

THE CONDOS ARE COMING, THE CONDOS ARE COMING!



Grand Avenue Lofts at 11th and Grand



*The Toy Factory Lofts
in the Artists District*

Spurred on by the tremendous success of the Flower Street Lofts development located across from Staples Center, The Lee Group has embarked on its second condo development in the former UCLA Extension Building located at the southeast corner of 11th Street and Grand Avenue. The Grand Avenue Lofts will have a total of 66 loft-style luxury units and should be ready for occupancy by the end of 2004.

In other condo news, LinearCity LLC is currently building The Toy Factory Lofts located at 1855 Industrial Street (www.toyfactorylofts.com) in the Artists District. A total of 119 units will be available for sale starting in early February 2004 with target occupancy in April. This project features incredible views of the Downtown skyline and a new pool on the roof.

Literally hundreds of other condo units, both new construction and adaptive reuse, are in the pipeline. For more information about apartments, lofts and condos, please visit the DCBID website at www.downtownla.com and click on "Housing and Business".

CALENDAR OF EVENTS

Now – January 19

LA KINGS DOWNTOWN ON ICE

Pershing Square
213-847-4970
www.laparks.org

Now – January 25

LIKE JAZZ

Mark Taper Forum
213-628-2772
www.taperahmanson.com

Now – January 26

FRANK GEHRY: WORK IN PROGRESS

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

Now – March 31

BUMFUZZLE

Museum of Neon Art
213-489-9918
www.neonmona.org

Now – June 6

COLBURN SCHOOL FREE CONCERT SERIES

The Colburn School of Performing Arts
213-621-2200
www.colburnschool.edu

Now – June 13

LOS ANGELES PHILHARMONIC SEASON

Walt Disney Concert Hall
323-850-2000
www.laphil.org

January 8 – February 26

ALOUD

LA Central Library
213-228-7025
www.lapl.org

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NEW RESTAURANTS SATISFY ALL TASTES



Kendall's Brasserie at the Music Center

Downtown Los Angeles has recently welcomed four new restaurants. Here's a brief description of each one:

Panino serves gourmet sandwiches, salads, and soups in a charming setting. Try their Mushroom Barley soup on a rainy day or their Golden Beets and Lentils salad for something unique. Sandwiches, served both hot and cold, include ahi tuna steak and smoked turkey breast. Everything on the menu is available for dining -in or take -out. Panino, at 808 W. 7th Street, also offers a catering menu. 213.624.0050.

Also on 7th Street is **LA Grand Event**. Currently offering breakfast and lunch, LA Grand Event will soon be serving beer and wine into the evening hours. Located at the corner of 7th and Grand, the beautiful exterior of carved wood and glass invites you inside to sample a wonderful selection of confectioneries, baked goods, and Illy coffee from Italy. Lunch entrees include panko crusted salmon, lasagna and meatloaf. All menu items are available for take-out and dining-in. Plus catering and delivery service are offered. 213.623.7560.

The Patina Group was busy the past few months. Joachim Splichal and his team opened not one but two restaurants Downtown! **Patina** offers fine dining at the glorious Walt Disney Concert Hall. From the seasonal tasting menus and the full-flavored fall game menu to the decadent cheese cart and award-winning wines, Patina provides luxury dining in Downtown. Open for lunch, dinner and late-night supper, Patina also offers a private Chef's Table providing ten to twelve guests a behind-the-scenes view into the kitchen. 213.972.3331.

Kendall's captures the European brasserie concept with both its menu and décor. The rich interior includes a dining room, central bar and a raw bar surrounded by intricate tile work and amazing artifacts from the best of the Parisian markets. In addition to the seafood bar, the menu offers classic brasserie fare and contemporary dishes. Their classic frites (french fries) are served upright in a cup sprinkled with herbs and accompanied by two delicious sauces. Kendall's is located in the former Otto's Grill at 135 N. Grand, under the Dorothy Chandler Pavilion. 213.972.7322.

THE DCBID WELCOMES RANDY TAMPA AND ALEX BJORK

Randy Tampa was appointed Director of Operations for the DCBID in October. He oversees the safety, maintenance and Ambassador staffs. He is also the liaison between the DCBID and the Los Angeles Police Department and the Los Angeles Sheriff's Office. He began working for the DCBID two years ago as the Securitas Project Manager at the Service Center. Randy retired from the Glendale Police Department in 1998 after twenty-some years. He is a native Californian and lives with his son and daughter in Hacienda Heights.

Alex Bjork is also a native Californian who joined the DCBID as the Securitas Project Manager at the Service Center last month. Alex's duties include supervising the day-to-day operations of a 50-person security detail in the district. Before joining the DCBID, Alex was the Security Manager for The Crystal Cathedral Ministries in Garden Grove. He too is a former police officer who worked for LAPD for ten years.



Randy Tampa



Alex Bjork

Please welcome Randy Tampa and Alex Bjork to the DCBID.

OVERVIEW

The DCBID recently conducted a visitor survey of people attending Snow Zone in Pershing Square. A similar survey was administered in 2002 during the Holiday Fashion Show on Ice. 93 surveys were completed in 2003 compared to 83 in 2002.

HIGHLIGHTS OF KEY RESULTS

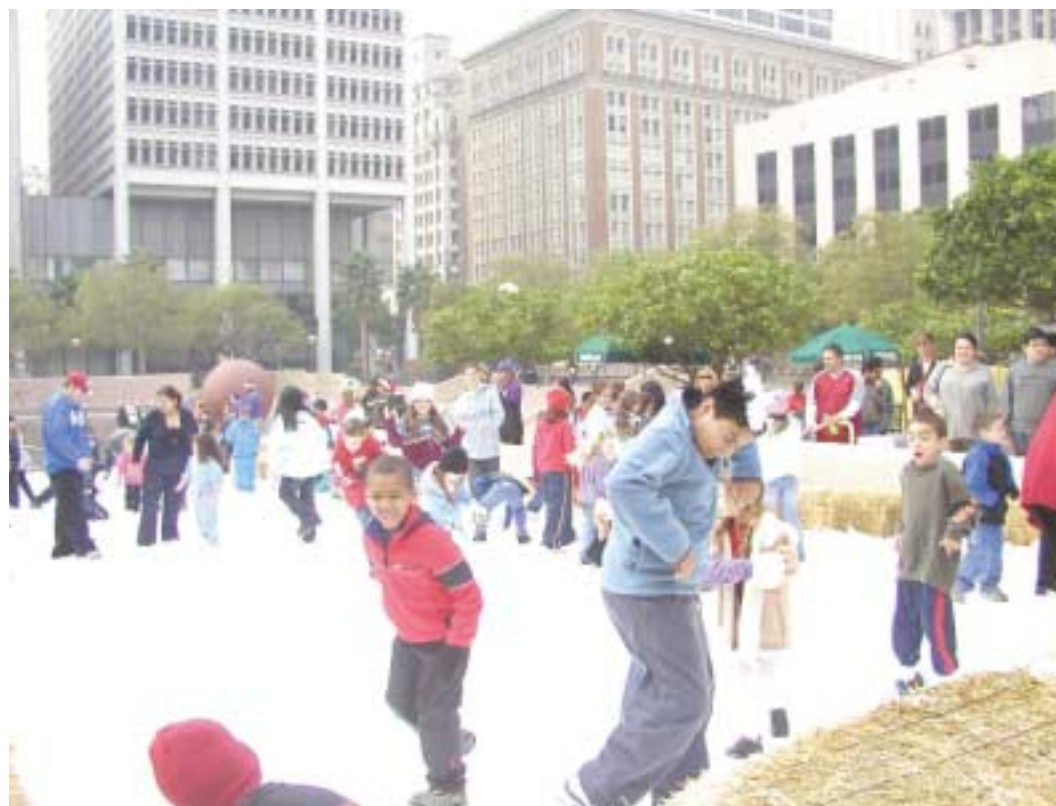
- In 2003 newspaper jumped to the top of the list as the best source for event information. In 2002 flyers generated the most attention.
- 58% sited the LA Times as their primary source for event information compared to 19% using the Downtown News in 2003.
- Downtown office workers are returning to Downtown for events on the weekend based on the 2003 finding that 27% of the respondents visit downtown for business 101 or more times during the year.
- Respondents in 2003 want more family events compared to those in 2002 that requested more shopping options. More convenient parking and outdoor concerts also scored high both years.
- Other than parking, all ratings improved over the past year for dining, safety, shopping, entertainment, cleanliness and accessibility. Dining showed the biggest improvement.

For a complete copy of the survey, comparing 2002 and 2003 results, please contact the Marketing Department at 213.624.2146.

IT'S SNOWING IN DOWNTOWN LA!

Fifteen tons of snow filled Pershing Square to create a winter wonderland for hundreds of children and their parents. The DCBID hosted Snow Zone with help from Radio Disney on December 6. Radio Disney provided a live remote at the event and gave away prizes to eager kids. They also aired radio spots in advance of the event to draw families to Downtown.

The DCBID also partnered with the Department of Recreation and Parks which provided virtual snow games, arts and crafts projects and a performance by teen pop star, Melissa Schuman. It was a fun day for many families!



Families frolic in the snow in Downtown LA.

January 9 – March 7

LA BOHEME

Ahmanson Theatre
213-628-2772
www.taperahmanson.com

January 10

PILLOW THEATRE

Walt Disney Concert Hall
213-972-7560
www.musiccenter.org

February 13-15

NBA ALL STAR GAME

STAPLES Center
877-305-1111
www.staplescenter.com

March 7

L.A. MARATHON XIX

310-444-5544
www.lamarathon.com

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LEGENDS ROCK

We regret to inform you that Legends Rock, Downtown's New Year's Eve celebration was cancelled. The heightened security alert issued in late December and a forecast for poor weather contributed to the decision to cancel.

We thank all of the sponsors for their support.



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

DATES TO REMEMBER

January 7, 8 am
BOARD MEETING

January 21, 8 am
**ECONOMIC DEVELOPMENT
COMMITTEE MEETING**

January 26, 2 pm
**MARKETING
COMMITTEE MEETING**

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

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