

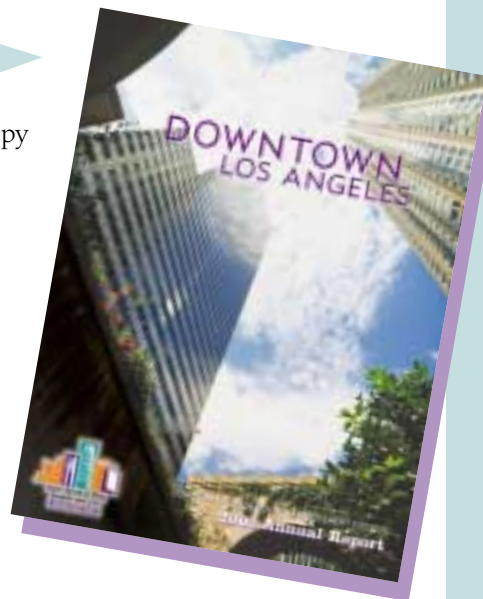
# DISTRICT NEWS



## DCBID 2002 ANNUAL REPORT

The Annual Property Owners meeting was held on March 13 at the Wilshire Grand Hotel. Carol E. Schatz and the staff presented an overview of what the operations, economic development and marketing programs have accomplished over the past five years. The financial statements for the year ending December 31, 2002 were also included in the program.

The 2002 Annual Report was distributed to those in attendance and mailed to all property owners. If you did not receive a copy of the report, please contact Heidi Beeks at 213.624.2146 or hbeeks@downtownla.com.



## CALENDAR OF DOWNTOWN EVENTS

April 5 – 27

### Children's Performance Program

Pershing Square  
2:00pm Saturday, Sunday  
12:00pm Tuesday  
213-847-4970  
[www.laparks.org](http://www.laparks.org)

April 13  
27th Annual

### John R. Wooden Award Presentation Gala

Omni Hotel  
213-630-5255

April 27

### Fiesta Broadway

Broadway Street  
(between 1st & Olympic)  
Downtown Los Angeles  
11:00am – 6:00pm  
[www.fiestabroadway.la](http://www.fiestabroadway.la)

May 4 – June 27

### Juan Munoz

Museum of Contemporary Art  
Geffen Contemporary  
213-626-6222  
[www.moca.org](http://www.moca.org)

May 31 – June 22

### Don Giovanni

Los Angeles Opera  
213-365-3500  
[www.losangelesopera.com](http://www.losangelesopera.com)

(CONTINUED ON PG. 2)



## BROCHURE RACKS

filled with Downtown information including maps, bus routes and restaurant guides have been placed in 15 different building lobbies. Please contact the Marketing Department if you are interested in placing a brochure rack in your building lobby.

# MOTHER'S DAY RADIO CAMPAIGN



**M**other's Day is May 11 this year and the Downtown Center Business Improvement District will be running radio commercials on Los Angeles' leading radio stations later this month to promote this important holiday.

Listeners will be urged to register at [www.downtownla.com](http://www.downtownla.com) to win prizes donated by Downtown businesses. Please contact Mindy Rosen at 213.624.2146 or [mrosen@downtownla.com](mailto:mrosen@downtownla.com) for more information.

## RESEARCH STUDY

**H**ave you noticed the survey-takers on the streets of the DCBID asking people to answer a few questions about how often they visit Downtown, what they do when they are here and what are their impressions of Downtown? The DCBID has hired a research firm to interview 1,000 Downtown pedestrians during the months of April and May to learn the answers to these questions and much more. The results will be published in an upcoming newsletter.

## CALENDAR (CONTINUED FROM PG. 1)

May 13 – June 6

**LILY TOMLIN** in  
**The Search for Signs  
of Intelligent Life in  
the Universe**

Ahmanson Theatre  
213-627-2772  
[www.taperahmanson.com](http://www.taperahmanson.com)

Every Saturday

**Downtown L.A. Walking Tours**

Los Angeles Conservancy  
213-623-2489  
[www.laconservancy.org](http://www.laconservancy.org)

Visit [www.downtownla.com](http://www.downtownla.com) for a complete listing of Downtown L.A. events.



**T**his is one big jewelry center! St. Vincent Jewelry Center, located in the 600 block of Hill Street, is the largest jewelry complex in the world at over 500,000 square feet of space. More than 400 retailers, wholesalers and manufacturers are housed under one roof. You'll find gold, diamonds, pearls, ivory and colored stones. Plus watches, appraisers, gemologists, coin dealers, and even a variety of charms for your charm bracelet.

It's an amazing experience walking through the aisles surrounded by jewelry on all sides. You'll find jewelry that can satisfy every taste from the most simple to the most sophisticated.

Prices are amazing too -- always 40% to 80% below retail since you will be dealing with first hand merchants. Credit cards, checks and cash are accepted at the Center. It's easy to stop by on your lunch hour to pick up something special for yourself or a loved one! Safe and convenient parking is located at 639 S. Broadway.

## KEEPING DOWNTOWN SAFE



The Downtown Center Business Improvement District is working closely with the Los Angeles Police Department, the Sheriff's Department and the CHP on law enforcement issues in the Downtown area. DCBID personnel are trained and certified on urban rescue and disaster response. Specialized instruction has been given to our safety officers, ambassadors and maintenance personnel in recognizing circumstances that may be related to terrorist activity.

Following 9/11, the DCBID upgraded its emergency response capabilities and joined the City's Emergency Operations Center (EOC). The DCBID is a permanent member of the EOC and in the event of a catastrophe or emergency, will be working as a liaison between local government and the Downtown community. The DCBID frequently meets with Downtown security managers to discuss tactics and procedures in dealing with emergencies. Further, DCBID is the prime representative for the E-Team emergency management system in Downtown. E-Team is an electronically linked emergency response notification and coordination system. DCBID is leading the effort to join more businesses with E-Team.

DCBID operates a 24-hour, 7-day a week safety operation in the Downtown area that can be reached by calling 213.624.2425. In cooperation with the police and other law enforcement agencies, the DCBID is here to make Downtown a safer place where people can live, work and play.

## DCBID PARTICIPATES IN URBAN LAND INSTITUTE EVENT

Hal Bastian, Director of Economic Development, and Brian White, Economic Development Coordinator, participated in an Urban Land Institute event entitled "Urban Marketplace" at the Los Angeles Convention Center on Wednesday, March 19, 2003.



*Brian White (L) and Hal Bastian (R) representing Downtown Los Angeles at the Urban Land Institute Conference.*

The half day program was attended by over 400 people with an interest in urban real estate issues and real estate development. The DCBID was one of about 20 exhibitors at the event. Our booth included comprehensive information on the Downtown L.A. marketplace and highlighted current residential development.

"We were very encouraged by the tremendous interest shown in Downtown by the conference attendees, including developers and lenders," said Hal Bastian.

**NEW MAPS** have been installed on the Ambassador Kiosks to facilitate giving directions to our visitors.



## DCBID STAFF

Carol E. Schatz  
President & CEO

Randall K. Ely  
Sr. Vice President & COO

Carl Clauson  
Vice President & CFO

Don MacNeil  
Director of Operations

Hal Bastian  
Director of Economic Development

Mindy Rosen  
Director of Marketing & Communications

Elaine Gaspard  
Economic Development Manager  
(Provided by LAEDC)

Raquel Taylor  
Executive Assistant

Heidi M. Beeks  
Marketing Manager

Herman Pang  
MIS Manager

Brian White  
Economic Development Coordinator

Ronald Colcol  
Supervisor/Maintenance Services

Jose Camacho  
Supervisor/Safety Services

## DCBID BOARD OF DIRECTORS

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Jones, Lang, LaSalle

Barbara Bundy  
FIDM

A. Bingham Cherrie  
USC

John Curthoys  
Equity Office Properties

David Damus, Esq.—Chairperson  
System Property Development Co.

Steven Hathaway—Secretary  
Los Angeles Athletic Club

Colleen Kareti  
Hyatt Regency Los Angeles

Patrick Lacey  
Trizec Properties

Kit Marchel  
Hertz Investment Group

Donald Nicholas  
777 Tower Associates

Kelvin Nishikawa  
Shuwa Investments Corp.

Tania Norris  
Norris Building

Anne Peaks  
Yellin Company

Peklar Pilavjian—1st Vice Chair  
L.A. United Investment Co.

Harry Richter  
California Club

Jim Shaw—Treasurer  
Los Angeles Times

Colin Shepherd  
Hines

John Vallance  
City Centre Development

Greg Vilkin  
Forest City Development

Tim Walker  
MaguirePartners

Peter Zen  
Westin Bonaventure Hotel & Suites

Beverly Ziegler—2nd Vice Chair  
Kawada Company of America

## WHAT I LIKE MOST ABOUT DOWNTOWN L.A.

Visitors to our website had this to say about what they like most about Downtown L.A.:

*"It's awesome! It's one of the only places in LA that actually feels like a true urban environment. The tall buildings, the incredible architecture and the amazing potential all make it special."*

*"The skyline is beautiful."*

*"The food and the atmosphere."*

*"I love MOCA, both of them."*

*"The unpretentiousness of Downtown, the feeling of a big city with class and its independence from the movie industry."*

## UPDATED LISTINGS NEEDED!

The "Purple People" Ambassadors are in the process of hand delivering postage-paid postcards to you to complete with current information about your business or your tenants to be included in a new, updated Guide to Downtown L.A. The Guide will list Downtown restaurants, retailers, hotels and attractions and will be distributed throughout Downtown to visitors, residents and office workers. There's no cost to be included in the Guide. Please complete the postcard or email your current information to [bwhite@downtownla.com](mailto:bwhite@downtownla.com).

Thank you for your help!



606 S. Olive Street, Suite 1000  
Los Angeles, CA 90014  
(213) 624-2146

## DATES TO REMEMBER

April 2, 8 am  
BOARD MEETING

April 21, 2 pm  
MARKETING COMMITTEE  
MEETING

May 7, 8 am  
BOARD MEETING

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

[WWW.DOWNTOWNLA.COM](http://WWW.DOWNTOWNLA.COM)  
24 Hour Service Center: (213) 624-2425