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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

MAY 6

11:45 a.m.

EXECUTIVE COMMITTEE
Special Guest: City Controller
Wendy Greuel

Open to Executive and
Business Advocacy
Members Only

APRIL 21

8:00 a.m.

**Housing & Land Use
Committee**



CCA Leads Business Response to Proposed Energy Increases

After weeks of political dueling, the Los Angeles City Council vetoed a proposal backed by Mayor Villaraigosa and the Los Angeles Department of Water & Power ("LADWP") Board of Commissioners to impose a 0.7 cent per kilowatt hour increase on electric rates. Of the 0.7 cents, 0.2 cents would have been set aside for renewable energy and efficiency programs. As a result of the City Council's veto, no rate increase will be imposed within the next three months.

CCA spearheaded the business community's response to the proposed increases, swiftly bringing together Councilmember **Jan Perry**, the Mayor's Office, the Chief Legislative Analyst, LADWP, PA Consulting Group, the Los Angeles Area Chamber of Commerce, the Valley Industry & Commerce Association, and CCA members to demand transparency and a meaningful opportunity to participate in the process. CCA also strongly opposed the increases during various public hearings, articulating the devastating effect they would have on large commercial property owners, manufacturers, hospitals, and businesses. As a result of CCA's leadership, the City Council asserted jurisdiction over the matter and refused to ignore the practical impact increases of this magnitude would have on the business community.

We greatly appreciate your participation, expertise, and unwavering dedication to this important issue. We will continue to work with the Mayor's Office, City Council, and LADWP on identifying workable solutions to the Department's budgetary requirements and renewable energy goals.

Carol Schatz Featured in Inaugural Issue of Bunker Hill Magazine

CCA President & CEO Carol Schatz was featured in the inaugural issue of Bunker Hill, The Magazine for Downtown L.A. The in-depth interview focused on Schatz' leadership in the revitalization of Downtown Los Angeles and her dedication to the political championship of Downtown as key to the future of the City as a whole. The interview also highlighted the importance of public safety and cleanliness in attracting investment dollars. Downtown's many successes over the past decade were showcased, beginning with the implementation of the Adaptive Re-Use Ordinance that ultimately led to a doubling of the number of housing units Downtown. Schatz' leadership of CCA and the DCBID was

STAFF BRIEFS

• CCA's Ad Hoc Development Reform Committee met this week to discuss short-term ways to streamline the convoluted entitlement and permitting process in Los Angeles. Some recommendations include appointing two senior level persons in each department to act as ombudsmen who will coordinate and resolve disputes among case managers, and also allocating Planning Department staff resources to focus more on casework than planning. Staff Contact: Senior Director of Legislative & Legal Affairs, Anh Nguyen.

IN THE NEWS

"They were aghast. It was huge,' said Carol Schatz, president and chief executive of the Central City Assn, a downtown business group.'" April 2, 2010, *Los Angeles Times*, "DWP-city feud could increase L.A. budget deficit" by David Zahniser and Phil Willon on the rejection of DWP's proposed rate increase.

"In an era of declining revenues and increasing costs, people are the first to get cut,' said Carol Schatz, president and chief executive of the Central City Association." "If AB 32 is implemented the way it was written, it will seal California's fate with regard to job losses and economic development. It would kill economic development and ensure job losses,' said the Central City Association's

credited in successfully adding a critical component to Downtown's Renaissance: the addition of a younger and more affluent residential community to balance out the existing Downtown residential population. The interview effectively communicates the business community's efforts at revitalization to the direct consumers of the Downtown lifestyle.

Bunker Hill is a full-color, glossy lifestyle magazine aimed at those interested in Downtown's diverse cultural offerings, from music and dining to visual arts and design. Presently, no other magazine targets this growing demographic.

CCA's Public Safety, Health & Homelessness Committee Discusses the Homelessness White Paper

CCA's Public Safety, Health & Homelessness Committee met with Downtown stakeholders to review the latest version of the Homelessness white paper. As the Downtown landscape and stakeholders have changed significantly over the past decade, it is time to revisit the causes and effects of homelessness in the Downtown community. CCA is leading a community effort to draft a document to identify solutions that are proving successful and develop additional strategies. In spite of the Renaissance, Downtown continues to be ground-zero for homelessness. With this paper, we hope to supplement the work that has already been done by the City and County of Los Angeles and others, and further contribute to that effort by addressing the issues of homelessness from the perspective of those who live, work, and play in Downtown.



(click on image to view invitation)

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.

Schatz." April 2, 2010, *ApparelNews.net*, "DWP Rates Stable for 90 Days" by Erin Barajas on the rejection of DWP's proposed rate increase.

"Those groups say the money in the first increase should be used exclusively to preserve the DWP's bond rating and address the utility's financial woes, said Carol Schatz, president and chief executive of the Central City Assn. 'The lockbox was rejected by everyone in the room,' she added." March 30, 2010, *Los Angeles Times*, "Mayor backs Alarcon's plan to OK DWP rate increase" by David Zahniser on DWP's proposed rate increase.

"Carol Schatz, president and chief executive officer of the Central City Association of Los Angeles and the Downtown Center Business Improvement District -- a coalition of 450 property owners in the core of downtown Los Angeles -- said the business community would rather see a 0.5 cent per kWh rate hike. She said that's the minimum rate hike necessary to maintain the DWP's bond rating, according to an independent review conducted by PA Consulting. 'First of all, 0.5 cents a kilowatt-hour increase coming after a double-digit increase for our ratepayers that was implemented last year in this recession is still a big increase,' Schatz said. 'But we think it's important to preserve the bond rating (first), and then all the other questions and issues need to be on the table and discussed during this quarter when this increase goes through.' Schatz and leaders of the Los Angeles Area Chamber of

Commerce, Valley Industry and Commerce Association and Central City East Association had a meeting Monday, during which a representative of the mayor's office explained the so-called 'compromise plan.' 'While there were elements in it that made sense, we don't support the proposal,' Schatz said. 'We think it's important that we go forward with a minimum increase.'" March 29, 2010, *nbclosangeles.com*, "Mayor Offers 'Compromise Plan' for DWP Rate Hikes" by Christina Villacorte on DWP's proposed rate increase.

Click [here](#) to see KPCC's Frank Stoltze interview Carol Schatz about DWP's proposed rate increase.

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