



# CCA | DELIVERS

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First row, left to right: Mike Donnelly, President of Ralphs; Lisa Sarno, Executive Director of Million Trees L.A.; CCA President & CEO Carol Schatz; Hal Bastian, Sr. VP & Director of Economic Development, DCBID; and Kendra Doyel, VP of Public Relations & Government Affairs, Ralphs.

## EVENTS CALENDAR

OCTOBER 14  
11:30 a.m.

General Membership Meeting  
DWP, LAWA, POLA: The City's Economic Engines Fueling L.A.'s Future  
Hear About Business Opportunities at the City's Proprietary Departments

DECEMBER 8  
SAVE THE DATE  
Holiday Party at Point Moorea at the Wilshire Grand

## UPCOMING COMMITTEES

Open to Executive Level Members Only

NOVEMBER 5  
11:45 a.m.

EXECUTIVE COMMITTEE  
Special Guest: Rev. Jeff Carr, Chief of Staff to Mayor Antonio Villaraigosa  
Open to Executive and Business Advocacy Members Only

## CCA, Ralphs, the Downtown Center Business Improvement District, and Million Trees L.A. Partner to Plant 25 New Trees in Downtown

In a joint effort, the community came together with the help of 70 volunteers on Saturday, October 3rd to plant 25 new trees to green Downtown Los Angeles.

The trees were planted in empty tree wells and in large planters in and around the **Ralphs Fresh Fare** supermarket at 645 W. 9th Street, as well as on 7th Street, Hope Street, Grand Avenue, Olympic Boulevard, and Figueroa Street.

Ralphs donated the new trees to the Million Trees L.A. program, the Downtown Center Business Improvement District (DCBID) recruited the volunteers and will water the trees for two years until they take root, and Million Trees L.A. procured the trees and supervised the planting. Ralphs Fresh Fare has been a critical part of the Downtown Los Angeles renaissance.

At the tree planting kick-off ceremony, **Mike Donnelly**, President of Ralphs, and **Kendra Doyle**, Group VP of Public Relations and Government Affairs of Ralphs, also presented a \$100,000 donation to Million Trees L.A. as part of a five-year \$500,000 commitment of support to the organization.

## CCA's Entertainment Committee Discusses Downtown Filming Guidelines and Streamlining the Filming Process

CCA's Entertainment Committee welcomed **Stephanie Magnien** from

## STAFF BRIEFS

• A subcommittee of CCA's Housing, Land Use & Development Committee met this week to brainstorm the "Top 10 Ways to Improve Economic Development in Los Angeles." Recommendations include: creating a Jobs Team and/or ombudsman position to assist the business community when navigating through city processes, pushing all existing projects through the pipeline within nine months, and incentivizing new projects by honoring established time frames in the Los Angeles Municipal Code. **Staff Contact: CCA Senior Director of Legislative & Legal Affairs, Anh Nguyen.**

## ANNOUNCEMENTS

The Honorable Wendy Greuel and Jan Perry, Wes Idol, and CCA are Co-Hosting a Fundraiser for **Chris Essel** for Los Angeles City Council, Second District, on October 15th from 8:30 - 10:00 a.m. at the Pacific Dining Car, 1310 W. 6th Street, Los Angeles. For more information, please contact Tracey Chavira at (213) 624-1213 or [tchavira@ccala.org](mailto:tchavira@ccala.org).

**Los Angeles Business Council**  
2009 Mayoral Housing, Transportation and Jobs Summit  
Planning for L.A.'s Economic Recovery  
October 30, 2009  
7:30 a.m. to 2:00 p.m.  
Korn Convocation Hall - UCLA  
Anderson School of Management  
[www.labusinesscouncil.org](http://www.labusinesscouncil.org)

**Los Angeles Area Chamber of Commerce**  
Access L.A. City Hall  
October 22, 2009

**OCTOBER 21**

**8:00 a.m.**

**Housing, Land Use &  
Development Committee**

the Office of Councilwoman Jan Perry for an update on the Downtown Filming Guidelines, scheduled to be heard by City Council's Jobs & Economic Development Committee on November 10th. The City uses the Guidelines as a tool to regulate filming impacts on the Downtown community. Among other things, the Guidelines provide criteria to address noise, fumes, lighting, and traffic issues associated with filming activities. CCA will continue to help develop the Guidelines as it makes its way through the City Council process.

The Committee also reviewed 19 recommendations that the City Council recently approved aimed to make it easier to shoot films, television shows, and commercials in Los Angeles. Some of the recommendations included: 1) looking at opportunities to provide tax incentives and tax breaks for productions that shoot in Los Angeles; 2) allowing City properties to be used as base camps and parking locations; 3) working with the Department of Water & Power to create utility nodes in Downtown; 4) creating a list of the "Top 10 Hardest to Film Locations" to incentivize property owners to make it easier to film in these locations; and 5) expanding the scope of Film L.A.'s duties to include a marketing component. CCA is committed to finding immediate solutions to specific challenges facing the film industry in Los Angeles.



Tuesday, November 10, 2009

10 a.m. - 3 p.m.

Los Angeles Airport Marriott

5855 West Century Boulevard, Los Angeles, CA 90045

7:30 a.m. - 12:15 p.m.

200 N. Spring Street, Los Angeles

[www.lachamber.com](http://www.lachamber.com)

## 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)**

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