



Discover *The* Difference

A QUARTERLY PUBLICATION
OF THE FIGUEROA CORRIDOR PARTNERSHIP
BUSINESS IMPROVEMENT DISTRICT

FALL 2009

NEW SPORTS FIELD AT EXPO CENTER

CALENDAR OF EVENTS

October 30th–November 1st, 2009

Come spend a night at the Museum with your family! Participants in this exciting Halloween-themed Overnight Adventure will get to go on a flashlight tour of the Tar Pits, make some sticky goo, and meet some live bugs! All participants must be ages 5 and over. This Overnight Adventure takes place at the Page Museum at the La Brea Tar Pits.

Reservations required

Members \$45. General Admission \$50

Go to www.nhm.org for more info.

September 9th–December 19th

Victor Raphael:

Travels and Wanderings, 1979-2009

The artist's work from the last 30 years spans paintings, Polaroids, video and interactive technologies. The exhibition will include pieces from the ongoing Space Field series, as well as work from Japan, Paris, Turkey, Mexico and Alaska. It will also feature work from several collaborations between Raphael and other artists.

Go to www.usc.edu for more info.

October 31, 2009

12th Annual Halloween

Monster Massive

Go Ventures is proud to present the Largest Halloween Dance Music Festival – MONSTER MASSIVE.

The Los Angeles Sports Arena/ Grounds & Exposition Park will be transformed into a Haunted World filled with sights and sounds beyond your imagination.

Through November 8th

Spider Pavillion at

The Natual History Museum

While the butterflies are away, the spiders will come out to play on the Museum's South Lawn! Enter the Spider Pavilion and spend some quality time with some of the world's most misunderstood creatures in a one-of-a-kind exhibit. Get up close and personal with these shy and fragile creatures by placing yourself into their enclosure, and marvel at their beauty and at the magnificent webs that they produce. Learn just how harmless these animals are and how important they are to our ecosystem.

For more info go to www.nhm.org.



Expo Center sports field before renovations

In 2007 Friends of Expo Center, a 501 (c)(3) organization established to develop the site of the 1932 Los Angeles Swim Stadium and construct a state-of-the-art recreational and community center, took a survey of the local community to assess their needs and were motivated to undertake its most significant endeavor since building Expo Center – building a \$6 million state-of-the-art Multiuse Sports Field on State-owned land

across the street from Expo Center. Previously a grassy lot used for community sports activities and spillover parking for Coliseum events, the play field was in very poor condition due to excessive use, lack of adequate funding and proper maintenance.

The first step toward building the field was taken by the Friends in early 2008 when it facilitated a land use and operating agreement with the State of California and the City of Los Angeles. This agreement authorized the Friends to build the Multiuse Sports Field and gives the City the responsibility for managing sports programming and activities on the field. The State will have continued access to the field for the times that additional Coliseum parking is needed.

The new Soboroff Sports Field at Expo Center accommodates a variety of field sports and recreational activities year round. The Sports Field can be striped for two AYSO U12 Regulated Fields suitable for 10-12 aged boys and girls or it can be used in its entirety for football, baseball, flag football, soccer, lacrosse, and hockey. There are six portable bleachers for spectators and a restroom facility that will serve the play fields

and an adjacent corner park that is slated to be built by the State. Other improvements include new lighting, landscaping, and fencing that beautify and define the space. A landscaped pedestrian walkway on Vermont Avenue which has been extended to Martin Luther King Blvd. and around the corner to Menlo Avenue. Public safety will be enhanced with security cameras monitored by Expo Center and the LAPD.



Expo Center Sports field after renovations

FROM THE CHAIR



Darryl Holter, Chair

students who lived on 28th street to get the City to repair the potholes and gutter problems.

At first I thought it was a strange request. But the student said that since I was the Chair of the Figueroa Corridor BID, maybe I would know how to help them get the street repaired. I drove over and took a look at the situation on 28th street and agreed that repairs were needed. I also noted that there was a lot of debris on the sidewalks and streets. A few days later a group of USC students met me at my office at Felix Chevrolet. I had been able to get Councilmember Park to send a representative to the meeting. She was very attentive and agreed to put 28th street on the list for pothole repairs.

I also suggested that the property owners on 28th street might consider utilizing the BID's Clean Team to maintain 28th street. I made a presentation at a couple of meetings that were held by the fraternities and sororities on 28th street. We calculated what the cost of maintaining 28th street would be and, after some discussion by the students and owners of the properties, an arrangement was eventually reached.

This is an example of how neighbors in the Figueroa Corridor can work together to create a win-win situation for the entire area.

Darryl Holter

Chair, Board of Directors
Figueroa Corridor Partnership

It's fun to be a good neighbor! About a year ago I received a call from a USC student who resides in one of the fraternity houses on 28th street. He asked me if I could help he and the other

USC'S ECONOMIC IMPACT

A new independent economic study on the University of Southern California shows that the university is not only the largest private sector employer in Los Angeles, but is also one of California's major economic engines.

The report shows that USC generates \$4.9 billion annually in economic activity in the Los Angeles region and beyond. Commissioned by USC, the study reviewed the impact of their operational expenses during the 2008 fiscal year. It includes the impacts of USC's academic spending, but not the direct spending or impacts of USC-affiliated hospitals.

In 2008 USC produced about \$2.1 billion dollars in total spending, which included, wage and payroll expenses of \$1 billion, capital projects spending of \$130 million, and other purchasing expenses of \$430 million. Students spent another \$503 million on goods and services, while visitors to USC spent about \$12 million in the region. Also for every dollar spent by USC another

63¢ of output was created elsewhere in the regional economy.

"We are proud to be a leader in higher education and a catalyst for the economy of Los Angeles," said Steven B. Sample, president of The University of Southern California. "Even in this economic downturn, we continue to provide thousands of full- and part-time jobs in a wide range of fields."

During 2008, USC directly employed 26,990 persons, and stimulated another 19,100 jobs with its spending. The average salary for USC's non student employees was \$61,000.

"These study results support what we have known and have been saying when it comes to USC being the top economic engine in my district and our city," said LA Councilman Bernard C. Parks, Council Dist. 8. "The contributions USC makes financially, culturally, and as a corporate citizen help attract tourists, high caliber students and the workforce of the future."

USC STUDENTS SAVE MONEY

Students worried about shrinking wallets can breathe a little easier with the help of the Undergraduate Student Government (USG) at USC. USG is unveiling the new Student Savers Club, a discount service that will help USC students save at many restaurants, shops and salons across Los Angeles if they show their student ID.

USG worked with the Student Savings Club, a service available to universities across the country, to negotiate with local businesses to compile a list of student discounts including 10 percent discounts at Kinko's, Fatburger and Cold Stone Creamery; a buy one get one free deal at New Zealand Natural; and a complimentary birthday dinner at Zip Fusion.

The only expected kink, according to USG President Holden Slusher, is making sure businesses are giving

students their discounts. Students will be able to report any problems they have with businesses on the USG website. While some venues, such as Robek's, will offer a straight discount, other stores have caveats, such as Bronze Body's 5 percent discount — offered only on Wednesdays and Saturdays. Slusher explained that such restrictions were the inevitable result of negotiations between businesses and the Student Savings Club and that the students need to read the fine print.

Although the program is just starting, USG is already looking ahead. Slusher said he hopes to run the Student Savers Club independently next year, to avoid paying a fee to them. However, he noted that using the Student Savings Club helped the program get off the ground.

For more info go to www.senate.usc.edu.

CLEANING 28TH STREET



28th Street after clean-up

With students returning from summer break and the fraternities and sororities resuming the pledging and partying, 28th Street could have fallen victim once again to all the trash that comes with the school year, however this year will look a bit different. In cooperation with the University of Southern California the Figueroa Corridor Partnership Business Improvement District has been contracted to clean up 28th Street, also known as fraternity row. When the BID was brought into the discussion of maintaining the street, the discussion focused mainly on who was messier and therefore more responsible for the trash, boys or girls. Because that argument will never be won the BID quickly moved the participants on to find a solution which included extending the routes of the BID's maintenance team to cover 28th Street, from Hoover Street to Figueroa Street. This includes the pick up of trash off the street, emptying of trash cans, graffiti removal, and sweeping the sidewalks. No longer will you see a sea of red cups on Friday morning.

One of the main goals of the Figueroa Corridor Partnership is to make the area clean and safe, one way to do this is to partner with neighbors including USC and Expo Park and offer them services such as trash pick up and graffiti removal. These kind of partnerships not only continue to further the clean up effort, but also help extend the effort into neighborhoods that are otherwise not covered by the Business Improvement District.



28th Street before clean-up

SPORTS FIELD CONT. FROM PG 1

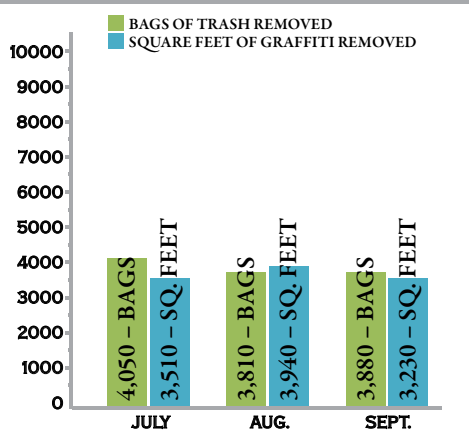
During the early phase of the process, The Friends sought input from the Los Angeles Police Department regarding design components that would improve public safety on the fields as well as on the volatile corner of Martin Luther King Boulevard and Vermont Avenue. Assistant Chief Earl Paysinger, a Friends' Board member, asked Deputy Chief Charles L. Beck to help with the project. Based on the LAPD's recommendations, changes were made to the lighting, security camera, restroom siting, and fencing components of the playfield. For example, Chief Beck recommended that in addition to installing security cameras that will observe activity on the fields, they also should monitor Vermont Avenue and the Vermont/MLK corner. Cameras focused on these locations are expected to be a significant deterrent to criminal activity and greatly enhance local residents' sense of safety. As a result of the LAPD's input, Expo Center's Sports Field plans now include safety components that will not only benefit users of the play field but the entire community.

The community's need for open space guarantees heavy utilization of the fields. Local schools and community groups are most likely to use it for sports and field activities during the day. Evenings will accommodate community residents who will gather for informal soccer games and other field sports. A portable field covering system will give it a unique versatility since it will have the ability to adapt to community events and occasional spillover parking from USC games.

The dedication of the new field was held on Saturday October 17, at 10am with activities for the family. Special Invited Guests were Mayor Antonio R. Villaraigosa, Councilman Bernard Parks, Chivas USA, and the Los Angeles Sparks. For more info go to www.expositionpark.org.

3RD QUARTER CLEAN TEAM STATISTICS

TRASH & GRAFFITI REMOVAL



TOTAL TRASH BAGS
11,740

TOTAL GRAFFITI REMOVED
10,680
(SQ. FT.)

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FIGUEROA CORRIDOR CLEAN & SAFE

Team Members of the Quarter



Reggie Clarke
Clean Team



Vicki Sanchez
Ambassador Team

The Figueroa Corridor Partnership is responsible for the daily management and promotion of the Figueroa/Flower/Vermont/Hoover 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.



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