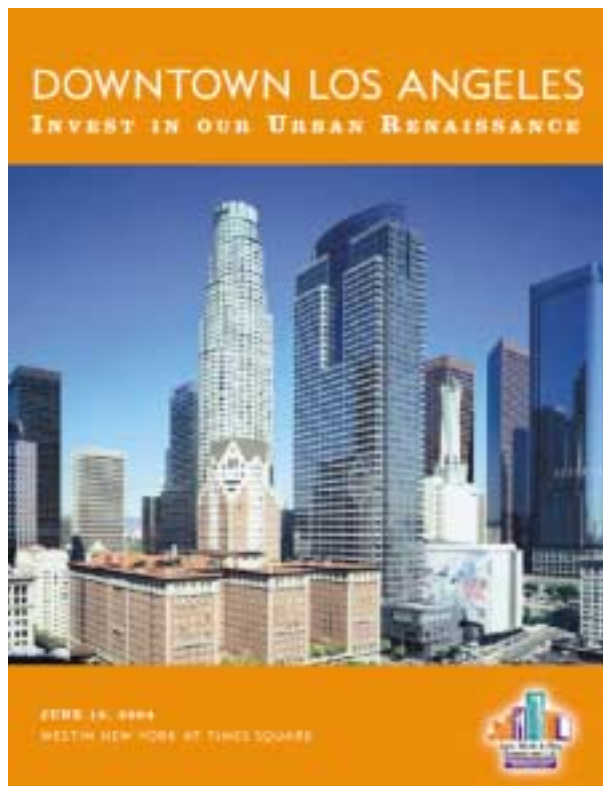


NEW YORK TRIP PRODUCES RESULTS!

The DCBID is pleased to report that our June 10, 2004 breakfast program at the Westin New York at Times Square is producing immediate results. The purpose of the event was to increase investor and banker confidence in Downtown Los Angeles and to encourage tours of our center city.

One week following the program, Hal Bastian, Vice President and Director of Economic Development, toured one of the New York attendees through Downtown LA. The investor was very impressed and is considering investing in existing office buildings. Two weeks later, Hal toured another attendee, a commercial banker, who is considering lending on a large adaptive reuse project. In addition, a tour of Downtown LA has been scheduled for mid-August by an investment banker who is doing the final underwriting for construction financing on an adaptive reuse project.

The DCBID Economic Development team will continue to report on future results from the New York presentation in the weeks and months ahead.



CALENDAR OF EVENTS

Now – August 15

SEPTEMBER 11:

BEARING WITNESS TO HISTORY

Japanese American National Museum

213.625.0414

www.janm.org

Now – September 30

PERSHING SQUARE SUMMER CONCERT SERIES

Pershing Square

213.847.4970

www.laparks.org

Now – September 12

INTIMATE APPAREL

Mark Taper Forum at the Music Center

213.628.2772

www.taperahmanson.org

Now – September 19

ENTERPRISING WOMEN: 250 YEARS OF AMERICAN BUSINESS

Los Angeles Central Library

213.228.7000

www.lapl.org

Now – September 26

EVOLVING LIGHT

Museum of Neon Art

213.489.9918

www.neonmona.org

Now – October 8

GRAND PERFORMANCES SUMMER CONCERT SERIES

California Plaza

213.687.2159

www.grandperformances.org

continued on page 2

Now – January 9, 2005

L.A. LIGHT/MOTION/DREAMS

Natural History Museum of
Los Angeles County
213.763.DINO
www.nhm.org

Now – January 23, 2005

BODY WORLDS

California Science Center
213.744.2019
www.californiasciencecenter.org

August 6, 13 & 20

SMOOTH FRIDAY JAZZ

7+FIG @ Ernst & Young Plaza
213.955.7150
www.7fig.com

August 6, 13, 20 & 27

**MACY'S PLAZA SUMMER
CONCERT SERIES**

Macy's Plaza
213.624.2891

August 7 & September 4

KID'S CLUB

Macy's Plaza
213.624.2891

August 24 – October 17

LITTLE SHOP OF HORRORS

Ahmanson Theatre at the Music Center
213.628.2772
www.taperahmanson.com

Every Thursday 11am – 3pm

GOURMET FARMERS MARKET

7+FIG @ Ernst & Young Plaza
213.955.7157
www.7fig.com

Every Thursday 11am - 3pm

FLOWER MARKET AT MOCA

Museum of Contemporary Art
213-626-6222
www.moca.org

DCBID Safety Officer Danilo Jimenez was commended at a recent DCBID Board of Directors meeting for his heroism in performing life-saving CPR on a visitor to Downtown who suffered a heart attack on June 11th.



*DCBID Board Chair Peklar Pilavjian
congratulating Officer Jimenez.*

Officer Jimenez, a DCBID employee for 3 1/2 years, responded to a call to assist a visitor who had fallen and then passed out at McDonald's at 7th and Hill streets. Officer Jimenez immediately took charge of the situation and began to administer CPR.

"My training took over. I quickly realized that this was the real thing and not a classroom dummy," said Officer Jimenez. "An ambulance was called to the scene and as the paramedic was leaving, he turned to me to congratulate me on saving a life."

On behalf of the DCBID, we wish to thank Officer Jimenez for his professionalism and concern for others. He is a true hero!

SUMMER CONCERTS 2004 IN PERSHING SQUARE

This summer grab a sandwich and head to Pershing Square every Tuesday and Thursday from noon to 2 p.m. to hear free concerts presented by the City of Los Angeles Department of Recreation and Parks. The music ranges from swing to funk, plus several tribute bands. The concerts run through September 30.

Plus, Jazz Sundays from 3 to 5 pm in Pershing Square is a great way to wind down your weekend:

August 15 Johnnie Valentino Quartet
September 19 Elle Ven



For more information, call 213.847.4970 or visit www.laparks.org.



WELCOME TO ED HENNESSY

The DCBID is pleased to welcome Ed Hennessy to the team as the Operations Manager where he oversees the maintenance contractor and crews, responds to tenant and property owner requests, assists with special events and maintains relations with City departments and LAPD.

Ed moved to Los Angeles from Philadelphia ten years ago as a member of the Jesuit Volunteer Corps where he was assigned to Chrysalis. After his first year, Ed became Director of Programs at Chrysalis followed by Director of their StreetWorks program, the maintenance contractor for the DCBID as well as many other BID's throughout Los Angeles.

Ed spends most of his time on the street with the crews making sure that the District is free of trash and graffiti. He can be reached at adam5@downtownla.com or 213.624.2425.



SAVE THE DATE – IT'S GOING TO BE GRAND!

The Grand Avenue Festival, including the Taste of Downtown LA will be held on Sunday, October 17 from 11 am to 6 pm.



Grand Avenue between 1st and 3rd will be closed to traffic to make room for

Downtown's best restaurants and much more! FREE musical performances will take place inside the Walt Disney Concert Hall, at the Music Center, the Cathedral of Our Lady of the Angels and Redcat Theater. The Museum of Contemporary Art, celebrating 25 years, will have free admission and fun programs for families. The Central Library gets into the act with its Performing Books program. Performances by the Los Angeles Master Chorale and Center Theater Group will also take place during the Festival. In addition, an outdoor stage on Grand Avenue will showcase live music provided by the Colburn School of Performing Arts and Grand Performances.

Plan now to attend this wonderful day celebrating Downtown's best cultural destinations and restaurants.

For more information, contact Mindy Rosen at mrosen@downtownla.com.



Taste of Downtown LA and other activities at last year's Creation Festival on Grand Avenue.

KABC-TV SPOTLIGHTS DOWNTOWN HOUSING TOURS

Reporter Jane Monreal with KABC-TV followed Carol E. Schatz, President and CEO and Hal Bastian, Vice President and Director of Economic Development on a recent tour of the Pegasus apartments and the Historic Gas Company Lofts to showcase the DCBID's Saturday tours of Downtown living spaces. The special segment aired on Channel 7 during the 6 am and 11 am newscasts on July 22.

For more information about Downtown's public relations efforts, contact Mindy Rosen at mrosen@downtownla.com.

ALMA – WIDOW OF THE FOUR ARTS



The Los Angeles Theater in the Historic Theater District on Broadway plays host to an exceptional production this fall. Alma-Widow of the Four Arts follows the colorful life of Alma Mahler. Born in 1879 in Vienna, she first married composer Gustav Mahler and later architect Walter Gropius. Her love affair with painter Oskar Kokoschka was followed by another marriage to writer Franz Werfel.

Although the Los Angeles Theater holds 2,200, attendance will be limited to 200 since the interactive play takes place in the entire building where various scenes of Alma's life are performed simultaneously on all floors and in all rooms of the theater. Play-goers will choose their own path inside the theater to watch Alma's life unfold before them.

The ticket price of \$125 includes dinner and drinks. For more information, visit www.alma-mahler.com or call 323.252.7112.

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DOWNTOWN LANDS THE DAILY GRILL!

The Daily Grill Restaurant has signed a long-term lease on the ground floor of the Pegasus apartment building at 612 S. Flower Street. Scheduled to start construction later this summer, the 6,000 square foot restaurant will be located at the southeast corner of Flower and 6th Streets, directly across the street from the Standard Hotel and Arco Plaza (soon to be renamed City National Plaza).



The Daily Grill has 19 other locations, including many in Southern California, as well as units in the Washington D.C. area, Houston, Portland and Bethesda. Known for its American faire, generous portions and comfortable atmosphere, the Daily Grill will be a welcome addition to the Downtown LA restaurant scene. The restaurant will open in the spring of 2005 and employ about 80 people.

Hal Bastian, Vice President of Economic Development, and Petra Durnin, Economic Development Coordinator, played a key role in providing demographic information, statistics and market data that resulted in the Daily Grill choosing this Downtown location.

"The Daily Grill will add a terrific dining alternative in the heart of Downtown that customers can patronize frequently," said Carol E. Schatz, President and CEO of the DCBID.

DCBID RESPONDS TO QUALITY OF LIFE CONCERNS

Please contact the DCBID whenever you notice a problem or have a concern about quality of life issues in Downtown LA. We will forward your information to LAPD for immediate action. Please contact Rosemary Fisher Anaya, DCBID COO, at 213.624.2146 or ranaya@downtownla.com.



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

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