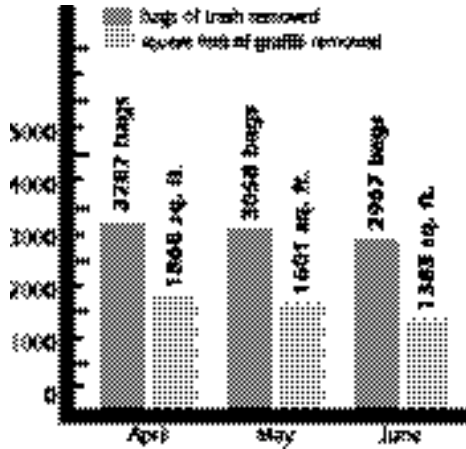


FIGUEROA CORRIDOR CLEAN UP

Trash & Graffiti Removal



Team Members Of The Quarter

Thank you for doing a great job!



Oscar Villanueva
Ambassador Team



David Norman
Clean Team

2nd Quarter 2007

SUBMIT NEWS

News submissions are encouraged! Please email story ideas for the autumn issue by September 1 to info@figueroacorridor.org.

USC Trojan Football Home Game Schedule

September 1	7:15 p.m.	vs. Idaho
September 22	5 p.m.	vs. Washington State
October 6	4 p.m.	vs. Stanford
October 13	Time TBA	vs. Arizona
November 3	5 p.m.	vs. Oregon State
December 1	1:30pm	vs. UCLA

FIGUEROA



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CORRIDOR

Inside...

- URBAN MINI FARM AT EPICC
- FIGUEROA PARTNERSHIP IS RENEWED
- LATTC CONSTRUCTION UPDATE
- WATTSTAX EXHIBIT & EVENTS



DISCOVER

THE DIFFERENCE

Urban Mini Farm at EPICC Builds Community and Provides Healthy Food to Nearby Residents

It's interesting how the simplest things in life – such as sunshine, daily walks, or humor – can have such a profound effect on our well-being. Growing one's own food is one of these things.

Reminiscent of “victory gardens” during WWII, where people were encouraged by Eleanor Roosevelt and others to grow their own food to be self-reliant, community gardens are popping up again around the nation. In addition to providing communities with their own local food system where food is grown and distributed, some urban mini farms also incorporate training and educational programs, and create jobs and entrepreneurial opportunities. They can provide food to those who otherwise cannot afford it, and some have been credited with turning lives around. Community gardens are, undoubtedly, a simple concept with the potential for profound consequences.

To help provide wholesome food to nearby residents, the Exposition Park Intergenerational Community Center (EPICC) partnered with Community Services Unlimited Inc.'s (CSU) “From the Ground Up” program in 2005 to create an urban mini farm. The 2/3 acre garden, located at the corner of Martin Luther King Jr. Blvd. and Menlo Ave., grows trees, vegetables, fruits, and herbs. The first trees were planted in February 2006, and educational programs began that spring.

The EPICC mini farm is a learning space used to teach community members of all ages how to grow food items naturally, recycle everyday ‘waste’ items, and minimize water use. Students from the Parsons Preschool attend weekly sessions in the garden to learn all aspects of growing food. They enjoy taste tests, receive nutrition education, and do stretching exercises. A group of 10-15 learning disabled adults attends weekly sessions in the garden and participates in food preparation activities. Another weekly gardening session brings seniors and youth together. The farm's new “Nutrition from the Garden” class



Staff members of Community Services Unlimited Inc. work with preschoolers to harvest and break up the last of the season's broccoli and mustard greens.

teaches community members how to cook great dishes inexpensively from what the garden grows.

In addition to these regular activities, the mini farm also offers special events. In winter 2006, it offered a series of six classes on soil and composting. Early in 2007, it partnered with Tree People to give away fruit trees and train recipients on how to plant and care for them. During the summer months, the mini farm hosts teens and youth from EPICC's youth camps. In July, the mini farm started a weekly farm stand showcasing fresh produce, preserves, and pickles.

To learn more about the mini farm or CSU, please visit www.csuinc.org.

CALENDAR OF EVENTS

August 25

How Birds Fly And Why Dinosaurs Never Could

Learn why birds can fly and what precluded dinosaurs from taking to the air. Natural History Museum, 1-2 p.m. www.nhm.org, 213.763.DINO

September 2

CAAM/STAX Block Party

Live performances, roller skating competition, and special giveaways at CAAM to celebrate the 35th anniversary of the Wattstax concert and 50th anniversary of Stax records. www.caamuseum.org, 213.744.7432

September 5-October 27

Material Affinities: To Clay and Back

What attracts artists to work with clay at pivotal times in their careers? The exhibit examines this question by looking at the work of five established artists who have made significant contributions to the fields of painting, sculpture, printmaking, performance, installation and video art. Each artist's clay and non-clay pieces will be featured so that the connections linking their aesthetic and conceptual identities to clay can be studied. USC Fisher Gallery www.fishergallery.org, 213.740.4561

September 13-December 30

Blacks In and Out of the Box

This CAAM exhibit focuses on African Americans as artists and subjects throughout the history of photography. www.caamuseum.org, 213.744.7432

September 21

DJ Spooky: Rhythm Science and Sound Art

DJ Spooky will address the function of sound in modern life through music, video, literature, and sound. His acclaimed book *Rhythm Science* (2004) was published by MIT Press. USC Ground Zero Coffeehouse, 8pm. www.usc.edu

October 9

Disney on Ice Presents “High School Musical 2007”

Los Angeles Memorial Sports Arena, 7:30 p.m. Ticket Prices: \$75, \$40, \$28, \$22, \$18. www.disneyonice.com, www.lacoliseum.com, 213.748.6136

To find out about more events taking place in the Figueroa Corridor, please visit:

www.figueroacorridor.org.

Message From The Chair



Darryl Holter, Chair

The Figueroa Corridor BID lies within both the Eighth and Ninth Council Districts. In July, Ninth Council District Councilwoman Jan Perry became the new chair of the Exposition Metro Line Construction Authority. She previously served as the vice chair. Three out of the 11 Expo Line stops are located within her district.

Many of us in the Figueroa Corridor – not to mention throughout the city and region – are greatly looking forward to the opening of the Expo Line in 2010. It will connect downtown with Culver City in less than 30 minutes, with trains running every five minutes during peak periods and 10 minutes in off-peak hours. The ridership forecast for 2020 is 43,600 people a day.

As Perry has commented, the Expo Line is essential in alleviating traffic congestion. It will offer an alternative for those who currently drive into downtown each day to work, many of whom drive through the Figueroa Corridor.

It will also bring tourists and L.A. residents into our district to visit the museums and other attractions, boosting sales at area organizations and businesses. Some students at USC, Mount St. Mary's, and L.A. Trade Tech will finally be able to leave their cars at home and instead commute via public transit. This translates into less traffic congestion and parking problems in the surrounding neighborhoods. It also adds more pedestrians on the streets, making the area safer and livelier.

The area's institutions will be well served by the Expo Line. The 23rd Street/Flower stop is near L.A. Trade Tech and Orthopaedic Hospital. The Jefferson/Flower stop will bring people to the Galen Center and Shrine Auditorium. The Vermont/Exposition stop will serve the L.A. Child Guidance Clinic and the Ibn-Al Khattab Islamic Temple. The station that might be located on Exposition – right in the middle of USC and Expo Park – would be key for USC students, faculty, staff and visitors, and for all of those who visit and work in the Expo Park museums, sporting venues, community center, and elementary school.

Soon after the Expo Line opens in 2010, Metro is expected to extend the route all the way to Santa Monica, an important next step in addressing our growing population and need for convenient public transportation.

Darryl Holter

*Chair, Board of Directors
Figueroa Corridor Partnership*

CORRIDOR NEWS

Figueroa Corridor Property Owners Vote to Renew Business Improvement District Five More Years

On August 7, the Los Angeles City Clerk's office tallied the votes of Figueroa Corridor property owners for the renewal of the Figueroa Corridor Partnership, a Business Improvement District (BID) connecting downtown with South L.A. More than 50 percent of property owners needed to vote in favor of renewal in order for the effort to pass. The BID achieved 87 percent.

The renewal means a continuation of the Partnership's Security Ambassador Team, which patrols the area day and night, the Clean Team, which performs sidewalk sweeping, power washing, and trash and graffiti removal, as well as marketing and outreach services.

The renewed BID, effective January 1, 2008, will include larger boundaries to encompass a few new areas: Hoover St. from Jefferson Blvd. to the 10 Fwy.; Jefferson Blvd. from the 110 Fwy. to Grand Ave.; Grand Ave. from Jefferson Blvd. to 35th St.; Adams Blvd. from Hoover St. to Severance St.; Hope St. from Jefferson Blvd. to 35th St.; and 35th St. from Hope St. to Grand Ave. The expansion requests came from

property owners in these areas who said that after witnessing the success of the BID, they wanted to be incorporated. The new property members will pay the same rates as current members.

"It is obvious where the BID begins and ends," said Steve Gibson, executive director of the Partnership. "The areas just outside the BID's boundaries are often littered with trash, graffiti, and shopping carts. The difference can be surprisingly dramatic, which, I think, is the main reason BIDs in general are almost always renewed. Property owners see how effective BIDs can be in cleaning up a neighborhood."

Darryl Holter, chair of the Partnership and the largest private landowner in the district, said he views the money he pays toward the BID as an investment, not a cost. "The renewal by the property owners is the clearest expression that the BID is an unqualified success. We have witnessed the growth in the value of our property increase. Our assessments for the BID represent a wise investment in the future of the Figueroa Corridor."

Wattstax: I Am Somebody!

On August 20, 1972, more than 100,000 people – mostly African Americans – gathered in the Los Angeles Memorial Coliseum for a seven-hour concert, known as "The Black Woodstock." It was an event of soul music and soul solidarity – a peaceful, astounding, and vivid celebration of self-expression and self-respect with a positive and empowering message for a community trying to rebuild itself after an era of riots. At the time, it was the second largest gathering of African Americans in history, second only to Dr. Martin Luther King's March on Washington in 1963. It was captured on film in the documentary "Wattstax."

From August 9–October 28, 2007, the California African American Museum presents *Wattstax: I Am Somebody!* – a collection of 60 images and rare memo-

abilia that capture the energy, history, and message of this American cultural phenomenon. The images portray the magnitude of the concert, as well as performances by Isaac Hayes, the Staple Singers, Rufus and Carla Thomas, the Bar-Kays, Albert King, The Soul Children, and The Dramatics, among others. Photographs also feature the young Jesse Jackson, who opened the concert with his enthralling speech, "I Am Somebody." This rare collection of images and carefully documented text panels tells the story of an important event in African American history.

Special events accompanying the exhibit include a screening of the original documentary, panel discussions, and a workshop for teens and adults to design their own album cover. Please visit www.caamuseum.org for details.

New Construction is Reshaping L.A. Trade Technical College Inside and Out

By David Ysais, LATTC

The rumble you hear coming from Washington Blvd. and Grand Ave. is the sound of Los Angeles Trade Technical College's (LATTC) growing pains. New construction is reshaping the campus inside and out, with the result being a public community college primed to serve the needs of the communities growing around it.

LATTC has been a stately resident of the southern end of downtown for more than 80 years, but the aging exterior has somewhat masked its pre-eminent position as one of the best and most comprehensive career-technical public colleges in California. Now the construction has begun to reshape the college's appearance and services.

Rising along the eastern side of Grand Ave., between the college and the Metropolitan courthouse, is LATTC's new five-story parking structure, which will be ready for the fall semester beginning in September. With more than 800 parking spaces, it will help relieve one of the college's most difficult challenges. Funded through voter-approved bonds, the parking structure will not only serve the college but also public events at the Grand Olympic Auditorium, L.A. Mart, and nearby businesses.

Currently, the focal point of the LATTC campus is the K-Mall and the Grand Theater inside the administration building stretching along Washington Blvd. between Flower St. and Grand Ave. But the building of the \$77 million South Towers at the cor-

ner of Grand Ave. and 23rd St. will move the school's center to the south end of campus. Groundbreaking for the new buildings will take place this fall, and construction is expected to take three years. One will house a newly-designed one-stop admissions and enrollment center along with the school's administrative, academic, and student services offices. The second building will house the school's technology classrooms.

There's also a project going on inside the school's educational infrastructure, something being built with the tools of initiative and partnership. LATTC, currently the only public community college west of the Mississippi to offer a two-year certificate in community development, is launching the Regional Economic Development Institute (REDI). It's a collaborative venture focusing on shaping career-technical education and training, to prepare and propel individuals into the L.A. workforce. Bank of America has become REDI's first corporate partner, to the tune of \$1 million dollars. With grants from California Emerging Technology Fund and the City of Los Angeles, REDI now has \$2.25 million dollars in seed money.



Construction on the LATTC's \$77 million South Towers at Grand Ave. and 23rd St. will begin this fall. The buildings will include some "green" elements.

Statistics show that 75% of the students enrolling at LATTC are searching for a two-year program that will become a ticket to an immediate career. With LATTC offering 65 programs featuring two-year certificates, it finds itself as a leader in trade education. Twelve of LATTC's certificate programs are considered the best in the state. The reality is that LATTC graduates have moved immediately into L.A.'s fashion district, painted the glass windows at Disneyland, built more than one hundred Habitat for Humanity homes, catered state events for Governor Schwarzenegger, and worked in beauty salons across the region.

So don't let the aged façade on Washington Blvd. and Grand Ave. fool you. LATTC might look old school, but it's building new structures and a new workforce.

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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.

