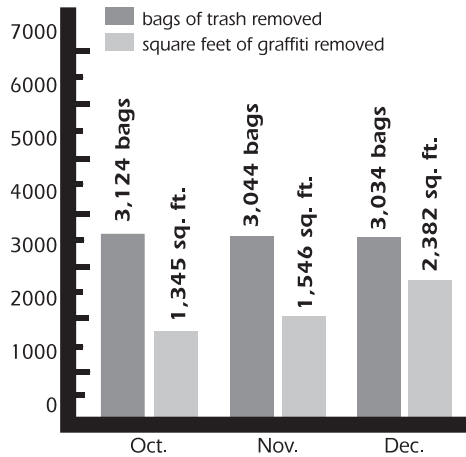


# FIGUEROA CORRIDOR CLEAN UP

## Trash & Graffiti Removal



## SUBMIT NEWS

Figueroa Corridor-related news submissions are welcomed and encouraged. Please send submissions for our Spring 2008 newsletter by March 1 to [info@figueroacorridor.org](mailto:info@figueroacorridor.org).

Spring 2008...March 15    Summer 2008...June 1  
 Fall 2008...September 1    Winter 2009...December 1

### Team Members Of The Year Thank you for doing a great job!



**Juan Arana**  
 Ambassador Team



**Ryan Meyers**  
 Clean Team

### Team Members Of The Quarter Thank you for doing a great job!



**Sentel White**  
 Ambassador Team



**Christopher Hillman**  
 Clean Team

**4th Quarter 2007**



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 SERVICE HOTLINE: 213.746.3444

## Inside...

- **FIG CORRIDOR PARTNERSHIP BID RENEWED**
- **24TH STREET THEATER, FROM THE CLASSROOM TO THE STAGE**
- **HUELL HOWSER TO SPEAK AT BLOOMING OF THE ROSES LUNCHEON**



# DISCOVER THE DIFFERENCE

## Figueroa Corridor Partnership Successfully Renews BID And Expands Its Boundaries



Hoover Street Before Clean-up

It is a new year in the Figueroa Corridor and this new year brings welcomed change. In the 11th year of its successful business improvement district (BID), members have renewed the

Figueroa Corridor Partnership BID and expanded the boundaries of the district. Over 86% of ballots were returned with a “yes” vote, renewing the district for another 5 years. The duration of the new BID will run January 2008 to December 2012. The Figueroa Corridor Clean and Safety Ambassadors are working hard to bring the Hoover Street area up to the same standards that the Figueroa Corridor has seen for years. In the last 10 years, the BID has made the area safer and cleaner, secured several streetscape improvements, making the area more attractive and pedestrian-friendly, generated positive publicity for the district and its members, created a unified voice for property owners, raised property values, and increased investment.

Cleaning service and safety patrols throughout the community began on January 2 in the expanded area. The Community Ambassadors provide bike, foot, and evening vehicle patrols, as well as making daily merchant contacts throughout the district. There is also a hotline phone number, (213) 746-3444, for property and business owners to call for service. The expanded district will also see litter pick-up, graffiti and hand bill removal, weed removal, light landscaping,

pressure washing, and bulk item pick up. New trash cans with the BID logo will be placed throughout the expansion area, as well as identifying-placards on streetlights throughout the BID. Steve Gibson, Executive Director, stated that “It is our goal over the next five years to engage the community and stakeholders in the new area, while creating a safe and clean environment as we have done throughout the rest of the district.”

The boundaries have expanded in three areas: to the north, the boundaries include Hoover St. north from Jefferson Bl. to Interstate 10. The District will also provide services along Jefferson Bl., Grand Ave., Exposition Bl. and the 110 Freeway to the west, the streets bordering the USC parking garage located in the eastern side of the district.

All this new attention to the public space conditions along Hoover and Adams will certainly be helpful to its existing tenants. Along Hoover Street there is an abundance of restaurants, including the Two-Nine Café, as well as numerous banks, a grocery store, and Hebrew Union College. Also along Hoover Street is the only Starbucks, movie theater and USC fraternity house serviced by the Figueroa Corridor.

“Looking back on the success of the last 10 years, the Figueroa Corridor Partnership Board of Directors thought it made perfect sense to expand its boundaries, extending the BID’s high level of service to other areas of the surrounding community.” said Darryl Holter.



Hoover Street After Clean-up

### CALENDAR OF EVENTS

#### February 26-April 19 Donald Bandler: A Roving Eye on Cyprus

This exhibition at the USC Fisher Gallery presents a selection of photographic landscapes, portraits and still lives culled from a recent gift to the gallery of photographs taken by talented photographer and former US Ambassador to the Republic of Cyprus, Donald Bandler. Gallery hours are Tuesday through Saturday, noon to 5pm; closed Sunday and Monday. Admission is free. [www.fishergallery.org](http://www.fishergallery.org), 213-740-4561.

#### February 28 and March 1 Universally Accessible Playground at Orthopaedic Medical Center

RSVP at [www.usc.edu/casdeninstitute](http://www.usc.edu/casdeninstitute) Feb 28 is the official opening of the Everychild Foundation Universally Accessible Playground at Orthopaedic Medical Center. March 1 is the community celebration of the playground’s opening, with activities, music and food for all. Children with and without disabilities and their families are invited to this celebration. The playground will be open at 9:00 am and festivities will begin at 10:00 am. For more information visit [www.orthohospital.org](http://www.orthohospital.org)

#### March 1 and September 13 Public Tours Announced for Doheny Mansion

Bring a family photo to this workshop, and layer with photos from CAAM’s permanent collection, words, natural objects and decorative materials. Ages 9 and up. Free. 1-3 p.m. [www.caamuseum.org](http://www.caamuseum.org), 213.744.7432

#### April 24, 2008 Blooming of the Roses Luncheon

The Figueroa Corridor Partnership invites you to join in the 8th annual Blooming of the Roses luncheon in the Expo Park Rose Garden. The luncheon will be held on April 24th at noon. This year’s guest speaker is Huell Howser of “California’s Gold.” The event is Invite Only. For more information and invitations, please contact the Partnership at [www.figueroacorridor.org](http://www.figueroacorridor.org) or call 213-746-9577.

## Message From The Chair



*Darryl Holter, Chair*

In this issue of the newsletter, we are focusing upon our second 5-year renewal, our expanded boundaries and membership. Because I was trained as a historian and have taught history at various universities (in a previous life), I have a tendency to reflect on the past before trying to

predict the future. I retrieved the first issue of our newsletter, published in Fall 1998, to see what I had written. The article entitled “We Are Moving Forward” explained how the Board Members had decided to act and how the Ambassadors and Clean Team were busy transforming the Corridor, making it safe and clean, and laying the basis for future investment. “Our Board of Directors has high hopes for the future,” I wrote, adding, “They know that it takes people to make things happen.”

I introduced our Mission Statement – the same one we use today – and concluded with bold assertion: “No one can predict the future, but I am hoping that someday, not too far into the twenty-first century, we will be able to walk down a revitalized district and say ‘mission accomplished’.”

From the vantage point of 2008, we can see that much has been accomplished. Our BID led the efforts to keep the area clean and safe, we pioneered the \$3.5 million street improvement project and brought the wayfinding signage project and community medallions that brand the district with our logo. Soon we will see the Angel’s Walk stanchions. Over the last ten years investment in the district has soared with more than \$2 billion of new development. .

In the future, I see more mixed use projects, higher density on Figueroa and Flower Streets, and a new wave of transit-oriented developments. We will see more housing for USC students, along with increased development of workforce housing. The Downtown Auto Center will continue to expand at Figueroa and Washington and will emerge as the City’s largest single source of sales tax revenue. These projects will create more jobs and stimulate economic growth. In short, I see a bright and vibrant future for the Figueroa Corridor.

**Darryl Holter**

*Chair, Board of Directors  
Figueroa Corridor Partnership*

## CORRIDOR NEWS

### 24th Street Theatre: From The Classroom To The Stage



*Exterior Shot of 24th Street Theatre*

There is a hidden gem located just outside the expansion area of the Figueroa Corridor District. Located at the corner of Hoover and 24th Streets at 1117 West 24th Street is the 24th Street Theatre, a rich cultural and artistic resource for the community and greater Los Angeles (LA) area, providing access to high quality theatre for children and families.

The 24th Street Theatre is a professional theatre with a 6 member staff bringing music, theatre, dance and visual art to the neighboring community and the Greater Los Angeles area since 1997. With main stage productions such as *The Importance of Being Earnest*, *The Life and Times of A. Einstein* and *Monster of Happiness*, along side its community and Arts education programs, the Theatre brings, “more than just plays,” to children and the community, says Executive Director Jay McAdams. McAdams explains that the goal is to answer the question, “Why art in 2008?” McAdams exclaimed, “What is important is the live human experience that you cannot get at a movie or on 3rd Street Promenade. What is exciting to us is that we have highly trained professionals inciting art for all ages.”

In addition to its theatre productions, the 24th Street Theatre is a leader in Arts education, serving approximately 9,000 students annually enrolled in the Los Angeles Unified School District (LAUSD). The Theatre enhances its Arts education by providing field trips, theatre intensives, and professional theatre for young audiences and

programs for at-risk teens. The Theatre is unique in that it blends professional productions and world-class artists with Arts education.

One of the Theatre’s more exciting arts education programs is “Enter Stage Right” an engaging, participatory Arts learning program

designed to get elementary students out of their seats and onto the stage! Activities such as improvisation, character development and storytelling techniques, begin in the classroom and move to the stage for an exciting field trip to the theatre. In addition to “Enter Stage Right”, the Theatre hosts a number of other programs for youth, including the “After ‘Cool’ Theatre Program for local neighborhood schools, the Saturday Explorer Series for the family, and other community events such as the annual Halloween Block Party and Dia Da Los Muertos events, serving local families.



*Dia Los Muertos Community Festival*

The Teatro Nuevo program features Spanish language theatre for the neighborhood each summer. In 1996, McAdams brought Jesus Catanos-Chima and his Apolo Theatre Company

to produce the Teatro Nuevo program and plays. The Apolo Theatre Company, is now permanently housed as the resident company of the 24th Street Theatre. Last year, the Teatro Nuevo program was invited to El Salvador for cultural sharing of children’s theatre.. The Apolo Theatre

**Continued pg 3...**

## Huell Howser to Speak At the 8th Annual Blooming of the Roses Luncheon



The Figueroa Corridor Partnership is honored to welcome Mr. Huell Howser, of *California's Gold*, as the keynote speaker for the 8th Annual

Blooming of the Roses Luncheon. The luncheon will be held in the Exposition Park Rose Garden on April 24th, 2008 from 11:30am to 1pm.

Mr. Howser is the host of KCET-LA's *California's Gold*, one of the longest running and most beloved series about California ever produced. Since 1981, the series has been highlighting the state's rich history, cultural diversity, natural wonders and amazing people. Before moving to and falling in love with California, Mr. Howser was born and raised in Gallatin, Tennessee. After receiving degrees in History and Political Science from the University of Tennessee, he began his television career as a local news reporter for Nashville's WSM-TV. Shortly afterwards, he hit the road like his idol, Charles Kuralt, and moved to New York's KCBS-TV before being transferred to Los Angeles in 1981. Mr. Howser's enthusiasm for his home inspired his idea for *California's Gold*. A simple idea; traveling the state with an open heart and mind, a microphone and camera,

hoping to uncover an un-mined treasure of California stories. Mr. Howser's shows can be viewed six nights a week on KCET-TV Los Angeles.

Huell Howser was the perfect choice as the keynote speaker who will highlight the hidden "gold" of the Figueroa Corridor. With its more than \$1.5 billion in new investment, the rich diversity of people, business and architecture, the Corridor exhibits abundant opportunities for Mr. Howser to mine the "gold" of our thriving district. The theme of his keynote speech will be, not surprisingly, "California Gold". The Figueroa Corridor Partnership Board of Directors welcomes the community to listen to Mr. Howser speak on the shining gold he has found within the Figueroa Corridor. What better way to celebrate the coming of spring with the Blooming of the Roses and a beloved personality who will showcase the richness of our community.

The luncheon is by invitation only. For more information, please contact the Figueroa Corridor offices at 213-746-9577 and for more information on Mr. Howser and *California's Gold*, please visit [www.calgold.com](http://www.calgold.com).

### Continued...

Company spent a week in El Salvador, performing "El Jardin de los Reyes" (The Garden of Kings). The Company offered 5 performances at the Teatro Luis Poma and another performance at a local orphanage. In addition, they taught 6 workshops and theatre games for kids, adults and university students. In March, the Company will return to El Salvador to work with the youth symphony and then on to Columbia to produce a play for the International Theatre Festival.

The Theatre fosters strong partnerships with many stakeholders in the Figueroa Corridor District. USC and the Dean of the Theatre School assisted in acquiring a location for the 24th Street Theatre over 11 years ago. USC continues to provide some funding to the Theatre and is a strong community partner. The Theatre also partners with the Natural History Museum, often focusing its productions on the rotating exhibits of the museum.

For more information on the 24th Street Theatre or if you like to help support the theatre's community programs please call 213-745-6516 or visit [www.24thstreettheatre.org](http://www.24thstreettheatre.org).

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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.