

# DISTRICT NEWS



## BID ACADEMY OPENS

The Downtown Center Business Improvement District celebrated the opening of the BID Academy, the first-of-its-kind in the nation, last month to ensure that the Purple Patrol safety team receives the best training available to meet the growing needs of Downtown Los Angeles.

The BID Academy's 10-day training program educates the DCBID safety team in 39 aspects of security training including report writing, cultural diversity, drug abuse recognition, terrorism response, crime scene preservation, first aid and CPR, and homeless and mentally ill outreach.

Although the DCBID currently provides training to all safety employees, those who complete the BID Academy will receive certificates to show they have completed this additional training that greatly exceeds the required number of hours by the state to maintain their credentials.

The use of the BID Academy's training facility, located at 333 S. Hope Street, was generously donated by Brookfield Properties.

For more information, please contact Chris Antoniadis, Director of Operations, at [cantoniadis@downtownla.com](mailto:cantoniadis@downtownla.com) or 213.624.2425.



Carol E. Schatz thanking Patrick Lacey with Brookfield Properties at the BID Academy grand opening.

## CALENDAR OF EVENTS

Now – December 2

### FASHION MAKES SCENTS

Fashion Institute of Design & Merchandising

213.624.1200

[www.fidm.edu](http://www.fidm.edu)

Now - December 10

### THE LIGHT IN THE PIAZZA

Music Center's Ahmanson Theatre

213.628.2772

[www.centertheatregroup.com](http://www.centertheatregroup.com)

Now – February 18

### ANSEL ADAMS AT MANZANAR

Japanese American National Museum

213.625.0414

[www.janm.org](http://www.janm.org)

November 16 – January 15

### DOWNTOWN ON ICE AT

### PERSHING SQUARE

213.847.4970

[www.laparks.org](http://www.laparks.org)

November 18 @ Noon

7+FIG Kids Club

### CORNUCOPIA PAINTING

### WORKSHOP

213.955.7150

[www.7fig.com](http://www.7fig.com)

November 19 – March 5

### SKIN + BONES PARALLEL

### PRACTICES IN FASHION AND

### ARCHITECTURE

Museum of Contemporary Art

Grand Avenue

213.626.6222

[www.moca.org](http://www.moca.org)

*continued on page 2*

November 19, 26, 29 and  
December 2, 6, 9, 14 and 17  
**HANSEL AND GRETEL**  
Music Center's  
Dorothy Chandler Pavilion  
213.972.8001  
www.laopera.com

November 30  
**ALoud - STEVE WOZNIAK**  
Los Angeles Central Library  
213.228.7025  
www.lapl.org

November 29  
**MARKUS STOCKHAUSEN  
AND TARA BOUMAN:  
MOVING SOUNDS**  
REDCAT  
213.237.2800  
www.redcat.org

December 4  
**COLBURN CHAMBER MUSIC  
SOCIETY WITH CHALIFOUR**  
Colburn School  
213.621.2200  
www.colburnschool.edu

The second demographic survey of Downtown residents is underway. The DCBID Economic Development department, in conjunction with the Los Angeles Economic Development Corporation and Lauren Schlau Consulting, created a questionnaire directed to residents in housing developments constructed since the year 2000. The last survey was conducted in 2004. The DCBID has distributed the surveys door-to-door to over 5,500 units.

The survey will quantify household income level, size, ethnicity, as well as education levels and a myriad of other data. The survey will also provide feedback on the kinds of goods and services that residents desire to help the DCBID continue our successful efforts to attract more restaurants, stores and other amenities to Downtown.

The results from the survey will be released early next year. For more information, please contact Hal Bastian, Vice President & Director of Economic Development, at 213.624.2146 or hbastian@downtownla.com.

## HUELL HOWSER FOCUSES ON DOWNTOWN

Thanks to fundraising efforts by Hal Bastian, Vice President & Director of Economic Development for the DCBID, Huell Howser has begun to tape a series of TV features focused on Downtown. Hal sought funding from many of

Downtown's businesses and developers to enable the popular PBS host to produce 26 episodes that will showcase what's unique and special about Downtown.

The first three episodes appeared on KCET in early October and featured a French restaurant off an alley on Seventh Street, the newly restored Chop Suey Café in Little Tokyo, Evans Community Adult School and Gallery Row's Art Walk. Another episode looks at the National Biscuit Company Factory Building and airs on November 10 at 6 pm and 12:30 am and again on November 27 at 6 pm.



*PBS host Huell Howser with owners of recently opened Chop Suey restaurant in Little Tokyo.*

Future shows may include the Fashion, Arts and Jewelry Districts, rooftop pools, nightlife and the Cornfield Park. For more information or sponsorship opportunities, contact Hal Bastian at 213.624.2146 or hbastian@downtownla.com.

# NON-STOP DEMAND FOR DOWNTOWN TOURS

The DCBID Economic Development Team has been busy giving tours of Downtown Los Angeles to interested retailers, restaurants, and nightclubs, as well as office space users.

Requests for Downtown tours have come from anchor retailers, restaurant chains, apparel stores, up-scale beauty salons, home/living product chains, and entertainment entrepreneurs interested in opening comedy and jazz clubs.

Wolfgang Puck Gourmet Express, Loose Leaf, Grey Goose Framing, Library Bar and Famima all met with the DCBID for tours, research information and encouragement that convinced them to locate their business within the district.

For more information, contact Hal Bastian, Vice President & Director Economic Development at 213.624.2146 or hbastian@downtownla.com.



*Thousands gather to hear Kinky perform at the Grand Avenue Festival last month. The 3rd Annual Festival drew an estimated crowd of 30,000 for a day of free music, art and theatre, delicious food tastings, art-making and much more.*

## IT'S TIME TO RENEW THE DCBID

The Downtown Center Business Improvement District's (DCBID) second five-year term ends December 31, 2007. According to California law, every Business Improvement District must be reaffirmed by its property owners through a petition and ballot process.

We ask that you take two important steps to ensure the continuation of the DCBID:

- 1) Sign the petition that you'll receive in January 2007**
- 2) Vote Yes on the ballot you'll receive in May 2007**

The collective power of all property owners working together as a BID is evidenced by the increase in property values and enormous amount of investment in Downtown Los Angeles that we see everyday around us.

Vote yes to ensure the continuation of the DCBID! For more information, please contact Mindy Rosen, Director of Marketing and Communications at 213.624.2146 or mrosen@downtownla.com.

## DCBID WINS MARKETING AWARD



Carol Schatz and Mindy Rosen accepted the International Downtown Association's (IDA) Special Achievement Award in Marketing and Communications at the annual conference in Portland, Oregon last month.

The innovative marketing campaign created to promote the Downtown LA Walks directional signage program received the IDA award for two reasons, according to the judges. First, the campaign uses cutting-edge podcast technology and second that it was the first time the Confederation of Downtown Associations, an alliance of nine Los Angeles business improvement districts worked together on a marketing program.

Visit [www.downtownlawalks.com](http://www.downtownlawalks.com) to see the complete campaign and to download the free podcast tours. For more information, contact Mindy Rosen, Director of Marketing and Communications at 213.624.2146 or [mrosen@downtownla.com](mailto:mrosen@downtownla.com).

# 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*

**Robert Bellack**  
*Los Angeles Times*

**Barbara Bundy**  
*FIDM*

**A. Bingham Cherrie**  
*USC*

**John Curthoys**  
*Equity Office Properties*

**David Damus, Esq.**  
*L & R Investment Co.*

**John Goldrick**  
*Downtown Properties*

**Jeffrey Griswold**  
*System Property Development Co.*

**Kent Handleman**  
*Thomas Properties Group*

**Patrick Lacey**  
*Brookfield Properties*

**Marc Loge**  
*Wilshire Grand Hotel & Centre*

**Sandy Nam**  
*Jamison Properties*

**Anne Peaks**  
*Yellin Company*

**Harry Richter**  
*California Club*

**Carol E. Schatz**  
*Downtown Center Business  
Improvement District*

**Colin Shepherd**  
*Hines*

**Renata Simiril**  
*Forest City Development*

**Patrick Spillane**  
*IDS Real Estate Group*

**Scott Sorenson**  
*Broadway Real Estate Partners*

**Josh Wrobel**  
*Maguire Properties*

# DCBID STAFF

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

**Jon Niiro**  
*Vice President Finance and  
Administration*

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

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

**Chris Antoniadis**  
*Director of Operations*

**Leticia Orozco**  
*Operations Supervisor*

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

**Herman Pang**  
*Director of Information Systems*

**Hong Zhao**  
*Senior Staff Accountant*

**Amy Giang**  
*Assistant Controller*

**Alan Bohannon**  
*Economic Development Research  
Associate*

**Justin Weiss**  
*Economic Development Associate*

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

**Natasha Stephens**  
*Administrative Assistant*

**Theresa Don Lucas**  
*Administrative Assistant*

# MAINTENANCE EMPLOYEE OF THE MONTH

**D**errick Wilson has been chosen as DCBID's Maintenance Employee of the Month. Mr. Wilson is a Sweeper whose territory includes Main and Spring Streets between 4th and 1st Streets.

It didn't take long for Mr. Wilson to prove himself as a dynamic Sweeper. Just three months on the job and he received this honor as Maintenance Employee of the Month.

"I just work hard and do my best to get the job done," explains Mr. Wilson,

"The best part of my job is getting up in the morning to go to work. I get to work early, at 4:00 am and try to start my day off right, with laughter."

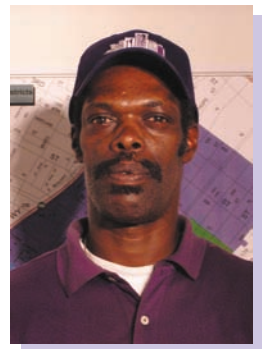
Congratulations to Mr. Derrick Wilson!

# STAFF PROMOTIONS

**C**arol Schatz announced the promotion of Jon Niiro to Vice President Finance and Administration.

Jon joined the DCBID and Central City Association in January as Controller. He is a CPA. Jon can be reached at jniiro@downtownla.com or 213.624.2146.

Also promoted are Amy Giang to Assistant Controller and Herman Pang to Director of Information Systems.



*Derrick Wilson*

# DATES TO REMEMBER

**NOVEMBER 20, 2006 AT 2 PM**  
Marketing Committee Meeting

**NOVEMBER 30, 2006 AT 8 AM**  
Economic Development  
Committee Meeting

**DECEMBER 6, 2006 AT 8 AM**  
Board of Directors Meeting

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



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Los Angeles, CA 90017  
(213) 624-2146

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