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**The Downtown Center Business Improvement District Celebrates Four  
Successful Years and Approaches Its Renewal**

*Downtown Center BID Seeks Reconfirmation To Raise Additional Visibility For The Downtown Los Angeles Community That Continues To Experience Explosive Development and Revitalization*

**Los Angeles, Calif. (Feb. 19, 2002)** – The Los Angeles Downtown Center Business Improvement District (DCBID) has just completed its fourth year of service in Downtown Los Angeles and is now looking forward to its renewal. The DCBID provides safety, maintenance, marketing, and business retention and recruitment programs for more than 480 property owners and residents, representing over 1,500 properties within a 65-block area in Downtown Los Angeles. The DCBID is dedicated to revitalizing Downtown by promoting the area as a clean, safe, and vibrant place to live, work, visit, and invest.

A Business Improvement District (BID) provides essential services, such as safety, maintenance, and marketing, which are above and beyond those generally provided by the city. In 1994, legislation was enacted in California enabling property owners in cities such as Los Angeles to create BIDs. Once formed, the law requires that a BID be reaffirmed through a petition process every five years. Support for the district is demonstrated by gathering signatures from the property owners representing a minimum of 51 percent of the paid assessments.

“The Los Angeles Downtown Center Business Improvement District has clearly positioned itself as a driving force in the current revitalization and resurgence of Downtown Los Angeles,” said Carol Schatz, president and CEO of the DCBID. “Through new and aggressive programs in public safety, maintenance, marketing and communication, and business retention and recruitment, the DCBID has truly put Downtown Los Angeles on the map for businesses, residents, and tourists, and we are poised to accomplish even more over the next five years.”

Among its many accomplishments in the area of business retention and recruitment, the DCBID has worked to improve the perception of Downtown among investors and developers and has assisted in the recruitment of a number of national businesses and high profile restaurants to the area. The DCBID has facilitated the leasing of more than 75,000 square feet of space to businesses such as Blue Cross, Reliance Steel & Aluminum, Los Angeles Healthcare Plan, Arnie Morton’s, and The Palm Restaurant. Additionally, the DCBID supported the negotiation for the pre-development of 137 units of residential-use housing converted from improperly utilized space in older office buildings.

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DCBID Seeks Renewal and Celebrates Success  
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The DCBID has also taken the initiative in establishing a number of programs to further market Downtown Los Angeles including, events surrounding the Democratic National Convention, a Broker Breakfast networking program for Downtown real estate professionals, and the Discover Downtown tourism stimulus program. Moreover, the DCBID has created consumer awareness for the city's central region through the coordination of special events that attract tourists, locals, and area families to Downtown, including the STAPLES Center Opening, the "Spirit of America" '80s Music Festival, the Sounds of the City summer concert series, and a number of holiday celebrations and children's festivals. The DCBID has also developed marketing materials to promote the area, including the only comprehensive map and guide to all of Downtown's restaurants, hotels, museums, community services, shopping destinations, and concert programs. The organization was also responsible for developing an active Web site that features links to all major Downtown facilities.

In addition to the numerous marketing and business development accomplishments, the DCBID has also built and branded its own social service program, BID A.C.T.I.O.N (Ambassador Community Training for Intervention, Wellness, Outreach and Networking). BID A.C.T.I.O.N provides one-on-one assistance for homeless individuals, transitioning them into permanent housing and/or medical treatment facilities. The DCBID was awarded a Special Achievement Award for Social Services by the International Downtown Association at the organization's annual 2001 conference for its creation of this groundbreaking program.

The DCBID also funds "The Purple Patrol," a crew of 60 individuals that maintain the beautification of the streets, sidewalks, and buildings, keeping Downtown one of the safest areas in the city. The "Purple People" assists visitors, employees, and Angelenos with directions, special events, and general information about Downtown.

The DCBID has also been recognized for its record of service and contribution to Downtown, appearing in more than 200 print articles nationwide. As a further distinction, the *Los Angeles Business Journal* ranks the DCBID as the No. 1 BID in its annual survey of the BIDs in Los Angeles County by its total annual budget and number of members.

Currently, a committee of property owners is being assembled to assist in leading the petition campaign that will run through May 2002. The Los Angeles City Council will vote on the renewal initiative this summer with the assessments being submitted to the County Assessor for final approval in August 2002.

**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.

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