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**Keeping Downtown LA Safe:
Downtown Center Business Improvement District Celebrates
Grand Opening of the BID Academy**

*First-of-its-kind in the U.S., the BID Academy will train more than
100 safety team members annually*

Los Angeles (October 25, 2006) – In response to Downtown LA’s renaissance and its growing population, the Downtown Center Business Improvement District (DCBID) today took another bold step to help keep its streets safe. DCBID President and CEO Carol E. Schatz joined 9th District Councilmember Jan Perry and LAPD Captain Andrew Smith in opening the new BID Academy training facility at 333 South Hope Street in Downtown Los Angeles.

The opening of the BID Academy provides all members of its safety team, called the Purple Patrol, with increased training from state-certified instructors. All of the BID Academy students are licensed with the state and are employed as security professionals with the DCBID. More than 100 BID Academy students will be trained annually.

Classes run 8 hours a day, Monday through Friday.

“We are very proud to establish the BID Academy, which is the first-of-its-kind in the nation,” said Carol Schatz. “The Academy will ensure that our Purple

Patrol has the best training available to meet the growing needs of Downtown LA from our new residential population and active nightlife scene.”

The BID Academy’s 10-day program will educate safety team members in 39 aspects of security training including report writing, cultural diversity, drug abuse recognition, terrorism response, crime scene preservation, first aid and CPR, and homeless and mentally ill outreach.

Although the DCBID currently provides training to all safety employees, those who complete the BID Academy will receive certificates to show they have completed this additional training that greatly exceeds the required number of hours by the state to maintain their Guard Card.

The use of the Academy’s training facility, located at 333 South Hope Street, was generously donated by Brookfield Properties.

About the Downtown Center Business Improvement District

The DCBID is a coalition of property owners united in their commitment to enhance the quality of life in Downtown Los Angeles. The organization helps the 65-block central business district achieve its full potential as a great place to live, work, and play. Nearly 480 property owners provide funds to the district via a special voluntary tax assessment, which finances safety and maintenance services, as well as business recruitment/retention and marketing programs. For more information, visit www.downtownla.com or call 213.624.2146.

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