

DCBID SPONSORS ADAPTIVE REUSE HOUSING TOUR FOR LENDING COMMUNITY



The DCBID, in conjunction with the Office of Mayor James K. Hahn, the Office of Councilwoman Jan Perry and The Los Angeles Conservancy, hosted an exciting tour for over 70 people, representing 30 prominent banks and real estate lending institutions, on Thursday, May 8, 2003. The tour was designed to show lenders examples of Adaptive Reuse projects and to encourage lending on future housing redevelopments.

Hal Bastian, Director of Economic Development, shepherded bankers, including representatives from Bank of America, Manufacturers Bank, Bank of the West, US Bank and California National Bank through the Flower Street Lofts, the Old Bank District, the Little Tokyo Lofts and the Pegasus Apartments. The tour was capped off by a rooftop lunch at The Standard Hotel.

Steve Bram, President of George Smith Partners, Inc., a \$1.8 billion per year real estate lender said in a letter to Mayor Hahn, "I have never seen such a proactive step taken by the Mayor's office, along with the Downtown Center BID, to get lenders more interested in Downtown LA." Added Carol E. Schatz, President and CEO of the DCBID, "The tremendous attendance at this tour shows that Downtown Los Angeles has hit a critical mass in the banking communities' interest and confidence in our housing market."

Over 2,801 market-rate residential units are currently under construction in Downtown Los Angeles and another 1,168 units are currently permitted for construction.

CALENDAR OF DOWNTOWN EVENTS

Now – June 22

Laura Owens

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

Now – September 1

Pavilion of Wings

Natural History Museum
213-763-3466
www.nhm.org

Now – September 14

Gas & Glass

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

Now – September 25

Pershing Square Summer Concert Series

Every Tuesday & Thursday,
Noon – 2pm
Third Sunday, 3pm – 5pm
213-847-4970
www.laparks.org

June 7 & 21

Macy's Plaza Presents

Kid's Club

12:00pm – 12:45pm Sat. afternoons
Plaza level stage (in front of Macy's)
213-624-2891
www.colburnschool.org

June 14

Father's Day Sale

California Market Center
10am – 3:30pm
310-837-6788

(CONTINUED ON PG. 2)

MOTHER'S DAY RADIO CAMPAIGN RESULTS

CALENDAR

(CONTINUED FROM PG. 1)

June 15

ArroyoFest

Bike & Walk on the
Pasadena Freeway
323-341-5093
www.arroyofest.org

June 16 – 30

Library Store Sale

Los Angeles Central Library
213-228-7550
www.librarystore.org

June 26 – 29

The Joffrey Ballet of Chicago

Dorothy Chandler Pavilion at
The Music Center
213-365-3500
www.musiccenter.org

July 9 – 26

Shakespeare Festival Presents

The Merry Wives of Windsor

Pershing Square
213-481-2273
www.shakespearefestivalla.org

July 9 – August 31

42nd Street

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

Every Thursday 11:00am-3:00pm

Certified Gourmet Farmers Market

7+FIG @ Ernst & Young Plaza
213-955-7157
www.7fig.com

Every Saturday

Downtown L.A. Walking Tours

Los Angeles Conservancy
213-623-2489
www.laconservancy.org

Visit www.downtownla.com for a complete listing of Downtown L.A. events.

The DCBID sponsored Mother's Day radio campaign was a big hit! Twelve Downtown restaurants participated in the campaign by donating gift certificates for a Mother's Day sweepstakes. All of the restaurants reported strong sales for Mother's Day, most even reported increases over last year's Mother's Day business.

A professionally produced radio spot call "She's your mother!" ran on KRTH-FM and KABC-FM. The sixty-second spot ran May 2 through 8 on

both stations. The radio spot asked listeners to visit www.downtownla.com to register for a sweepstakes to

win gift certificates from these restaurants: Arnie Morton's, Café Pinot, California Pizza Kitchen, Cardini, Downtown Palm, Epicentre, Kyoto Japanese Restaurant, McCormick & Schmick's, Millennium

Biltmore's Afternoon Tea, Seoul Jung, 7th and Fig at Ernst & Young Plaza and Sushi Kei. More than

350 people registered to win prizes and will be added to the DCBID email database.



*Happy
Mother's Day!*

WELCOME TO ROBERT LEONARD

Please welcome Robert Leonard to the position of Superintendent of Safety for the DCBID. Robert joined the DCBID in April from a career with the United States Marine Corps where he was a staff sergeant stationed in Twenty-Nine Palms as well as overseas.



Robert's office is at the Service Center at 8th and Hill where he supervises the safety patrol, BID A.C.T.I.O.N. team and ambassadors within the 65 blocks of the district. Robert also represents the DCBID at community meetings with Downtown residents, the LAPD and other interested groups.

Robert can be reached at 213.624.2425 or adam3@downtownla.com.



FREE WELCOME BAGS

The DCBID provides FREE welcome bags to new tenants in your building, summer interns, visitors to Downtown and just about anyone else who is interested in learning more about what Downtown offers.

The bags are filled with brochures, coupons and special offers from Downtown's restaurants, retailers, hotels and attractions. Fun treats such as cookies, mugs and pens can also be found inside the bags. Maps and public transportation information are included too.

To order welcome bags or to make sure your promotional materials are included in the bags, please call the DCBID Marketing Department at 213.624.2146.



LOS ANGELES TIMES AND LA WEEKLY ADS

The DCBID continues to run monthly ads in the Los Angeles Times and LA Weekly that feature 8 to 10 Downtown businesses and a calendar of events.

The goal of the campaign is to educate the surrounding communities on the depth and variety of stores, restaurants, hotels and cultural venues that are located Downtown.

For more information, please contact Mindy Rosen at 213.624.2146 or mrosen@downtownla.com.

POSSIBLE NEW BID REGULATIONS

Council Member Jack Weiss introduced a motion in City Council which would impose new regulations on BIDs throughout the City because of incidents with BIDs that have failed or have poor accounting practices.

Both the DCBID and the Central City Association have made recommendations to Council Member Weiss on how to proceed with new regulations to ensure the safe future of BIDs in Los Angeles.

We will continue to keep you updated on this motion.

DATES TO REMEMBER

June 23, 2 pm
MARKETING COMMITTEE MEETING

July 9, 8 am
BOARD MEETING

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

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

Robert Leonard
Supervisor/Safety Services

DCBID BOARD OF DIRECTORS

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Jones, Lang, LaSalle

Barbara Bundy
FIDM

A. Bingham Cherrie
USC

John Curthoys
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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

DOWNTOWN BUSINESS PROFILE: HYATT REGENCY HOTEL

What makes the Hyatt Regency a special place? According to DCBID Board member and Hyatt Regency General Manager, Colleen Kareti, it's her staff. She's proud that more than 80% of her staff has more than ten years of service with Hyatt. Colleen is a 20-year veteran of the hotel chain.

Located at 7th and Hope, the Hyatt Regency has 485 rooms, 40 suites and two restaurants. The Brasserie serves breakfast and lunch, including an all-you-can-eat lunch buffet with pasta bar. It's a great deal at \$14.95! The Grill restaurant serves classic California cuisine for dinner and is known for its delicious, top quality steaks.



A favorite spot in the hotel is the Lobby Bar. It's a nice welcome when you enter the hotel to see and hear the buzz from guests enjoying a drink in a cozy spot.

Meeting planners love the 25,000 square feet of conference space inside the Hyatt. A recent \$3 million renovation of the hotel's ballroom included a new sound

system and the ability to divide the space into 6 smaller rooms.

Guest rooms and suites have all been recently upgraded with new paint, fabrics and furniture.

According to Colleen, her guests often shop 'til they drop at the adjoining shopping mall, Macy's Plaza. It's a great amenity to be able to offer shopping at your doorstep.

Colleen and her staff know the importance of making their guests feel welcome in the hotel and in Downtown Los Angeles. They provide maps, guides and information about Downtown events and attractions to make sure their guests enjoy their time Downtown.



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

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

DELICIOUS SUMMER SPECIALS AT THE HYATT REGENCY June 1 – September 1

Mangia!

Italian promotion featuring authentic cuisine, traditional wines and old-world charm. Offered during dinner hours.

Scoops

Annual ice cream festival featuring unique and delightful creations prepared with Hagen-Dazs ice cream and Eli's cheesecake.

Absolut Vanilla

Try 12 new cocktails made with Absolut Vanilla, including the Absolut Key Lime Martini, and the Absoluticle.