

## **For Immediate Release**

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### **LOS ANGELES DOWNTOWN CENTER BID NAMES BRET BERNARD NEW DIRECTOR OF ECONOMIC DEVELOPMENT**

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**LOS ANGELES** (Oct. 29, 1999) -- The Los Angeles Downtown Center Business Improvement District (BID), a coalition of property owners in the 65-block central city area, has named Bret Beecher Bernard as its new director of economic development.

“Bret comes to the Downtown revitalization effort from the City of El Segundo, an area that has successfully rebounded from aerospace downsizing and mergers,” said Carol Schatz, president and chief executive officer of the Downtown Center BID. “We’re confident he’ll bring the same energy and success in helping us make Downtown, The Heart of the City, a vital, 24-hour metropolis.”

In his new position, Bernard will develop and execute programs to attract more businesses to the Downtown area, and maintain the base of those already established there. He plans to work closely with Downtown Center District BID property-owner members, as well as real estate brokers and others in the Downtown business community.

Previously director of planning and building safety for the City of El Segundo, Bernard has nearly 20 years of diverse management, planning and development experience in the private, nonprofit and governmental sectors.

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His career includes various senior management positions in planning at the cities of Rancho Palos Verdes, Manhattan Beach and Newport Beach. Prior to that, he served as a principal at Beech Environments, Inc., a private development services and environmental consulting firm.

He is active in professional organizations, including the California Economic Development Assoc., Urban Land Institute, American Planning Assoc. and the American Institute of Certified Planners. An Olympian, he is also involved in sports governance. Bernard serves as president of both U.S. Water Polo and the Assoc. Internationale des Arbitres de Water Polo, coordinating board member of U. S. Aquatic Sports, member of the Federation Internationale de Natation Amateur – Technical Water Polo Committee, and in a number of positions with the U. S. Olympic Committee.

Bernard holds a master's degree in urban and regional planning from the University of Pennsylvania, and is currently nearing completion of a master's degree in business and public administration at UCLA. He earned two bachelor's degrees from the University of California, at Irvine.

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](http://www.downtownla.com)**.

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