



CCA | DELIVERS

"Our Advocacy Strengthens Your Bottom Line."

MARCH 20, 2009

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EVENTS CALENDAR

APRIL 9

11:00 a.m.

15th Annual Treasures of Los Angeles Awards Luncheon: Westin Bonaventure Hotel & Suites

MAY 21

11:30 a.m.

General Membership Meeting: Sheraton Downtown Los Angeles Hotel

UPCOMING COMMITTEES

Open to Executive Level Members only

MAY 7

11:45 a.m.

EXECUTIVE COMMITTEE

Open to Business Advocacy and Executive Members

MARCH 24

12:30 p.m.

PUBLIC SAFETY, HEALTH & HOMELESSNESS COMMITTEE
Special Guest:
LAPD Captain Blake Chow



David Roberts, USC; Speaker Karen Bass; Roxi Reeves, Lee Andrews Group.

Speaker Karen Bass Joins CCA Members for Breakfast at Morton's

Karen Bass, Speaker of the Assembly for the State of California, joined CCA members for a delicious breakfast on March 20th at **Arnie Morton's, The Steakhouse** in Downtown Los Angeles. Speaker Bass focused her remarks on the challenges the State Legislature faces every year during the budget process. She emphasized that spending cuts would not solve the State's budget problem, with a daunting \$41 billion deficit this year alone. She stated that raising taxes was an unfortunate, but necessary, component of the equation.

Speaker Bass also reminded CCA members that in the midst of crisis, there will be opportunities. During this past budget cycle, the State Legislature approved a number of tax incentives designed to create more jobs and improve California's business climate. The film industry received \$135 million worth of long-sought state tax incentives to stem runaway film production and keep our signature industry at home. Also, to encourage individuals to re-enter the real estate market, homebuyers will receive a \$10,000 tax credit on the purchase of a new home.

CCA is committed to working with Speaker Bass to build a better California and thanks her for joining us. CCA would also like to thank the **Los Angeles Department of Water and Power**, the **Metropolitan Water District of Southern California**, and **State Farm Insurance** for sponsoring this event.

CCA's 15th Annual Treasures: Just Weeks Away!

The 15th Annual Treasures of Los Angeles, celebrating CCA's

STAFF BRIEFS

• CCA's President & CEO Carol Schatz celebrated the Persian New Year "Norooz" at City Hall with elected officials and CCA members, including Ezat Delijani, patron of Broadway's Historic Theatres and recipient of this year's Treasures of Los Angeles: Heart of the City Award.

• CCA met with Common Ground, a New York City-based supportive housing developer, to discuss its plan to purchase the Rosslyn Hotel. CCA's President & CEO Carol Schatz expressed concern about an oversaturation of low-income housing and support services and called for a balanced approach and long-term vision for this neighborhood.

• CCA has been the leading business community advocate in the City's ongoing efforts to amend its sign ordinance. At its last hearing, the City Planning Commission was unable to reach consensus and will continue its discussion of the ordinance amendments, including issues relating to supplemental use sign districts and comprehensive sign programs. The next meeting will take place on March 26th. We encourage you to attend the hearing to request more analysis of the issues and explain the impact it will have on your business. Staff Contact: Veronica Perez Becker.

ANNOUNCEMENTS



CCA's 15th Annual

MARCH 25
8:00 a.m.
**HOUSING, LAND USE &
DEVELOPMENT COMMITTEE**
**Topic: CRA Healthy
Neighborhoods Policy**

85th Anniversary, is just weeks away! Join us on Thursday, **April 9th** at the **Westin Bonaventure** for this special event. This year, CCA's prestigious "Heart of the City" award will be presented to **Ezat Delijani**, for his outstanding contribution to Downtown Los Angeles. LAPD Chief **William J. Bratton** will be honored with the "City of Angels" award to highlight his exceptional contribution to Los Angeles.

Treasures include: **Oscar De La Hoya** (L.A.'s Golden Boy); **Kaiser Permanente** (Community Health Philanthropist Extraordinaire); **Jim Hill** (Legendary Sportscaster); **Don Newcombe** (Dodgers' Baseball Legend); **Los Angeles Community College District** (Preparing Our Youth for Tomorrow); and **L.A. Derby Dolls** (Queens of Roller Derby).

We are pleased to have **Delson Investments, LLC** as this year's Host Sponsor. Presenting Sponsors include: **AT&T, Bank of America, Kaiser Permanente, L&R Investment Company, Los Angeles Dodgers, and Wells Fargo.**

If you have not purchased tickets or a table yet, please do so immediately. **WE NEED YOUR SUPPORT!** For more information, please visit: **Treasures of L.A.**

Treasures of Los Angeles, celebrating our 85th Anniversary, will take place at the Westin Bonaventure on April 9th. Sponsorship opportunities are available by contacting Joella Hopkins at (213) 624-1213 or jhopkins@ccala.org.

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