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## CCA Members in the News

### Los Angeles Developer Tom Gilmore Makes Transformative Gift to SCI-Arc



The Southern California Institute of Architecture (SCI-Arc) announced it has received a first-of-its-kind \$1-million planned gift from visionary Los Angeles developer and CCA member Tom Gilmore. This generous gift will support SCI-Arc's design and architecture faculty through the creation of the school's first named chair, the Gilmore City Chair. "This gift

represents a major investment in SCI-Arc and will help us support the education of our outstanding student body and position the school for a stronger future," said Board of Trustees Chairman Jerry Neuman.

In responding to Gilmore's generosity, Director Eric Owen Moss quoted Machiavelli, "I believe the greatest good to be done is that which one does to one's own city." Moss continued, "In Gilmore's case, he has done the greatest good. Los Angeles is a better city because of his efforts, and now SCI-Arc is a stronger school because of his generosity. We look forward to the creation of the Gilmore City Chair and the permanent focus it will bring to the exploration of cities at SCI-Arc."

When Gilmore, a trustee since 2001, approached SCI-Arc about including the school in his estate plans, a dialogue about his interests ensued. "Design, architecture and cities have played a defining role in my life," he said, "and these interests originally led me to SCI-Arc. As I began to consider my gift, I wanted to acknowledge these influences in a meaningful way. The idea of creating a named chair, the Gilmore City Chair, seemed like a natural fit."

# CCA Advocacy & Action

LA's Premier Business Advocate

CCA Central City Association

of LOS ANGELES

First Quarter 2013

## Downtown is Looking Up!

"With other 450 member companies employing more than 350,000 people in the Southern California region, the strength of our organization lies in the dedication and faithful support of our valued members. Your active participation allows us to continue making a positive impact in the halls of government through our tireless advocacy, programs, and events."

Sean Foley, CCA Chair and Regional Chairman and Executive Vice President,  
Southern California Commercial Banking, U.S. Bank



Now in our 89th year, the Central City Association of Los Angeles still commands its place as the leading business advocacy organization in our great city. With other 450 member companies employing more than 350,000 people in the Southern California region, the strength of our organization lies in the dedication and faithful support of our valued members. Your active participation allows us to continue making a positive impact in the halls of government through our tireless advocacy, programs, and events. Our membership numbers are still expanding as more and more businesses, big and small, see how a CCA membership can begin to pay off immediately.

I am proud and excited to serve as your Chairman for another year, as we look to the months ahead with more of a tempered optimism than we've seen in the past. We are finally seeing objective signs of an economic recovery, with unemployment numbers dipping and job starts increasing. This is certainly true for Downtown.

After years of stagnant activity, things are beginning to look up as several catalytic projects are in the works that will continue to fuel our renaissance. A 44-room boutique hotel at 1130 South Hope Street will add more luxury rooms to the ever-popular L.A. Live and South Park neighborhoods, and the redevelopment of the Wilshire Grand Hotel into a new hotel and office tower will offer 400,000 sq. ft. of new office space and a revamped Downtown skyline. Just as Downtown today looks completely different than it did 10 years ago, I can only imagine how great Downtown in 2023 will look.

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The Wilshire Grand redevelopment features a 900-room hotel that will be capped by an iconic sail-shaped, illuminated tower.



The 1130 S. Hope Street boutique hotel in the South Park neighborhood features a rooftop garden and pool deck.

### Quick Calendar

#### MARCH 28

##### General Membership Meeting

State of the City Address with  
Council President Herb Wesson  
Sheraton Los Angeles Downtown Hotel

#### APRIL 3

##### Mayoral Candidate Forum

Nokia Theatre L.A. Live

#### MAY 9

##### 19th Annual Treasures of Los Angeles

Westin Bonaventure Hotel & Suites

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# Downtown's Commercial Development: We're Building and Investing Again

## Central City Association 2013 Officers

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U.S. Bank

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## Newsletter

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**Gary Leonard**



Patrick Spillane, IDS Realty; Peter Fleming, The City Market of Los Angeles; Marty Borko, Gensler; Reed Garwood, Rising Realty Partners; Sam Marshall, Marshall Projects; Chris Martin, AC Martin & Martin Project Management; Hal Bastian, Downtown Center Business Improvement District

CCA's panel discussion about the exciting new commercial development projects shaping Downtown's future drew more than 250 attendees to the **Doubletree Hotel by Hilton**. Moderated by **Marty Borko** from **Gensler**, our panelists included: **Peter Fleming** from **The City Market of Los Angeles**; **Sam Marshall** from **Marshall Projects**; **Reed Garwood**, **Rising Realty Partners**; and **Chris Martin** from **AC Martin & Martin Project Management**.

Wilshire Grand Redevelopment: Owner Hanjin/Korean Airlines has partnered with AC Martin & Martin Project Management in the redevelopment of the Wilshire Grand Hotel into a new hotel and office tower, offering 400,000 sq. ft. of office space. Featuring a lobby on the 70th floor, the 900-room hotel will be capped by an iconic sail-shaped, illuminated tower. Upon completion in 2017, the \$1 billion project will redefine Los Angeles' skyline in the new millennium.

The City Market of Los Angeles: Located on a 10-acre site in the eastern part of the Fashion District, the City Market of Los Angeles was once one of the country's oldest wholesale produce markets. Today, the 10-acre site

is reinventing itself for the 21st century. Upon full build-out, the catalytic project will offer a 210-room hotel; 945 housing units; commercial office space; retail, restaurant, academic and exhibit space.

PacMutual Building Repositioning: Located in the heart of Downtown, the PacMutual Building is actually a 3-building campus comprised of some of Los Angeles' most beautiful and historic buildings. Owner Rising Realty Partners is in the process of transforming its 400,000 sq. ft. of commercial space into new creative work space that will cater to a demographic of tenants that is currently underserved by the Downtown office market.

1130 S. Hope Street – South Park Hotel: Located immediately east of Staples Center and L.A. Live, Downtown's South Park neighborhood has become one of the hottest neighborhoods for high-end commercial and residential development. Featuring a rooftop garden and pool deck, the 1130 S. Hope Street project will give Downtown a 44-room boutique hotel that will serve as a destination for tourists and locals alike.



*"CCA is an amazing organization. From the moment I met Carol Schatz and her team, they made invaluable introductions with other members and helped me get the most out of our membership. They offer an abundance of credible information about current issues, numerous events in which to engage and network, and a membership rolodex that includes the city's most prominent and influential business leaders."*

**Sara Soudani**  
Vice President, National Sales  
Lawyers Title Company

## CCA Co-Sponsors Los Angeles Mayoral Candidate Forum



CCA President & CEO Carol Schatz was a panelist at the Los Angeles Mayoral Candidate Forum at UCLA.

In January, CCA co-sponsored the Los Angeles Mayoral Candidate Forum hosted by the University of California, Los Angeles (**UCLA**). The live televised debate featured the following Mayoral

candidates: The Honorable **Eric Garcetti**, City Councilmember; The Honorable **Wendy Greuel**, City Controller; The Honorable **Jan Perry**, City Councilmember; **Kevin James**,

Former Assistant U.S. Attorney; and **Emanuel Pleitez**, Chief Strategy Officer for Spokeo. More than 1,200 individuals were in attendance at UCLA's Royce Hall to hear from each of the candidates on their vision for the future of Los Angeles.

CCA President & CEO **Carol Schatz** was joined by **City National Bank** Chairman & CEO, **Russell Goldsmith**, and **UCLA** Dean **Frank Gilliam** to question the Mayoral candidates on the topic of jobs and the economy. The discussion ranged from the city's budget and its fiscal solvency to infrastructure and energy. Speaking on behalf of CCA, Schatz led the candidates in a discussion on pension reform and hotel industry wages.



### CCA MEMBER PROFILE

**Martin Caverly**  
Chief Executive Officer  
EVOO Properties

Martin Caverly is a seasoned real estate private equity investor with over 20 years of direct and platform real estate investing experience. Prior to joining EVOO Properties, Martin founded a real estate consulting, advisory, and principal investing firm, 2120 Partners, focused on fundraising, operational and investing strategies for existing real estate platforms and institutional and high net worth investors.

Martin was previously a Principal at O'Connor Capital Partners where he opened and headed all West Coast operations for the firm. He also held senior positions with Security Capital Group in Chicago and Tishman Speyer in London where he was the head of European acquisitions for Tishman's core and opportunistic funds. While in London, Martin cofounded Centric Telecom, a real estate technology company sponsored by Goldman Sachs and Providence Equity Partners.

Martin began his career at Citigroup Real Estate in New York. A native Angeleno, he holds a BA from Harvard University and received his MBA from Northwestern University's Kellogg Graduate School of Management.

## CCA's Executive Committee Lunches with Top Leaders



Sean Foley, US Bank; State Controller John Chiang; CCA President & CEO Carol Schatz; Jason Barglow, Foley & Lardner; Marcus Kwan, Wokcano & Le Ka at the December Executive Committee meeting



Tim McOsker, Mayer Brown; Sel Kardan, The Colburn School; Councilmember Mitchell Englander; Cindy Starrett, Latham & Watkins

CCA's Executive Committee welcomed **California State Controller John Chiang** to our December meeting at the offices of **Foley & Lardner** where he discussed California's overall fiscal health.

Unfortunately, the news was sobering: although California is the world's 9th largest economy, it also has the country's lowest credit rating. In fact, California has been operating at a cash deficit since July 2007, borrowing internally from various "special funds" that must be repaid.

Furthermore, Chiang also estimated that California has lost 1.5 to 2 million jobs in recent years. Although we have recovered about 1/3 of those jobs, the rest have moved out of the state or overseas or have likely evaporated

due to improved efficiencies and mechanization.

In January, **Los Angeles City Councilmember Mitchell Englander** met with our committee at the **Colburn School** to discuss how he plans to rehabilitate L.A.'s 8,700 miles of streets that are in dire need of repair. According to the Bureau of Street Services, 37% of Los Angeles streets received a grade "D" or "F," which costs Los Angeles residents an additional \$750 in maintenance fees per vehicle.

Although Councilmember Englander originally planned to place a \$3 billion general obligation bond measure on the May 2013 ballot to pay for the repairs, he acknowledged that more outreach was needed and plans to move forward with it in November 2014.

**Councilmember Tom LaBonge** joined us in February at Broadway's breathtaking **Los Angeles Theatre**. In his signature style, Councilmember LaBonge entertained his audience, while making important observations about what he believes drives Los Angeles' economy.

Councilmember LaBonge noted the particular importance of the city's international gateways – LAX and the Port of Los Angeles – and its world-class educational institutions. In speaking about Metro's newly-opened Expo Line from Downtown to Culver City, the Councilmember highlighted the transformative power of investment in transportation to further fuel our economy, while simultaneously knitting together the city's seemingly disparate neighborhoods.





Councilmember Jose Huizar; Matt Hale, Office of Councilmember Paul Krekorian; Councilmember Paul Krekorian; and John Choi, Candidate for Council District 13



Dave Yount, PCL Construction; Kevin Dow, Tom Donohue and Brian Arthur, Turner Construction; and Paula Stamp, PCL Construction



LAPD Captain Horace Frank; LAPD Deputy Chief Jose Perez; and LAPD Commander Blake Chow



Lupita Sanchez Cornejo, AT&T and David Wright, Plains All American Pipeline



Matt Karatz, Office of Mayor Antonio Villaraigosa; CCA President & CEO Carol Schatz; and Tim McOsker, Mayer Brown



Councilmember Joe Buscaino; Hal Dash, Cerrell Associates; and Councilmember Dennis Zine



Dennis Gleason and Patricia Whelan, Office of Councilmember Joe Buscaino



Assemblymember Gil Cedillo; State Senator Kevin de Leon; and Peter Villegas, JP Morgan Chase & Co.



Chris Martin and Jeanette Martin, AC Martin and Martin Project Management



California State Controller John Chiang and Sauli Danpour, Xyvest Holdings



Tom Gilmore, Gilmore and Associates and Mark Weinstein, MJW Investments



Erik Richardson, Office of Councilmember Mitchell Englander; Councilmember Mitchell Englander; Gloria Leon, Ek & Ek; Steve Olivas, Office of Mayor Antonio Villaraigosa; City Planning Director Michael LoGrande; and Peter Sanders, Office of Mayor Villaraigosa



Robin Robinson, Fuscoe Engineering; Linda Daley, ABHE Landscape Architects; Deena Weiner-Widran and Andy Willrodt, Fuscoe Engineering



# CCA

## New Members and Fourth Quarter Renewing Members

### NEW EXECUTIVE MEMBERS

Central City Development Group  
Fred Muir & Associates  
Le Ka

### NEW BUSINESS ADVOCACY MEMBERS

Boulevard Investment Group  
California Grocers Association  
CAM Services  
CareMore  
City Constructors  
Crowell & Moring  
Curated.  
Fineman West & Co.  
Gathers Strategies  
Kritzinger + Rao  
Tate Snyder Kimsey Ha Architects  
The Parish Restaurant

### NEW GENERAL MEMBERS

Amante Pizza & Pasta  
Cassidy Turley  
CSH  
Ebanos Crossing

### FOURTH QUARTER RENEWING MEMBERS

213 Ventures  
AHBE Landscape Architects  
American Business Bank

Anjac Fashion Bldgs  
Armbruster Goldsmith & Delvac  
Arnie Berghoff & Associates  
Bailes & Associates  
Bark Avenue  
Barker Pacific Group  
Berman Singer Public Relations  
BHFC Capital  
BNSF Railway Company  
BRC Advisors  
Brigade LA  
Brookfield Office Properties  
California Club  
California Hospital Medical Center  
California Hospital Medical Center  
Cathedral of Our Lady of the Angels  
CBRE  
CH2M Hill  
Chrysalis Enterprises  
City Club on Bunker Hill  
Daily Grill  
De La Rosa & Co.  
Delson Investments Company  
Department of Water & Power  
DLA Piper US  
Driver Urban  
EVOQ Properties  
FIDM  
Film L.A.  
Herbalife International  
Hilton Checkers Hotel  
Howard Building Corporation  
Kaufman Legal Group  
Keller Williams DTLA  
Ketchum YMCA  
King's Seafood Company  
Kosmont Companies  
L & R Investment Company  
LA Fashion District BID  
Laeroc Partners

Lauren Schlau Consulting  
Lawyers Title Company  
Linear City Development  
Los Angeles Athletic Club  
Los Angeles Conservancy  
Los Angeles County Disposal Association  
Los Angeles Public Library  
Los Angeles Tourism & Convention Board  
Melendrez  
Metrolink  
Metropolitan Water District  
Mia Lehrer + Associates  
Miller Gems  
Mochica on 7  
Nazco Equities/Emil Brown Lofts  
O'Melveny & Myers  
Omgivning  
Parker, Milliken, Clark, O'Hara, Samuelian  
Pircher, Nichols & Meeks  
Red Oak Investments  
Shammas Group  
Sheraton Los Angeles Downtown Hotel  
Snell & Wilmer  
Southwest Airlines  
State Farm Insurance Company  
System Property Development Company  
The Association  
The Colburn School  
The Edison  
Thomas Properties Group  
TRG Real Estate Services  
UCLA  
Union Pacific Railroad  
Volt  
Vons  
Walmart Stores  
Wokcano  
Yellin Company  
Yojie Japanese Fondue and Sake Bar



### CITY HALL SPOTLIGHT

**Areen Ibranossian**  
Chief of Staff  
Office of Councilmember Paul  
Krekorian, 2nd District

As Councilmember Paul Krekorian's Chief of Staff, Areen Ibranossian works closely with the Councilman on all aspects of his policy portfolio, which includes Budget & Finance, Public Safety, and Public Works issues. In addition to a comprehensive role on the policy front, he also helps ensure that all aspects of the Councilman's constituent services, communications, and planning efforts are made seamlessly and effectively.

Prior to joining Council District 2, Areen served as campaign manager for Councilman Krekorian's successful council bid in the 2009 special election to replace Controller Wendy Greuel. Before that, he worked in Mayor Antonio Villaraigosa's administration for four years as a Special Assistant to the Mayor as well as a budget analyst in the Mayor's budget and finance shop.

In addition to his work with the City of Los Angeles, Areen has an extensive background in campaigns and communications, having worked for numerous campaigns from the local to the national level. His political resume includes work with President Barack Obama's 2008 campaign, Congressman Adam Schiff, and Mayor Antonio Villaraigosa campaigns.

Areen received his BA in History from UCLA and a MA in Public Policy from USC.

## CCA Members in the News

### CCA Executive Committee Member Opens New Firm

CCA Executive Committee member Fred Muir has formed a new public relations / public affairs company, Fred Muir & Associates, LLC, specializing in media relations, corporate and crisis communications, electoral campaigns and labor relations communications.

In establishing Fred Muir & Associates, the firm is absorbing the operations of the public affairs firm Rose and Kindel Los Angeles, where Fred most recently served as CEO. Earlier, Fred was Managing Director and Southern California Market Chairman for Burson-Marsteller.

Led by a three-time Pulitzer Prize winning journalist, Fred Muir & Associates provides clients with an insider's view of the media and the strategic press contacts that are the bedrock of successful public relations. The firm

offers large-firm experience and the personal service of a boutique, where clients receive consistent, hands-on attention from senior staff.

Fred is a veteran journalist, with 30 years of newsroom experience, including senior editing roles during a 20-year career with the Los Angeles Times, and earlier as a staff writer for The Wall Street Journal.

Fred is an adjunct professor of public relations at the University of Southern California where he teaches a variety of courses, including crisis communications, in the graduate program in strategic public relations.



LEGISLATIVE UPDATES

## Community Care Facilities Ordinance

After 5 years of discussion and dozens of outreach meetings, the Los Angeles City Council voted unanimously in January to form a working group to look more closely at the Community Care Facilities Ordinance (CCFO). The ordinance seeks to clarify the city's ambiguous laws governing shared living situations, particularly in single family areas, throughout the city.

The CCFO would substantially reduce housing options for the most vulnerable Angelenos, while pushing "special needs" and parolee/probationer housing into multi-family and commercial zones. By closing-out as much as 90% of the city's geography, the CCFO would result in an over-concentration of this type of housing in neighborhoods such as Downtown. At the same time, the CCFO places onerous burdens on landlords by making them responsible for determining the criminal status of their tenants. CCA joins a broad coalition of housing advocates in opposing this unfair ordinance.

## Clean Water, Clean Beaches Measure

In January, the Los Angeles County Board of Supervisors held a special hearing to consider a new annual fee to be imposed on all parcels within the Los Angeles County Flood Control District to fund an extensive water quality clean-up and conservation program. CCA submitted a letter in opposition to the new fee, arguing that the county's proposal contained no sunset clause and gave no specificity about what projects would be funded by the fee.

Furthermore, many municipalities in the county, including the City of Los Angeles, have already enacted various low impact development ordinances which require property owners to capture and treat

stormwater run-off onsite. The county's proposal contained no fee reductions for parcel owners who must already abide by these local water quality regulations.

After four hours of public testimony from over 200 speakers, the Board of Supervisors agreed with many of CCA's concerns and concluded that the proposal was not ready to move forward at this point. Formal Board action will be delayed to allow more property owners to submit their protest forms. In the meantime, the Board also instructed the County Department of Public Works to address concerns from CCA and others in the business community in the new proposal.

## Economic Development Entity

The City of Los Angeles is moving forward with a new model for organizing and delivering economic development services in the city through the creation of a new Economic Development Department and a new citywide Economic Development nonprofit partner. These two bodies would consolidate economic development functions in the city with an eye toward helping the city meet its larger goals of creating new jobs, attracting new businesses, and increasing General Fund revenue.

CCA President & CEO Carol Schatz testified before the Los Angeles City Council in support of the plan, noting that this will help create an environment conducive to investment in the city. CCA is coordinating the business community and leading efforts to create the Economic Development nonprofit partner, which we believe must be highly independent and completely organized by the private sector to be successful. The City Council unanimously endorsed the plan's framework, which will now proceed to the implementation phase.

## Ad Hoc Business Tax Reform committee & Gross Receipts Tax

The Los Angeles City Council's new Ad Hoc Business Tax Reform Committee held its first meeting in February to begin discussing the steps necessary to reduce the city's gross receipts tax. This new committee will also consider new business tax incentives to promote business development and other business tax matters previously raised by the Business Tax Advisory Committee.

CCA testified in favor of a phased-in complete elimination of the gross receipts tax (GRT). Due in part to its onerous system of business taxation, the city of Los Angeles is at a competitive disadvantage among municipalities to attract, retain and grow businesses. Perhaps the most iconic example of L.A.'s overly aggressive tax policy is its tax on gross receipts, which is 10 times higher than the average of the other 87 cities in Los Angeles County.

CCA recognizes that elimination of the GRT may be worrisome with the city's ongoing revenue challenges in this economic climate. In light of this concern, CCA also asked the Committee to broaden its responsibilities and take a closer look at other outstanding issues that have plagued the business community and made it difficult for the private sector to invest in Los Angeles, such as development reform.

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







Roy Reel, Harley Ellis Devereaux and Dave Pintar, Driver Urban



Mitchel Zelinger, Tangram Interiors; Sarah Devine, Rapt Studios; and Andrew Smith, Tangram Interiors



Jamie Schwartzman, Flux Branding and Carle Pierose, Industry LTD



Kathy Faulk, Omni Los Angeles Hotel and Pekar Pilavjian, Los Angeles United Investment Company



Mark Farber and Braden Hammer, Midnight Mission; and Steve Watson, Keller Williams Realty



Chris Park, Hanjin International; Richard Thompson and Tammy Jow, AC Martin



Daniel Taban, JADE Enterprises; Simon Ha, Tate Snyder Kimsey Ha; Randy Yamamoto, The City Market of Los Angeles; and Ryan Aubry, Kosmont Companies

Continued from page 1

As always, CCA will be at the center of all this bustling activity. In the upcoming year, we will continue to push our development reform agenda so that the success we've experienced in Downtown can be more easily replicated in other areas of Los Angeles. The red tape and time-consuming bureaucracy of City Hall is unquestionably the largest obstacle for business investment in Los Angeles. 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.

**Sean Foley**

CCA Chair and Regional Chairman and Executive Vice President, Southern California Commercial Banking

U.S. Bank

## CCA Rings In the Holidays at The Edison



Councilmember Joe Buscaino; CCA President & CEO Carol Schatz; and Councilmember Mitchell Englander at the 2012 CCA Holiday Party.

Nearly 500 of the city's most influential business and civic leaders celebrated the holiday season at one of Downtown's most popular nightspots, **The Edison**, for CCA's annual Holiday Party. Distinguished guests included State Controller **John Chiang**; State Senators **Kevin De Leon** and **Curren Price**; State Assemblymembers **Felipe Fuentes** and **Bob Blumenfeld**; former

State Assemblyman **Gilbert Cedillo**; City Councilmembers **Paul Krekorian**, **Dennis Zine**, **Tom LaBonge**, **Mitchell Englander**, **Jan Perry**, **Jose Huizar** and **Joe Buscaino**; City Administrative Officer **Miguel Santana**; City Planning Department Director **Michael LoGrande**; Bureau of Sanitation Director **Enrique Zaldivar**; Los Angeles Department of Water & Power General

Manager **Ron Nichols**; Department of Building & Safety General Manager **Bud Ovrom**; Los Angeles Police Department Commanders **John Sherman** and **Blake Chow**; and Los Angeles Police Department Captain **Horace Frank**.

CCA thanks Executive Members **Andrew Meieran** and **Barbara Jacobs** at **The Edison** for hosting our grand event. We would also like to thank our title sponsor Sean Foley and U.S. Bank; our host sponsor **Andrew Meieran** and **Barbara Jacobs** from **The Edison**; and our event sponsors **LaDonna DiCamillo**, **BNSF Railway**; **Rod Spackman**, **Chevron**; **Samona Caldwell**, **State Farm Insurance**; **Ayahlushim Getachew**, **Thomas Properties**; **Kevin Dow**, **Turner Construction**; **Chris Martin**, **Wilshire Grand** and **AC Martin & Martin Project Management**; and **Sauli** and **Henry Danpour**, **Xyvest Holdings**.