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**DOWNTOWN L.A. RESTAURANTS REPORT
SHARPLY HIGHER BUSINESS**

Leading Establishments Show Gains Of About 25 Percent, BID Study Finds

LOS ANGELES (February 10, 2000) – On the strength of STAPLES Center attendance, Downtown area fine-dining establishments are enjoying sharply higher business, according to a survey released today by the Downtown Center Business Improvement District (BID).

The telephone study, conducted by the BID last week, indicates that traffic at the area's "white-tablecloth" restaurants continues to climb from pre-STAPLES levels. Ciudad, the Downtown dining destination operated by Susan Feniger and Mary Sue Milliken of "Too Hot Tamale" acclaim, enjoyed gains of 25 percent. Engine Company 28, the historic converted fire house on Figueroa St., also reports that business has jumped about 25 percent, while increases of about 15 percent are the norm at Cicada, located in the art deco landmark Oviatt Building.

Other establishments experiencing double-digit gains include Water Grill, the restaurant in Checkers Hotel, Pacific Dining Car and McCormick & Schmick's. Nearly all restaurants polled indicate that concerts held at the new

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Downtown Restaurants Show Gains/ 2-2-2

arena have provided the biggest surge in their business, although traffic generated from scheduled sporting events has also increased patronage.

Jeff King, co-founder of King Seafood, which owns and operates Water Grill, said “We’re seeing about a 25 percent increase in business that can be attributed to the opening of STAPLES Center last October. We’re hot on Downtown, and believe it’s poised to achieve the kind of renaissance other city centers across the country have experienced.”

“We are certainly gratified, but by no means surprised, by the strong increases in restaurant business owing to the opening of STAPLES Center,” said Carol E. Schatz, president and CEO of the Downtown Center BID. “The arena has been a pivotal event for the area. Along with projects planned and currently under construction – including Disney Concert Hall, the Catholic cathedral, new luxury residences and a hip hotel – Downtown has never been more exciting.”

Among other findings, nearly all restaurants polled stated that they are providing shuttle service between their establishments and the arena, as well as to the Performing Arts Center of Los Angeles County, formerly known as the Music Center.

The Downtown Center BID is a coalition of property owners united in their commitment to enhance the quality of life in Downtown Los Angeles. The organization aims to help the 65-block central business district – The Heart of the City – achieve its full potential. Nearly 250 property owners provide funds to the district via a special tax assessment. Further information on Downtown events and real estate opportunities is available at www.downtownla.com.

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