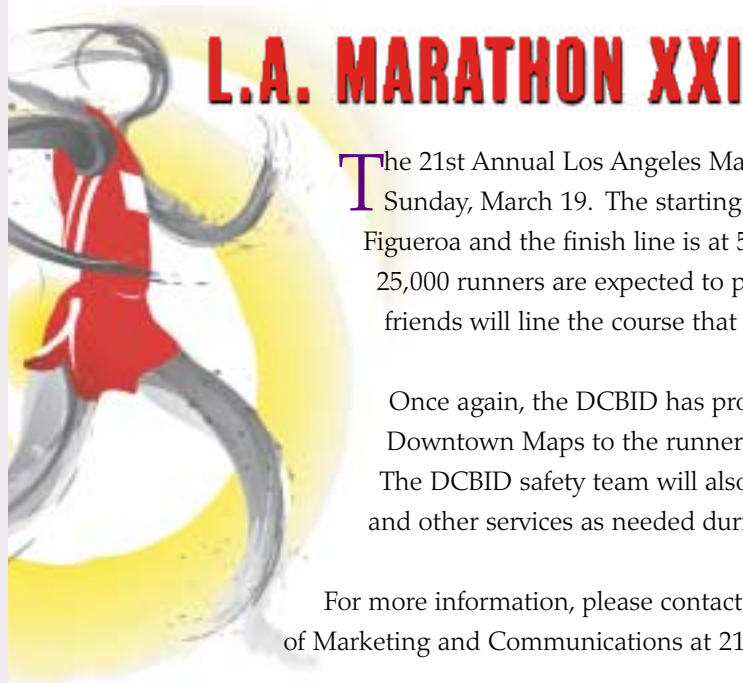
Participating developers include **KOR Group, Downtown Properties, Forest City, Hammer Ventures, Greystone Group, Standard Pacific Homes, South Group, CIM/Lee Group, Venice Investments, Intracorp Companies and Trammell Crow Residential.**

The Los Angeles Times, Los Angeles Magazine and LA Downtown News are heavily promoting the event, which last year won a highly coveted award from the International Downtown Association.

The Downtown Living Weekend is free, although participants can sign-up for preferred parking and shuttle service for nominal fees at [www.downtownla.com](http://www.downtownla.com).

A special thank you to our sponsors and partners: Aon Center, Broadway Partners, Joe's Auto Parks, Los Angeles Conservancy, Los Angeles Downtown News, Los Angeles Magazine, Los Angeles Times, Sonny Astani and The Lee Group.

For more information, contact the Economic Development Department at 213.624.2146.



The 21st Annual Los Angeles Marathon will be held on Sunday, March 19. The starting line is at 5th and Figueroa and the finish line is at 5th and Flower. Over 25,000 runners are expected to participate. Family and friends will line the course that covers 26.2 miles.

Once again, the DCBID has provided Purple Downtown Maps to the runners and their families. The DCBID safety team will also provide crowd control and other services as needed during the race.

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

# PURPLE PATROL UPDATE

The DCBID's Purple Patrol accomplishments for January and February 2006 include:

- The Purple Patrol has been very successful in decreasing the number of motor vehicle burglaries over the past few weeks. A change in the Los Angeles Police Department's deployment strategy has also been a great help in deterring crime.
- The DCBID's Outreach Team received additional training from LAPD's SMART Team (Systemwide Mental Assessment Response Team). The Outreach Team will continue to work with the SMART Team to learn how to better serve citizens in need of help.
- The DCBID's Service Center received several calls regarding disturbances caused by people under the influence of alcohol near Angels Flight. The Purple Patrol contacted businesses in the area to make them aware of the ramifications of selling alcohol to people who are intoxicated.
- The Purple Patrol immediately contacted the LAPD when they witnessed crimes in progress that resulted in several felony and misdemeanor arrests.

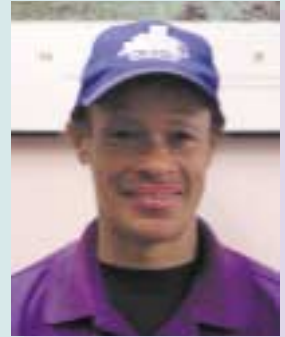
The DCBID would like to welcome back LAPD Senior Lead Officer Randy McCaine who was off duty for a year due to injury. Officer McCain has over 19 years experience working in Downtown, and is an experienced officer who knows and understands the issues of our community.

For more information, please contact Chris Antoniadis at 213.624.2425.



*DCBID Purple Patrol.*

## MAINTENANCE EMPLOYEE OF THE MONTH



*Alma Timmons*

Maintenance Employee of the Month, Ms. Alma Timmons, is a skilled sweeper whose area includes Main and Broadway streets from 1st to 4th streets.

Ms. Timmons is recognized for always taking her job seriously. "I clean the streets like I clean my home. I make sure all my areas are clean and all the graffiti is gone," states Ms. Timmons.

Ms. Timmons' hard work, dedication and respect for her job awarded her Maintenance Employee of the Month. Ms. Timmons advises others who would like to become Maintenance Employee of the Month to "get to work on time, clean your area really well and double check before you leave. It's all up to you!"

Ms. Timmons would like to thank her supervisors and Chrysalis for their help and support.

Congratulations to Alma Timmons!

# DCBID BOARD OF DIRECTORS

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

**Steven Hathaway**—1st Vice Chair  
*Los Angeles Athletic Club*

**Peter Zen**—Treasurer  
*Westin Bonaventure Hotel & Suites*

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

**Kate Bartolo**  
*KOR Realty Group*

**Robert Bellack**  
*Los Angeles Times*

**Barbara Bundy**  
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**A. Bingham Cherrie**  
*USC*

**John Curthoys**  
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**Kent Handleman**  
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**Marc Loge**  
*Wilshire Grand Hotel & Centre*

**Sandy Nam**  
*Jamison Properties*

**Anne Peaks**  
*Yellin Company*

**Kevin Ratner**  
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**Harry Richter**  
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**Carol E. Schatz**  
*Downtown Center Business  
Improvement District*

**Colin Shepherd**  
*Hines*

**Renata Simiril**  
*Forest City Development*

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

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

**Josh Wrobel**  
*Maguire Properties*

# DCBID STAFF

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

**Rosemary Anaya**  
*Vice President & COO*

**Jon Niiro**  
*Controller*

**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*

**Petra Durmin**  
*Economic Development Senior Associate*

**Brigham Yen**  
*Economic Development Associate*

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

**Leticia Orozco**  
*Executive Assistant*

**Natasha Stephens**  
*Administrative Assistant*

# 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 23, 2006

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

Leticia Orozco at 213.624.2146 by March 10.



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

## DATES TO REMEMBER

**MARCH 1, 8 AM**

Board Meeting

**MARCH 20, 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.*