

DISTRICT NEWS



DOWNTOWN NOW! CONCIERGE EVENT IS A BIG HIT!

A group of more than 130 concierges from hotels, office building and residential properties in Los Angeles and Orange Counties were treated to a night on the town at the first annual Concierge Event, Downtown Now!, on Saturday, August 20th. The event was produced by the Marketing team at the Downtown Center Business Improvement District and WHERE Magazine.

The evening began at 7+FIG Shopping Center where Arnie Morton's Steakhouse and George's Greek Deli prepared delicious food and cocktails. One guest said, "I walk past 7+FIG every day and didn't realize there was a whole mall with a cool courtyard. I always thought it was just Robinsons-May." After brief welcoming remarks and



Concierges enjoying food and entertainment at 7+FIG.

entertainment by a live band and belly dancers, everyone was whisked away on a guided bus tour of Downtown attractions and developments including the Jewelry District and the future site of LA Live.

Next stop was the Music Center's Walt Disney Concert Hall for wine and tasty nibbles prepared by Patina which was served in the exclusive Founders

room. From there, the group viewed the oh-so-hip Basquiat exhibit at the Museum of Contemporary Art and Night Vision: MOCA after Dark. "I didn't know MOCA was open at night!" remarked one very enthusiastic concierge.

To conclude the evening, the Omni Los Angeles served desserts and coffee while our guests grooved to cool Cuban conga music on stage at Grand Performances at California Plaza.

Goody bags were handed out stuffed full of maps, information and brochures from all Downtown businesses including a drinks coupon book to the hottest nightclubs in Downtown LA.

For more information about the Downtown Now! Concierge Event, contact Mindy Rosen, Director of Marketing at 213.624.2146 or mrosen@downtownla.com.

CALENDAR OF EVENTS

Now – October 8
**GRAND PERFORMANCES
SUMMER CONCERT SERIES**
California Plaza
213.687.2159
www.grandperformances.org

Now – October 10
THE BLAKE BYRNE COLLECTION
Museum of Contemporary Art
Grand Avenue
213.626.6222
www.moca.org

Now – October 10
BASQUIAT
Museum of Contemporary Art
Grand Avenue
213.626.6222
www.moca.org

August 28 – October 16
DEAD END
Music Center's Ahmanson Theatre
213.628.2772
www.TaperAhmanson.com

Now – January 8
BIG DRUM
Japanese American National Museum
213.625.0414
www.janm.org

September 19 – December 10
**DRESSING A GALAXY:
THE COSTUMES OF "STAR WARS"**
Fashion Institute of
Design & Merchandising
213.624.1200
www.fidm.edu

October 8
**GRAND AVENUE FESTIVAL &
TASTE OF DOWNTOWN**
Grand Avenue
Between Temple and 5th streets
213.624.2146
www.downtownla.com

continued on page 2

October 6 – 12

EDGEFEST

Los Angeles Theatre Center
310.281.7920
www.edgefest.org

Ongoing

ALoud

Los Angeles Central Library
213.228.7025
www.lapl.org

Ongoing

MUSIC, ART, FILM & DANCE

REDCAT Theater
213.237.2800
www.redcat.org

Ongoing

COLBURN SCHOOL FREE CONCERT SERIES

Colburn School Of Performing Arts
213.621.2200
www.colburnschool.edu

Every Saturday at 10am

DOWNTOWN WALKING TOURS

LA Conservancy
213.623.2489
www.laconservancy.org

First Saturday of each month

Noon – 12:45 pm

KIDS CLUB

Macy's Plaza
213.624.2891
www.macysplaza.com



The DCBID Marketing team is making final plans for the second annual Grand Avenue Festival on Saturday, October 8 from 11 am to 5 pm. Please note that Grand Avenue will be closed to traffic from just north of First Street in front of Kendall's restaurant to Third Street in front of MOCA. Second Street between Hope and Grand will also be closed to traffic.

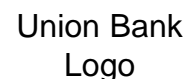
Highlights include:

- **A Taste of Downtown L.A.** Sample delicious creations for \$5 and less from Checkers Downtown, Ciudad, Kendall's, Levy Restaurants, Noe, Pinot Grill and many more. The restaurant booths will be set up across from the Music Center's Walt Disney Concert Hall.
- **Music Center's Annual Family Festival** features art-making for children, music, storytelling, and cultural dances at the Music Center Plaza. Festival-goers can also participate at Drum Downtown and A Taste of Dance events on Grand Avenue near Kendall's restaurant.
- **USC** joins the Grand Avenue Festival for the first time to celebrate its **125th anniversary** with jazz, stand-up comedy, salsa lessons, art and architecture tours, and musical theater performances all on a street-side stage near MOCA.
- **MOCA, The Museum of Contemporary Art**, offers free admission to the popular *Basquiat* exhibition, gallery tours, and art workshops for families.
- **The Los Angeles Opera presents Brundibár**, a children's opera that tells the story of friendly animals who encourage a young boy, his sister and the town's other children to sing a beautiful lullaby to win over the townspeople and triumph over the town bully, Brundibár.
- **The Los Angeles Philharmonic performs a tribute to Beethoven** at the Walt Disney Concert Hall.
- **The Los Angeles Public Library's Performing Books** group presents *The Remarkable Farkle McBride*, a delightful story written by John Lithgow, star of *3rd Rock from the Sun*, about a boy who masters, and gets bored of, a different musical instrument with each coming year.
- **Grand Performances** has scheduled salsa and rock performances at the Watercourt Stage at California Plaza.
- **The Colburn School of Performing Arts** students perform a mime show by the internationally renowned Krassimir and a jazz band performance.
- **The Los Angeles Conservancy** holds scavenger hunts and activity booths in conjunction with USC.
- **Art Fair** on Grand Avenue will be curated by Bert Green Fine Art and features a collection of local galleries with art for sale.
- **The Roy and Edna Disney/CalArts Theater (RedCat)** features eclectic performances and offers free caricature drawings from artists.
- **Center Theatre Group** offers advance purchases of their new \$20 Hot Tix for various performances.
- **Cathedral of Our Lady of the Angels** will provide organ concerts, tours, storytime and more.



This year's sponsors include KPCC, KUSC, Metro, Metrolink, LA Inc., Performances Magazine and Union Bank. Most performances and activities are free, although tickets are required for the Music Center's Walt Disney Concert Hall. Tickets will be available the day of the Festival at the LA Phil ticket booth located at Second and Grand streets.

For more information, please visit www.downtownla.com or call 213.624.2146.



OMNI LOS ANGELES RECEIVES HIGHEST HONOR

Omni Los Angeles at California Plaza takes the highest honor among 14 upscale national hotel brands, according to J.D. Powers and Associates 2005 North America Hotel Guest Satisfaction Index Study. The study measured overall guest satisfaction in six areas: check-in/check-out; guest room; food and beverage; hotel services; hotel facilities; cost and fees.

"We're proud to be part of the Omni Los Angeles as we celebrate this prestigious honor," said Bob Graney, General Manager of Omni Los Angeles at California Plaza.

Congratulations to the Omni Los Angeles! The Omni Los Angeles is located at 251 S. Olive Street. Call 213.617.3300 for reservations.



MAINTENANCE EMPLOYEE OF THE MONTH – VICIE CAVES



Congratulations to Maintenance Employee of the Month, Vicie Caves. Ms. Caves runs a sweeper machine that covers the areas from 5th and Hill and 1st and Olive. You most often see her on her sweeper around Pershing Square, the Metro Station and the Federal Building.

Ms. Caves credits her supervisors for encouraging her to always do her best. Her reliability, punctuality and dependability have all contributed to Ms. Caves receiving the Employee of the Month designation.

Ms. Caves gives these words of advice, "Work hard and support the program." Ms. Caves would like to thank the Chrysalis Staff and her co-workers for their support.

Congratulations to Ms. Caves!

DCBID LEADS COMMERCIAL REAL ESTATE LENDER AND RETAILER TOUR

On November 10, 2005 the Downtown Center Business Improvement District, in association with the Mayor's office, Council District 9 and the Los Angeles Conservancy will host the 3rd Annual Commercial Real Estate Lender and Retailer Tour. The comprehensive tour will highlight the incredible housing developments and emphasize the tremendous opportunities available for retailers and restaurants to join the Downtown Renaissance.

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

7TH STREET REVITALIZATION EFFORTS



*7th and Hope streets in
Downtown LA.*

The DCBID's Economic Development team hosted a meeting on August 15th to jumpstart the revitalization of 7th Street from Figueroa Street to Olive Street. Many stakeholders of 7th Street, as well as the adjoining streets, attended the meeting.

The DCBID has been a strong supporter of transforming 7th Street into a future retail destination akin to Old Pasadena. Historically, 7th Street has been the main retail corridor of Downtown Los Angeles where many world-class department stores such as Robinson's and Broadway, as well as the prestigious Brooks Brothers called home.

For more information about these efforts, please contact Hal Bastian, Vice President and Director of Economic Development, at 213.624.2146 or email hbastian@downtownla.com.

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BID UPDATE

The Downtown Center Business Improvement District (DCBID) is always striving to improve services to local businesses, property owners and residents. In keeping with this goal the DCBID has begun emailing a complimentary weekly BID Update that covers Safety Patrol activity, crime trends, information from LAPD, upcoming street closures, filming locations and any other information that is important to our constituents. The BID Update covers activities in the Downtown, Historic Downtown and South Park BID's, so readers can stay abreast of what is happening in their neighboring districts. The Update is sent to all BID Board members, property owners and anyone who would like to stay informed and up-to-date.

If you are interested in receiving the BID Update, please email your information to Raquel King at rking@downtownla.com. Include your email address, company name, position, phone number and fax.



626 Wilshire Boulevard, Suite 200
Los Angeles, CA 90017
(213) 624-2146

DATES TO REMEMBER

OCTOBER 5, 8AM
Board Meeting

OCTOBER 17, 2PM
Marketing Committee Meeting

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

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