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16TH ANNUAL **TREASURES** OF **LOS ANGELES**

**CELEBRATING TEN YEARS OF
THE DOWNTOWN RENAISSANCE**
Save the Date: APRIL 8, 2010 AT JW MARRIOTT AT L.A. LIVE

CCA

Advocacy & Action

LA's Premier Business Advocate



First Quarter 2010

Staying Focused in 2010

"Your participation allows us to remain the leading business organization in Los Angeles and, in turn, to continue making a positive impact at City Hall through our advocacy, programs, and opportunities."

Phil Recht, CCA Chair and Managing Partner, Mayer Brown LLP



Serving as Chair of the Central City Association for the last year has been both a challenging and gratifying experience. As we all know, 2009 was full of change. Like every other city in the country, Los Angeles was heavily impacted by the global economic downturn. Virtually every sector of the economy is feeling the heat of the recession, creating an unpredictable and volatile business market. Wages are down and unemployment is up. But, fortunately we are beginning to see the light at the end of the tunnel.

Despite these economic woes, it has been a productive year for CCA because of the support of our valued members. Your participation allows us to remain the leading business organization in Los Angeles and, in turn, to continue making a positive impact at City Hall through our advocacy, programs and opportunities. I am proud to say that our membership numbers are still growing, with an increase in new membership by almost 20% last year alone.

More importantly, CCA has played a pivotal role in shaping local land use and transportation policy to help bring the cost of doing business down in Los Angeles. Through our results-oriented advocacy, CCA was successful in pushing forward legislation to extend the life of subdivision and tract maps, giving the housing industry additional time to get back on its feet again. We are working to create a more flexible sign ordinance that will not impair our ability to attract and retain businesses, and the Downtown Streetcar project will change the landscape of our city center by



Streetscape visualization for the Downtown Streetcar Master Plan



helping people circulate between our great neighborhoods.

As I write this message, recent events indicate that Los Angeles will face a new crop of challenges in 2010. Our city's budget crisis could bring lasting economic harm and reinforce the notion that this is an unfriendly place to do business. However, I am confident that CCA, with its extraordinary membership and its exemplary staff led by our very own Carol Schatz, will help usher our city to a more prosperous future. I am humbled by the opportunity to lead such a strong organization for a second term, and I look to the future with great optimism.

Phil Recht
CCA Chair and Managing Partner, Mayer Brown LLP



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A Reception Fit for a Chief



From Left: Police Chief Charlie Beck; Fire Chief Millage Peaks; Rev. Jeff Carr, Office of Mayor Villaraigosa; Douglas Guthrie, Housing Department; Bud Ovrom, Department of Building & Safety; and Councilmember Dennis Zine

CCA kick-started the New Year by celebrating the appointments of Los Angeles' new **Police Chief Charlie Beck** and **Fire Chief Millage Peaks** at the Wachovia Lounge at Nokia Theatre L.A. Live. Joined also by newly-appointed City officials **Reverend Jeff Carr**, Chief of Staff to Mayor Villaraigosa; **Robert "Bud" Ovrom**, General Manager of the

Department of Building & Safety; and **Douglas Guthrie**, General Manager of the Housing Department, this well-attended event gave CCA members an exclusive opportunity to meet our new local leaders and hear their plans to serve Los Angeles.

CCA thanks our generous sponsors for making this event such a success:

title sponsor **Martha Saucedo** with **AEG**, presenting sponsors **Michael Delijani** with **Los Angeles Broadway Theater Group** and **Fox Jewelry Plaza**, **David Damus** with **L&R Group of Companies**, **Peklar Pilavjian** with **St. Vincent Jewelry Center**, and **Sauli** and **Henry Danpour** with **Xyvest Holdings**.

CCA Rings in the Holidays at Point Moorea



CCA President & CEO Carol Schatz and Mayor Antonio Villaraigosa

CCA's annual Holiday Party, held at the **Wilshire Grand Hotel & Centre's Point Moorea**, was a smashing success, with more than 300 people in attendance. CCA rang in the holiday season with these distinguished guests: **State Senator Gil Cedillo**; **Mayor Antonio**

Villaraigosa; Councilmembers **Jose Huizar**, **Tom LaBonge**, **Jan Perry**, **Bill Rosendahl**, and **Greig Smith**; **Board of Public Works Commission President Cynthia Ruiz**; **Harbor Commissioner Kaylynn Kim**; **Planning Director Gail Goldberg**; **Community Development Department General Manager Richard Benbow**; **Bureau of Sanitation Director Enrique Zaldivar**; and **LAPD Commander Blake Chow**.

CCA thanks the entire team at the **Wilshire Grand Hotel & Centre** for their tremendous hospitality, especially General Manager **Chris Park**.

We would also like to thank our title sponsors, the **Boeing Company** and **Chevron**, and our presenting sponsors, **Ansar Enterprises**, **BNSF Railway**, **Plains All American Pipeline**, and **Xyvest Holdings**.



"When we needed assistance with the Department of Transportation to relocate our valet station, we went straight to CCA. Without their help, we would have been lost in the City's bureaucratic maze. Thanks to CCA, I am able to focus on running a restaurant, not running into red tape."

Jill Bigelow, CEO
800 Wilshire Group LLC
Provecho Restaurant/
Remedy Lounge

Executive Committee Lunches with Key Officials



Chris Martin, AC Martin; Supervisor Don Knabe; Denita Willoughby, AT&T; and John Whitaker, DLA Piper, at the December Executive meeting.



Councilmember Herb Wesson and Steve Nissen, NBC Universal, at the January Executive meeting.



CCA MEMBER PROFILE

Sean M. Foley

Regional Chairman of Southern California Commercial Banking, U.S. Bank

Sean is the Regional Chairman of Southern California Commercial Banking for U.S. Bank. Prior to joining US Bank, Sean was Executive Vice President and Group Manager of Commercial Banking for Mellon First Business Bank and held senior positions at Bank of America and Community Bank in Pasadena.

Sean currently serves on the Advisory Board of The MIND Research Institute, is a board member of The Pacific Symphony and Chrysalis, serves as President of the school and foundation for The Mardan School of Educational Therapy, Inc., and is the Chairman of the U.S. Bank Foundation for Southern California.

CCA welcomed Mayor Villaraigosa's newly appointed Chief of Staff, **Reverend Jeff Carr**, to our Executive Committee meeting in November at **The Standard Downtown**. Rev. Carr discussed the Mayor's top priorities for the next three years, including public safety, transportation, education, and jobs, as well as plans to alleviate the City's budget crisis. Rev. Carr reiterated the Mayor's commitment to reducing the barriers to doing business in the City, and recognized CCA as being the driving force of the Downtown revitalization.

Supervisor Don Knabe joined us at our December meeting, hosted by **Patina Restaurant Group** at the Dorothy Chandler Pavilion. Supervisor Knabe emphasized the importance of creating jobs to stimulate the economy, and announced that over 8,300 temporary jobs have been created through the program he introduced in March, which utilizes federal funding available through the Federal Stimulus Package to create subsidized employment opportunities.

In January, the Committee was treated to an entertaining discussion with

Councilmember Herb Wesson, Jr. at the **Metropolitan Water District**. Councilmember Wesson acknowledged the City's budget crisis, and announced that City leaders will be looking at drastic measures to relieve some of the City's fiscal demands, including the privatization of certain facilities and the merger of City departments.

City's Budget Forecast is Gloomy at Best

CCA brought together Los Angeles' top budget officials in January to hear how they plan to keep the City afloat amidst this economic downturn. Moderated by CCA Chair **Phil Recht** of **Mayer Brown LLP**, panelists included the Chair of City Council's powerful Budget & Finance Committee, **Council Member Bernard Parks**, the City's **Legislative Analyst Gerry Miller**, the City's **Administrative Officer Miguel Santana**, and the **Regional Director of SEIU Local 721 Julie Butcher**.

Mr. Santana indicated that this budget year's shortfall of \$200 million would be surpassed by next year's projected \$400 million deficit. While drastic cuts have already been made to reduce the current budget gap, the potential remains for municipal bankruptcy unless significant restructuring and additional cuts are made, including the strong possibility of cuts to the public safety budget.

Although the outlook is grim, the panelists agreed that the City can avoid bankruptcy



From Left: Miguel Santana, City Administrative Officer; Councilmember Bernard Parks; Julie Butcher, SEIU 721; CCA Chair Phil Recht, Mayer Brown; and Gerry Miller, Chief Legislative Analyst

by working collectively to create, implement, and remain committed to a new long-term financial plan.

At the meeting, CCA also proudly announced its 2010 officers: Chair **Phil Recht, Mayer Brown LLP**; Secretary **Andrea Van de Kamp, Van de Kamp Consulting**; Treasurer **Tim McOsker, Mayer Brown LLP**; Executive Vice Chair **Lisa Pitney, Walt Disney Company**;

Executive Vice Chair **Sean Foley, US Bank**; Executive Vice Chair **Steve Nissen, NBC Universal**; Executive Vice Chair **Denita Willoughby, AT&T**; Executive Vice Chair **Steve Weston, Alston + Bird**; Immediate Past Chair **Chris Essel**; Chair Emeritus **Dr. Thomas Moran**; and President **Carol E. Schatz, Central City Association**. Congratulations to our officers and thank you to our esteemed panelists for joining us.



Karen Rector, Lisa Thollen, Celeste Altamari with Haworth



Sam Ramirez, Turner Construction and Brian Kite, Harley Ellis Devereaux



Andrew Raitt, Cenergy Power; Eric Brown, Office of Councilmember Janice Hahn; Dianne Lee, Leo A. Daly; Robert Eribe, Cushman Wakefield



Chris Funk, Alston + Bird and Rita Illig Liebelt, Illig Construction

January General Membership Meeting



Arnie Berghoff, Arnie Berghoff & Associates; Joel Miller, Psomas; Jeff McConnell, Arnie Berghoff



Alex Rubalcava, Rubalcava Capital Management; Renata Simril, Forest City Development; Tim McOsker, Mayer Brown



Mark Loranger, Chrysalis; Sean Foley, U.S. Bank; and Michael Graff Weisner, Chrysalis



Lisa Pitney, Walt Disney Company and Steve Nissen, NBC Universal

Hail to the Chiefs Reception



Councilmember Dennis Zine; Fire Millage Chief Peaks; Councilmember Jan Perry



Sergio Dovarro, J Restaurant & Lounge; Police Chief Charlie Beck; Anna Wilhelmsen, Frederic Hemon, J Restaurant & Lounge



Ralph Navarro and Stephen Backus, Backus Bland Navarro & Weber



Derrick Moore, CBRE and Bradley Luster, Major Properties



Police Chief Beck; Fire Chief Millage Peaks; Michael Delijani, Broadway Theater Group & Fox Jewelry Plaza



Sean Dee and Martha Saucedo, AEG; Henry and Sauli Danpour, Xyvest Holdings; Peklar Pilavjian, St. Vincent Jewelry Center



Steve Needleman, Anjac Fashion Buildings; CCA President & CEO Carol Schatz

CCA

New Members and Fourth Quarter Renewing Members

EXECUTIVE

Anjac Fashion Buildings
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Loeb & Loeb, LLP
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Suzanne Furst Interiors
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Union Pacific Railroad

GENERAL

Fresh & Easy Neighborhood Market

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BNSF Railway
California Hospital Medical Center
Cartifact
Cathedral of Our Lady of the Angels
Chrysalis Enterprises
City Club on Bunker Hill
City National Bank
Coleman Design & Construction Management
Downtown Los Angeles Farmers Market
Downtown LA Realty
Department of Building & Safety
Fifteen Group Land & Development, LLC
G.H. Palmer Associates
Gibson Dunn & Crutcher
Grill Concepts
Good Samaritan Hospital
Hilton Checkers Hotel
Howard Building Corporation
JMF Development, LLC
J Restaurant & Lounge
Kaufman Legal Group
Knoll
L.A. Inc.

L & R Investment Company
Lockton Insurance Brokers
Los Angeles Business Journal
Los Angeles Conservancy
Majestic Realty Co.
Manatt Phelps & Phillips
Manpower
Marsh Risk & Insurance Services
Metropolitan Water District
NBC Universal
O'Melveny & Myers, LLP
Para Los Niños
Parker Milliken Clark O'Hara Samuelian
Plains All American Pipeline
Praxis Integrated Communications
Related California
Roy's Restaurant
Shammas Group
Sheppard Mullin Richter & Hampton, LLP
SHM Partners
Simpson Gumpertz & Heger
Southern California Gas Company
Takami Restaurant & Elevate Lounge
The Association
The Gorbals
The Mercantile Center
UCLA
United Parcel Service
Wokcano



CITY HALL SPOTLIGHT

Michael LoGrande
Chief Zoning Administrator
City of Los Angeles
Department of City Planning

As the Chief Zoning Administrator for the Department of City Planning, Michael is responsible for reviewing major development projects. His work in the Planning Department has covered a variety of critical initiatives, including the creation of the Expedited Processing Section. This section has successfully entitled many major Downtown development projects such as Grand Avenue, Concerto, Luma, Evo, Hanover and the Biscuit Company Lofts.

Michael is a native Californian and holds degrees in Political Science and Public Administration from California State University Long Beach. He is the past Chairman of the Board of Directors for the Long Beach Housing Development Company and is a member of the American Planning Association.

Michael understands the need to quickly move projects through the pipeline to bring more jobs, tax revenue, and economic development to Los Angeles. Despite the Planning Department's reduction in resources, Michael continues to be accessible and responsive to our requests for assistance.

Thank you, Michael, for your dedicated service to Los Angeles!

CCA Architects Discuss Emerging Opportunities in U.S. and Abroad



From Left: J. Peter Devereaux, Harley Ellis Devereaux; William H. Fain, Johnson Fain; Mark Griffith, Leo A. Daly; Scott Johnson, Johnson Fain; Scott Hunter, NBBJ; Amber Hawkes, Torti Gallas and Partners; Ron Schafer, RNL; and Patrick Spillane, IDS Real Estate Group.

Noted architects **J. Peter Devereaux** of **Harley Ellis Devereaux**, **William H. Fain** of **Johnson Fain**, **Mark Griffith** of **Leo A. Daly**, **Amber Hawkes** of **Torti Gallas and Partners, Inc.**, **Scott Hunter** of **NBBJ**, and **Ron Schafer** of **RNL** gathered in December to discuss how the architecture industry is adapting to the new contracted global economy.

Moderated by **Scott Johnson** of **Johnson Fain**, the panelists all echoed

one common theme: the need to diversify business, both in terms of geographic markets and project types. With private sector projects at a standstill, architecture firms are looking to the public sector and international markets for additional work, especially China.

The panelists presented examples of current projects, which ranged from opportunities with the **Los Angeles**

Community College District to large-scale infrastructure and wetland restoration projects in China. The panelists also noted that sustainability and ultra-green projects will soon become the norm, as well as more transportation and public works projects.

LEGISLATIVE UPDATES

FHA Live/Work Financing

CCA has been spearheading the effort to remove roadblocks to obtaining critical Federal Housing Administration (FHA) loans for live/work units in Los Angeles. In January, the Planning & Land Use Management Committee unanimously approved an amendment to the Los Angeles Municipal Code that would bring the local definition of live/work in line with FHA guidelines.

FHA has been denying FHA-backed financing to live/work units in Downtown and throughout the City for the past several years, citing a conflict between internal FHA guidelines and the Los Angeles Municipal Code. As these loans could provide a critical lifeline to the ailing Downtown housing market, CCA has been actively involved in this issue for over a year, facilitating meetings with local FHA representatives, as well as representatives from the Mayor's office, Planning and Housing Departments, and Council offices to discuss possible solutions.

The proposed amendment will go to the City Attorney's office for drafting before being heard by the full City Council. CCA will continue to advocate in favor of this amendment, as it presents an opportunity to stimulate the local economy and provide more homeownership opportunities in Downtown.

Low Impact Development Ordinance

The Board of Public Works recently voted to approve the latest draft of the low impact development ordinance. Under this ordinance, development and redevelopment projects that apply for a building permit will be required to implement a number of potentially onerous low impact development strategies to capture, treat and re-use stormwater runoff onsite to the highest extent feasible.

CCA, and a coalition of other business organizations, has met several times with Mayor Villaraigosa's Chief of Staff **Reverend Jeff Carr**, Board of Public Works President **Cynthia Ruiz**, Public Works Commissioner **Paula Daniels**, and the offices of **Councilmembers Cardenas, Koretz and Perry** to discuss our

outstanding concerns with the draft ordinance — in particular the need for a grandfather clause, phasing options, and a more thorough nexus study to calculate the offsite mitigation fee.

Many of our recommendations were incorporated into the draft ordinance presented to the Board of Public Works, and as a result of CCA's testimony, additional amendments to the grandfather clause were made during the hearing. It will now move forward to City Council's Energy & Environment Committee, where CCA will continue to advocate in favor of a more balanced and business-friendly ordinance.

CleanTech LA

CCA joined the steering committee for CleanTech LA (CTLA), a multi-disciplinary collaboration aimed at turning Los Angeles into the global capitol of clean technology. This initiative brings business, education, and government together to boost environmental research and bring more green businesses to Los Angeles. This partnership with UCLA, USC, Caltech, JPL, the City of Los Angeles, the Community Redevelopment Agency of Los Angeles, the Department of Water & Power, the Los Angeles Business Council, the Los Angeles Economic Development Corporation, and the Los Angeles Area Chamber of Commerce will enable us to throw our combined weight behind lobbying for precious state and federal cleantech dollars.

CCA's first order of business will be to advocate for a \$125 million U.S. Department of Energy grant for Downtown Los Angeles to be chosen as a "national energy innovation hub," boosting opportunities to develop alternative energy solutions and engage in climate change research.

CRA/LA Community Jobs Opportunities Policy

The Community Redevelopment Agency of Los Angeles is moving forward with a new local hire policy for non-construction jobs, applicable to all projects that

are built on agency land or receive more than \$250,000 agency investment. Developers will be required to ensure that the provisions of this policy are included as a material term in all lease agreements.

According to the proposal, for all jobs earning below an annual salary of \$74,500, employers will be required to give preferential notification of job opportunities to local residents for a specified time period. This may have significant impact on Downtown's commercial real estate market by making it more difficult to recruit new businesses to our city center. CCA is closely working with CRA/LA staff to ensure that any upcoming proposal will not create an undue burden on new and existing businesses.

Coordinated Development Reform

CCA recently gathered top decision-makers from the City departments of Building & Safety, Engineering, Fire, Planning, Sanitation, Transportation, and Water & Power, as well as the County Health Department, to discuss obstacles to opening new businesses in Los Angeles. The discussion focused on how public agencies can facilitate permits, licenses, inspections, and help new businesses open and prosper in this tough economy. In the coming months, the group will develop new strategies and evaluate existing resources to promote the growth and development of new businesses in Los Angeles.

CCA would like to thank our Premier Members for their commitment to our organization and the City.





Councilmember Huizar; Michael LoGrande, Department of City Planning



Jack Kyser, LAEDC; Darryl Holter, The Shammass Group



Reverend Jeff Carr, Office of Mayor Villaraigosa; David Wright, Plains All American Pipeline



Chris Martin, AC Martin; Councilmember Greig Smith



Christina Rose, GCG Rose & Kindel; LA County Supervisor Don Knabe; Denita Willoughby, AT&T



Chris Park, Wilshire Grand; Harbor Commissioner Kaylynn Kim; Councilmember Tom LaBonge; Cindy Starrett, Latham & Watkins



Cynthia Ruiz, Board of Public Works Commissioner; Dave Cunningham, Dave Cunningham & Associates; Carmen Rodriguez, City National Bank



Dennis Rodriguez, Office of Councilmember Bernard Parks; Reginald Byron Jones-Sawyer, Dept. of General Services



Councilmember Bill Rosendahl; Elizabeth Smagala, Jeffer Mangels; Mike Bonin, Office of Councilmember Rosendahl



Senator Gil Cedillo and Hal Bastian, DCBID



Commander Blake Chow, LAPD and Songhai Miguda-Armstead, Office of the City Attorney



LaDonna DiCamillo, BNSF; Elizabeth Warren, FuturePorts; Councilmember Jan Perry



Stephan Smith, SHM Partners; Sammy Feuerlicht, Good Samaritan Hospital; Larry Ahlquist, City Club



Jamie Garcia and Jennifer Bayer, Hospital Association of Southern California; Glenn Gritzner, Mercury Public Affairs