

## JULY 31, 2009 INSIDE THIS ISSUE

CCA Welcomes Linda Smith to  
the Arts, Retail & Hospitality  
Committee  
Staff Briefs

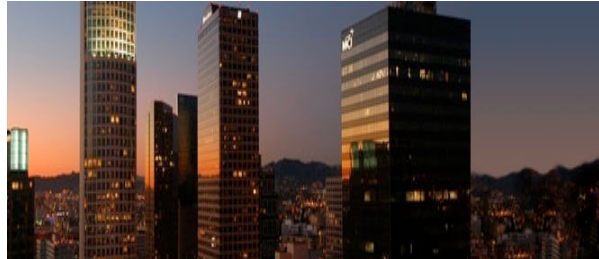
## UPCOMING COMMITTEES

Open to Executive Level  
Members Only

AUGUST 6

5:30 p.m.

**EXECUTIVE COMMITTEE** at  
Dodger Stadium  
Special Guest: City Attorney  
Carmen Trutanich



## CCA Welcomes Linda Smith to the Arts, Retail & Hospitality Committee

CCA welcomed **Linda Smith**, Director of the Mayor's Office on Small, Local & Disadvantaged Businesses, to its Arts, Retail & Hospitality Committee. This new city office is a subdivision of the Mayor's Office of Housing and Economic Development and will assist small business owners in effectively navigating the many policies, services, and underutilized credit programs scattered throughout different city departments. The new office, which is expected to open within the next 60 days, will be responsible for: 1) the dissemination of information about available resources for small businesses; 2) ensuring reinvestment in small businesses by directing 25% of procurement dollars to those businesses; and 3) assisting small businesses in making contacts and obtaining financing.

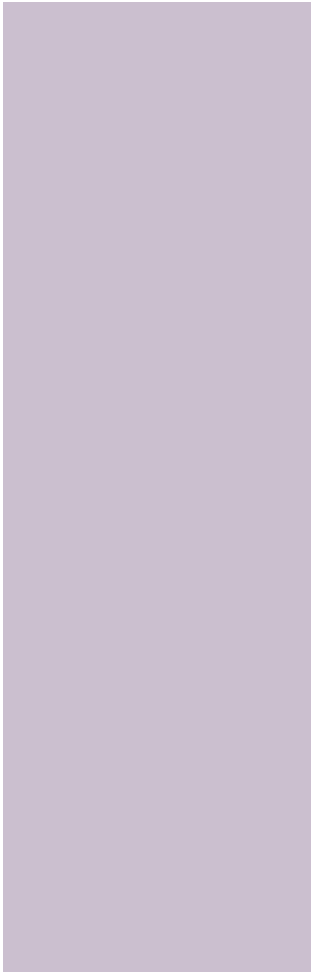
CCA thanks Linda Smith for joining us and we look forward to working with the Office on Small, Local & Disadvantaged Businesses.

## STAFF BRIEFS

- CCA participated in the Downtown L.A. Streetcar Public Open House to provide input on the three proposed Streetcar alignments. CCA supports a route that maximizes economic development, enhances pedestrian walkability, complements pre-existing modes of transit, and maintains public safety and the distinct characteristics of Downtown neighborhoods. Staff Contact: CCA Director of Government & Member Relations, Tracey Chavira.

## IN THE NEWS

"Carol Schatz, president of both business advocacy group the Central City Association and the Downtown Center Business Improvement District, said she believes most downtown business owners would gladly help pay for the streetcar provided that it generates enough economic benefit to justify an assessment. 'Specifically, it will continue to spur economic



growth downtown as it has in other cities, most notably Portland - if the route is properly drawn, it will do that,' said Schatz, who called the proposal an 'absolutely wonderful' idea." July 27, *Los Angeles Business Journal*, "Streetcar Desire" by David Haldane.

## CONTACT US

**Central City Association**  
**626 Wilshire Boulevard**  
**Suite 200**  
**Los Angeles, CA 90017**

**Phone**

**213.624.1213**

**Facsimile**

**213.624.0858**

**Website**

**[www.ccala.org](http://www.ccala.org)**

---

You are on this email list because you are a member of the Central City Association (CCA) or because you have a business relationship with CCA.

If you would prefer not to receive emails from CCA, please reply with "unsubscribe" in the subject area or call Ana Estrada at (213) 624-1213.