

## FEBRUARY 19, 2010 INSIDE THIS ISSUE

Jack Kyser Presents 10th  
Annual Economic Forecast

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## EVENTS CALENDAR

APRIL 8

"The 16th Annual Treasures of  
Los Angeles" at the JW  
Marriott at L.A. Live

## UPCOMING COMMITTEES

Open to Executive Level  
Members Only

MARCH 4

11:45 a.m.

**EXECUTIVE COMMITTEE**  
Special Guest: City Council  
President Eric Garcetti

Open to Executive and  
Business Advocacy  
Members Only

FEBRUARY 24

8:00 a.m.

Joint Housing, Land Use &  
Development and Arts, Retail  
& Hospitality Committee  
Budget and Development  
Reform with Council President  
Pro Tempore Jan Perry

MARCH 10

8:00 a.m.

Transportation &  
Infrastructure Committee  
"Downtown Los Angeles  
Mobility Partnership"

MARCH 24

8:00 a.m.

Public Safety, Health &  
Homelessness Committee  
"Homelessness White Paper"



Fred Muir, GCG Rose & Kindel; Jack Kyser, Los Angeles Economic  
Development Corporation (LAEDC); CCA Chair Phil Recht, Mayer  
Brown LLP

## Jack Kyser Presents 10th Annual Economic Forecast

Jack Kyser had two quick words of advice for those in attendance at CCA's 10th Annual Downtown Economic Forecast this week: "Be brave." Founding economist of the Kyser Center for Economic Research of the Los Angeles Economic Development Corporation (LAEDC), Mr. Kyser gave his 2010 economic projections before a packed crowd at the **Westin Bonaventure Hotel & Suites**. Although Los Angeles struggled through a severely troubled economy in 2009, a measured economic recovery is anticipated for 2010 and the economy is moving in the right direction, albeit slowly. The health care and entertainment sectors will see improvement, but manufacturing, construction, and retail will continue to lag behind. Unemployment will hold at high levels, but government employment will increase as needed for the census count.

Despite the slow recovery, there are still new opportunities for growth and development Downtown. The recent opening of the Los Angeles Convention Center Hotel will have great impact on Downtown's economy, particularly on tourism and tourism-oriented retail. Major infrastructure projects, including the Expo Light Rail and the additional extension of the Gold Line, will reinforce Downtown as the center of the rail transit system in Los Angeles. Lastly, the Wilshire Grand renovation project is moving through the entitlement phase and will transform the Wilshire/Figueroa intersection with increased economic activity. CCA would like to thank Jack Kyser for continuing to share his expertise with our meeting attendees and the Westin Bonaventure Hotel & Suites for hosting the event.

## STAFF BRIEFS

• CCA President & CEO Carol Schatz testified before the Los Angeles County Board of Supervisors in support of moving forward with the Civic Center Park, a major component of the Grand Avenue project developed by CCA Executive Member The Related Companies. The Board of Supervisors voted to approve the funding and development pacts of the park, and ground breaking is slated for June 2010.

• CCA attended Bringing Back Broadway's second annual Board of Trustees meeting and celebrated many of the initiative's accomplishments this year, including the completion of the **Broadway Streetscape Master Plan and the Broadway Entertainment Overlay Zone & Design Guide**. Next week, CCA will join a Los Angeles delegation led by Councilmember Huizar to lobby Washington D.C. for urban circulator funding for the **Downtown Streetcar**. Staff Contact: Director of Government & Member Relations, Tracey Chavira.

## ANNOUNCEMENTS



MARCH 15-17, 2010

CCA invites you to *Southern California on the Hill: Access*



CCA's 16th Annual Treasures of Los Angeles ,  
celebrating ten years of the Downtown Renaissance,  
will take place at the JW Marriott at L.A. Live.  
Sponsorship opportunities are available by contacting  
Joella Hopkins at (213) 624-1213 or  
[jhopkins@ccala.org](mailto:jhopkins@ccala.org) .

Washington, D.C. March 15 -  
17. Join more than 200 civic  
and business leaders to meet  
with members of Congress and  
senior Obama Administration  
officials on priorities important  
to the Southern California  
economy. For more  
information, contact CCA's  
Director of  
Government & Member  
Relations, [Tracey Chavira](#) .



**NEGOTIATING THE  
REAL ESTATE MAZE:  
CHALLENGES AND  
OPPORTUNITIES**

Los Angeles Convention Center  
**March 23, 2010**  
[www.crockersymposium.com](http://www.crockersymposium.com)



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