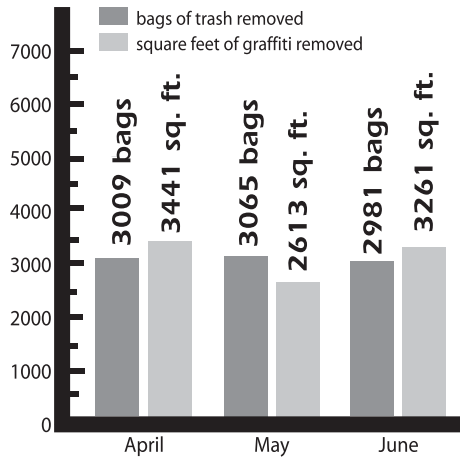


# FIGUEROA CORRIDOR CLEAN UP

## Trash & Graffiti Removal



## Team Members Of The Quarter

Thank you for doing a great job!



**Oscar Villanueva**  
Ambassador Team



**Veritta Killebrew**  
Clean Team

**2nd Quarter 2005**

## SUBMIT NEWS

News submissions are encouraged! The editorial deadline for the fall issue is September 1st.



The Partnership handed out its first "Iron Man" award to Ambassador Juan Serrano for his excellent attendance record. In his five years at the Partnership, he has only missed one day of work, which was due to his appendix bursting. (This happened a couple years back, and he's doing fine.) Thank you, Juan, for your excellent and inspirational work ethic!



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## Inside...

- AREA SUCCESSES CELEBRATED AT ROSES LUNCHEON
- L.A. WALKS RECEIVING GREAT MEDIA COVERAGE
- BUSINESSES OFFERED FINANCIAL SAVINGS THROUGH INNOVATIVE GOV'T PROGRAMS



# DISCOVER THE DIFFERENCE

## Accomplishments of Figueroa Corridor Business and Cultural District Celebrated at Roses Luncheon

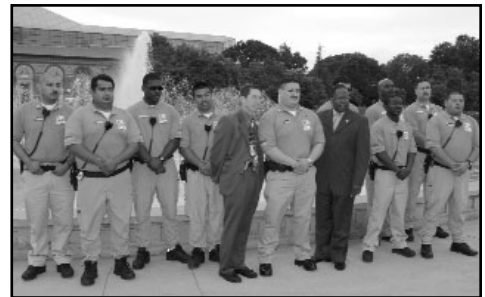
More than 150 community leaders and elected officials gathered in Exposition Park on Earth Day at the Fifth Annual Blooming of the Roses Luncheon, to look back at the many new developments that have opened within the area over the last year and discuss future plans within the community. The April 22 luncheon was co-sponsored by the Figueroa Corridor Partnership and the City of Los Angeles Department of Recreation and Parks.

“Things do keep blooming in our midst,” said Assemblymember Mark Ridley-Thomas, who expressed enthusiasm about the new Science Center Elementary School and other new developments in the area. “We have great reasons to celebrate. We celebrate our creativity that causes us to be here today as a community. ... The potential and creativity that continues to present itself over and over again causes me to have great hope for this community.”

Ridley-Thomas and Councilmember Jan Perry noted how the diversity of luncheon attendees was a true reflection of the diversity of the Figueroa Corridor neighborhood. Perry said, “As the area continues to grow and diversify, I know that the BID will continue to improve the area on all levels.”

Exposition Park Manager Jon Gibby described several upcoming projects in the park – including Museum Walk, the California Science Center’s World of Ecology, the expansion of the Natural History Museum and California African American Museum, and a possible National Football League team at the Los Angeles Memorial Coliseum – as well as newly completed developments that are now serving community members and visitors. “As those of you know who have recently visited Exposition Park, I’m sure you will agree that a true renaissance is occurring through the implementation of our master plan,” he said.

University of Southern California (USC) Associate Vice President of Planning A. Bingham Cherrie, who served as master of ceremonies, spoke to the significance of Earth Day and how a public garden is a fitting place to celebrate the community’s accomplishments. Other luncheon speakers included



Assemblymember Mark Ridley-Thomas and Mark Mariscal join Safety Ambassador Captain Alex Palacios and his team.

Parks and Recreation Superintendent of East Operations Mark Mariscal and 1932 Club Chairman Sam Cargill. Billie Greer, of Governor Arnold Schwarzenegger’s Office, was in attendance, in addition to Pasadena Tournament of Roses Chair Bill Leishman and several other local dignitaries.

Philanthropist Katherine Loker was recognized for her generous support of area institutions, and yellow Loker roses, from the Rose Garden, adorned each luncheon table.

Pasadena Tournament of Roses Princess Jennifer Propper presented awards to the winners of the Fifth Annual Blooming of the Roses Art Contest winners: schoolchildren from area elementary schools. The Figueroa Corridor Partnership awarded scholarships to the classrooms of the three winners in the amounts of \$500, \$350, and \$150.

In his closing comments, Gibby reminded attendees to, before leaving the beautiful garden and returning to work, not forget to “stop and smell the roses.” Indeed, as elected officials and other guests exited the park, they could be spotted doing just that.

### CALENDAR OF EVENTS

#### Now Playing

##### Wild Safari 3D

Encounter elephants, leopards, and lions in the grasslands and savannahs of South Africa.

IMAX Theatre

[www.californiasciencecenter.org](http://www.californiasciencecenter.org), 323.744.7400

#### July 16–October 8

##### Latin Jazz: La Combinacion Perfecta

A colorful exhibit that tells the story of the development of Latin jazz through the musical exchange between the U.S. and countries of the Spanish-speaking Caribbean.

California African American Museum

[www.caamuseum.org](http://www.caamuseum.org), 213.744.7432

#### July 16

##### Doheny Mansion Tour

After more than a year of completely sold out tours of the Doheny Mansion (right), new 2005 tours have been added. Docent-led groups will visit the first floor and outside surroundings. \$25 per person. 213.477.2764.

#### July 30

##### Earth Works!

Kids will make earth-friendly crafts and learn about making good choices to save our planet. 10 a.m.–5 p.m. Free with museum admission.

Natural History Museum

[www.nhm.org](http://www.nhm.org), 213.763.DINO



Doheny Mansion

#### Through September 5

##### Robots + Us

A playful exhibit about how biology and engineering are closing the gap between reality and our robot dreams.

California Science Center

[www.californiasciencecenter.org](http://www.californiasciencecenter.org), 323.744.7400

#### July 9 & September 24

##### USC Architectural Tour

Two-and-a-half-hour tour offered by the L.A. Conservancy of USC’s historic and ever-evolving Figueroa Corridor Campus. 10 a.m.

323.623.2489, [www.laconservancy.org](http://www.laconservancy.org)

## Message From The Chair

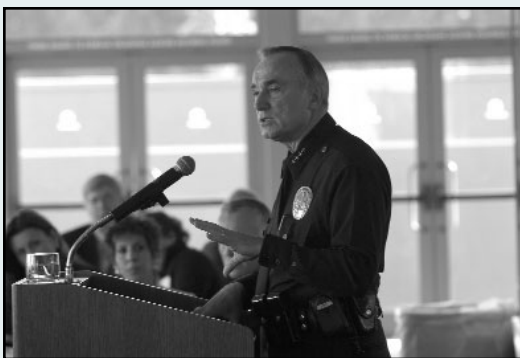


*Darryl Holter, Chair*

On April 11, 2005, Chief of Police William J. Bratton spoke at a breakfast sponsored by the L.A. BID Consortium on the important relationship between BIDs and the LAPD. In attendance from the Figueroa Corridor were Partnership Deputy Director Aaron Aulenta, USC Public Safety Deputy Chief August Washington, and myself.

Bratton emphasized that BID safety ambassadors are integral to the LAPD's anti-crime efforts since their presence on the streets of neighborhood commercial corridors helps deter crime. Citing the major influence BIDs had in turning around New York City in the 1990's, he said the relationship between the BIDs and the LAPD is important in keeping the streets of Los Angeles clean and safe.

In a question and answer session, I commented that BIDs were spending more and more money every year on security and suggested that there may be a break point where property owners would no longer be willing to absorb rising security costs on our own. Given Bratton's commitment to adding more police officers to the force, I asked him if he foresaw any possibility of lowering BID expenses for security in the future. Bratton stated that more police on the street would be beneficial. He added that new security measures, especially camera technology, could be used by BIDs to prevent crime in certain perennial trouble spots.



The real question is what would happen if BID security forces were reduced at some point in the future for budgetary purposes. Would it result in an upsurge of crime? Would the police extend more coverage in BID districts? Bratton didn't really speak to these questions. However, his understanding of the role of BIDs is quite profound and that works to our benefit.

**Darryl Holter**  
*Chair, Board of Directors  
Figueroa Corridor Partnership*

## CORRIDOR NEWS

### Downtown L.A. Walks Program Gathers Significant Media Attention at April News Conference

The Confederation of Downtown Associations, of which the Figueroa Corridor Partnership is a part, kicked-off the Downtown L.A. Walks wayfinding signage program on April 26 with a news conference in front of Walt Disney Concert Hall, where the first L.A. Walks sign was installed. BID directors were joined by local politicians, Laker Girls, and a host of media representatives from local television stations and print media.



tions, public offices, subway stations, and other frequently visited destinations. The idea is to help pedestrians and drivers better navigate their way throughout the greater downtown area.

The Confederation is also planning a downtown-wide event this fall to celebrate the completion of the sign installation and bring attention to this great new resource for the city of Los Angeles.

For more information, please visit [www.downtownlawalks.com](http://www.downtownlawalks.com). The web site, which was launched in April, is a colorful and easy-to-use resource. It's also a great marketing tool for Los Angeles and the Figueroa Corridor. Check it out!



L.A. Walks is expected to complete in September and has already garnered significant media attention. The wayfinding program will be the largest in the nation and will consist of 1,300 signs pointing the way to local attrac-

### USC Offers Slate of Summer Activities for All Ages

Looking for fun summer activities for you or the family? USC's event web site, [ww.usc.edu/calendar](http://ww.usc.edu/calendar), is a good place to start. Here's a taste of the offerings:

#### Summer Program in Historic Preservation

Classes led by noted experts from across the country, and several historic sites visited within the greater L.A. area. Every day from July 11 to 27, 8 a.m. to 5 p.m. More info: 213-740-2092, [breisch@usc.edu](mailto:breisch@usc.edu).

#### El Dia del Salvadoreño

Children's rides, Salvadoran food, ethnic singing and dancing, and soccer tournament. August 6 & 7, 9 a.m. to 8:30 p.m. At the Figueroa Pad in Exposition Park. More info: 323-663-0583, [rscip@pacbell.net](mailto:rscip@pacbell.net).

#### Janet Evans Swim Invitational

Admission is free to this four-day event, one of the largest meets in the nation, where contestants from the U.S., Canada, Mexico, and New Zealand display some of the world's best backstrokers, breaststrokers, and butterflyers. July 14 to 17, all day. More info: 213-740-5127, [recsports@usc.edu](mailto:recsports@usc.edu).

#### National Youth Sports Program

This free program invites youngsters age 10 to 16 to USC to learn the fundamentals of swimming, softball, basketball, track, tennis, dance, and other sports. Every day from June 22 to July 27, 8 a.m. to 2 p.m. To apply: 213.740.5127, [recsports@usc.edu](mailto:recsports@usc.edu).

More information on the above events can also be found on USC's event web site, [ww.usc.edu/calendar](http://ww.usc.edu/calendar).



## State Enterprise Zones and the Renewal Community Make Businesses More Profitable

The City of Los Angeles' State Enterprise Zones and the Federal Renewal Community are aiming to attract and retain businesses to the city by providing businesses with freed up capital to invest in additional machinery and equipment and hire new employees.

By reducing current and future business tax liabilities and providing other local incentives that increase profitability, businesses can achieve a competitive edge in the marketplace. Retail and industrial businesses in the Figueroa Corridor Partnership Business Improvement District are eligible for these and other State Enterprise Zone and Federal Renewal Community tax credits and incentives, including:

- Department of Water and Power electrical rate reduction for five years, starting at 35% the first year.
- Up to \$31,575 for hiring eligible employees for State Enterprise Zone businesses.
- \$1,500 federal tax credit per eligible employee hired by a Renewal Community business.
- An additional \$35,000 awarded for Section 179 property deductions as a Renewal Community business.
- Sales tax claimed as a tax credit for purchasing machinery and telecommunication equipment.
- Low-interest loans for real estate acquisition, renovation of property, or equipment purchase.
- The benefit of a net operating loss carry-over of 100% for 15 years.

The projection below shows how a medium-sized business might benefit from State Enterprise Zone and Federal Renewal Community tax credits and incentives:

- Department of Water and Power five-year electrical rate reduction for a business consuming \$60,000 in electrical consumption during the first year of (35%) rate reduction = \$21,000
- Renewal Community wage tax credit for ten employees = \$15,000
- Hiring Tax Credit with ten employees at \$10.12 an hour at 50% of wages (first year of five-year credit) = \$105,250
- Section 179 increased expensing = \$35,000
- Sales or Use Tax Credit for \$200,000 of machinery = \$16,500

Total Benefits = \$192,750

For additional information, please contact Bob Biller, Central City State Enterprise Zone Manager, Community Development Department, at 213-485-1022. All assistance is free.



## Radisson/USC Parking Garage Now Under Construction

The 1,200 space parking garage that will serve Radisson Midtown Hotel guests and USC Galen Center event attendees, as well as USC parking pass holders, broke ground in May. The project, being paid for by USC, is expected to complete in summer 2006, a few months in advance of the Galen Center.

The concrete structure will feature brick finish to compliment the Italian Romanesque design of many of USC's buildings. The two entrances and exits will be located on Flower

St. and Exposition Blvd., and parking rates will reflect the current rate for USC daily parking and Radisson hotel guests.

Radisson Midtown Hotel General Manager Albert Salah said the parking structure will be a welcome addition to both the hotel and USC. The hotel is currently short an average of 100 parking spaces, particularly when accommodating large banquets or when occupancy is full.



## Elementary School Parent Thanks Partnership for Safety

The following note was sent to our Safety Ambassador captain from a parent whose child attends school in the Figueroa Corridor:

*Dear Captain,*

*My children are attending the new Science Center School. I want to tell you how much I appreciate having your fine fellows keeping us safe. They are always sunny and helpful. Most recently, I was speaking to O. Villanueva while I was filling up my gas tank at the Mobil station. Please pass my appreciation along to your fine fellows!*

*Many thanks,  
Martha Bissell*

With the new Science Center School and Orthopaedic Hospital Medical Magnet High School having opened last year, our job of helping keep the Figueroa Corridor safe and welcoming is more important than ever. The High School's administration reports that parents are constantly thanking them for providing a safe environment for their children to learn, both inside and outside the school's property. We're glad we can help contribute!

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The Figueroa Corridor Partnership is responsible for the daily management and promotion of the Figueroa/Flower/Vermont Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its development as a safe, clean, economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship, or reside.