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## **Downtown Center Business Improvement District Launches First-of-its-kind, Interactive Map of Downtown Los Angeles**

***Web-based map to assist future residents, visitors and real estate professionals***

**Los Angeles** (*February 22, 2006*) – The Downtown Center Business Improvement District continues the promotion of the Downtown renaissance by introducing the newest component to helping people live, work and play in Downtown LA. Starting today, potential residents, visitors and business professionals can log onto [www.downtownla.com](http://www.downtownla.com) to access an information-packed, interactive map of every building throughout the Downtown area.

The Downtown Center BID commissioned Downtown-based Cartifact, Inc. for the map construction and design. Downtown Los Angeles is the first metropolis in the United States to launch such a map; Houston and Las Vegas will soon follow on Downtown LA's heels.

“The future vision of Los Angeles rests with Downtown,” said Carol Schatz, president and CEO of the DCBID. “As more and more businesses and residents consider moving Downtown, we want to give them every tool possible to research the advantages of moving here. That means providing building-by-building specifics, including photos and contact information for potential leases and sales.”

The web-based interactive map gives two views of Downtown. The first is an overview of all 19 districts within the greater Downtown area where a visitor can scroll over each district then view a zoomed version of the building and street details of the highlighted area. Each building can then be clicked for specific information.

In addition, complementing the residential boom in Downtown, the website features a detailed search engine where future residents can search residential buildings by type, status, price, size and additional features such as whether or not the building is pet friendly.

“The advantage of this type of map is that residents and business professionals are saved from conducting their own research, in turn saving them significant time,” said Schatz. “Never before has this much information been compiled into one website. It's a one-stop-shopping of sorts for those looking to come to Downtown.”

### **About the Downtown Center Business Improvement District:**

The Downtown Center Business Improvement District (DCBID) is a coalition of nearly 480 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.

