

DISTRICT NEWS



DCBID Hosts Forum to Recruit New Tenants

An over-capacity crowd of more than 400 real estate brokers, office space tenants, retailers, developers and restauranteurs from Southern California gathered at the Walt Disney Concert Hall on May 10th to learn the great advantages of moving their businesses to Downtown LA.

Produced by the Downtown Center Business Improvement District's Economic Development team, and hosted by Carol E. Schatz, the President and CEO of the DCBID, the audience viewed the premier of an exciting 4-minute video that showcased Downtown's renaissance.

Next, a panel of distinguished guests extolled the benefits of Downtown. Moderator Tom Gilmore with Gilmore Associates talked about the residential boom; Russell Goldsmith with City National Bank explained why his bank chose to consolidate its operations Downtown; Robert F. Maguire with Maguire Properties, Inc. spoke about his vision for Downtown's future; Greg Seibly with US Bank gave the reasons why his bank left the Westside and chose Downtown for its California headquarters; and James A. Thomas with Thomas Properties emphasized the strength of the labor pool and status of the Grand Avenue Project.

The DCBID's Economic Development team will closely monitor the results from this exciting forum. For more information, please contact Hal Bastian, Vice President and Director of Economic Development at 213.624.2146.



Panelists describe the benefits of Downtown LA to an over-capacity crowd at the Walt Disney Concert Hall.

CALENDAR OF EVENTS

Now – May 23
VISUAL MUSIC
 Museum of Contemporary Art
 Grand Avenue
 213-626-6222
www.moca.org

Now – May 25
ELECTRICIDAD
 Mark Taper Forum at the Music Center
 213-628-2772
www.TaperAhmanson.com

Now – May 29
PLAY WITHOUT WORDS
 Ahmanson Theater at the Music Center
 213-628-2772
www.TaperAhmanson.com

Now – June 5
IMELDA
 East West Players
 213-625-7000
www.eastwestplayers.org

Now – June 19
CONVERSATIONS
 Natural History Museum
 213-763-DINO
www.nhm.org

Now – July 24
LASTING BEAUTY: MISS JAMISON AND THE STUDENT MURALISTS
 Japanese American National Museum
 213-625-0414
www.janm.org

Now – August 28
L.A. NEIGHBORHOODS
 Photography by Gary Leonard
 Central Library
 213-228-7500
www.lapl.org

May 25 – July 17
STUFF HAPPENS
 Mark Taper Forum at the Music Center
 213-628-2772
www.taperahmanson.com

May 26-29
LOS ANGELES FEMME FILM FESTIVAL
 Los Angeles Center Studios
 213-387-7163
www.lafemme.org

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May 27 – July 1
**TEXTILES ST. GALLEN HISTORY,
HIGH TECH AND HAUTE COUTURE**
Fashion Institute of Design &
Merchandising
213-624-1200
www.fidm.edu

May 28 – June 15
FALSTAFF
Dorothy Chandler Pavilion
213-972-8001
www.losangelesopera.org

June 1 – July 2
LAST REMAINING SEATS
Los Angeles Conservancy
213-623-2489
www.laconservancy.org

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
213-623-2489
www.laconservancy.org

Every Thursday 11am-3pm
GOURMET FARMERS MARKET
7+FIG @ Ernst & Young Plaza
213-955-7157
www.7fig.com

Last month the Downtown Center Business Improvement District, along with Chrysalis were honored by the Downtown Breakfast Club at their 25th Annual Roses and Lemon Awards Breakfast in the “Social Services” category for their impact on improving the Downtown area. Carol Schatz, President and CEO of the DCBID represented all of the Downtown BID’s with her acceptance of the Roses award.



The Downtown Breakfast Club is an organization of professionals whose main purpose is to recognize, foster and encourage the orderly and planned growth of Downtown Los Angeles.

LOST IN DOWNTOWN? NOT ANY MORE!

Local government and business leaders, as well as the Laker Girls gathered in front of the Walt Disney Concert Hall on April 26 to launch a “wayfinding” signage program designed to help pedestrians and motorists more easily navigate through Downtown. The program, which will be the nation’s largest way-finding program, is called “Downtown LA Walks” and features more than 1,300 signs.

The launch ceremony was highlighted by Council Member Jan Perry and Downtown Center Business Improvement President and CEO Carol Schatz unveiling the first installed signs located at Grand Avenue and First Street. The rest of the signs will be installed over the next three months.

The Downtown LA Walks program is the culmination of an effort driven by the DCBID and Confederation of Downtown Associations with additional oversight provided by the Los Angeles Department of Transportation, Metropolitan Transit Authority and the Community Redevelopment Agency. The cost was just over \$2 million.



Laker Girls “modeling” signs at Downtown LA Walks press conference.

“These beautiful signs will direct people from point to point all over the Downtown area and represent another significant milestone in the renaissance of Downtown Los Angeles,” said Carol Schatz.

There are three different types of signs. For motorists, there are large-font text signs that point out directions to major attractions, freeway entrances and areas of interest. Text signs, as well as colorful maps provide pedestrians with directions and walking routes for subway stations, public offices, historical points of interest and frequently visited destinations.

For more helpful information about the program, visit www.downtownlawalks.com.

SECURITY OFFICER OF THE YEAR

The DCBID is proud to honor safety officer, Danilo Jimenez, who was named one of five officers of the year by the American Society for Industrial Security (ASIS) of Greater Los Angeles.

DCBID officer Jimenez was responsible for saving a person's life when he administered CPR to a visitor to Downtown LA who suffered a heart attack. He also apprehended a suspect in an ATM robbery attempt. Officer Jimenez was honored for his outstanding performance and achievements, and for his contributions to the security industry.



From left to right: Chris Antoniadis, Danilo Jimenez and Miguel Ruiz.

The ASIS is the largest international organization for security professionals with more than 30,000 members worldwide.

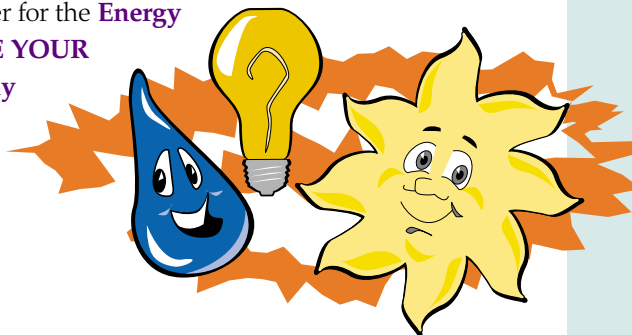
Congratulations to Officer Jimenez!

TIPS ON REDUCING YOUR UTILITY BILL

The Los Angeles Department of Water and Power recommends the following simple and inexpensive ways to help reduce your utility costs:

- Retrofit lights with energy-efficient lamps.
- Turn off equipment, including computer monitors and printers, when not in use.
- Perform regular equipment maintenance.
- Install programmable thermostats.
- Lower thermostat settings to 70°F in the winter, and raise them to 78°F in the summer.
- Repair leaking faucets and continuously running toilets.

If you would like to learn more, call 213.367.4776 or send an email to commercial.marketsmm@ladwp.com and register for the **Energy Efficiency and Water Conservation: REDUCE YOUR UTILITY BILLS** Workshop on **Wednesday, July 20, 2005** at the LADWP John Ferraro Office Building, Cafeteria Conference Center, 111 N. Hope Street.



MAINTENANCE EMPLOYEE OF THE MONTH – STEVEN DIMACALI



Maintenance Employee of the Month, Steven Dimacali is a skilled sweeper operator whose area includes the Walt Disney Concert Hall and MOCA. Steven enjoys working outdoors with his co-workers at the DCBID. “What helped me become Employee of the Month is being part of the team and knowing that you can’t do it on your own, it’s a total team effort,” says Steven. “I know I wouldn’t have received the award without the help of the other truck drivers and machine operators.”

Congratulations to Steven Dimacali!

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WE NEED YOUR HELP!

Have you completed and returned the *Trespass Authorization Form* that was mailed to you recently? The DCBID's Operations Department is collecting these forms from every property owner to help your business prosper.



When you're not available when a trespassing violation occurs on your property, the Purple Patrol, along with the LAPD can make the arrest in your absence IF we have your form on file.

Please contact Chris Antoniadis, Director of Operations at 213.624.2425 for more information.



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

DATES TO REMEMBER

JUNE 1, 8AM
Board Meeting

JUNE 20, 2PM
Marketing Committee
Meeting

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

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