

# BIB Bulletin

LOS ANGELES CHINATOWN BUSINESS COUNCIL • 727 N. BROADWAY, SUITE 208, LOS ANGELES, CA 90012 • TEL: 213.680.0243

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## Chinatown Celebrates the Year of the Horse 4700 華埠喜迎馬年 農曆 4700 年

Chinatown welcomed in the Chinese New Year, the Year of the Horse 4700, with a three-day celebration, Friday, Feb. 15, to Sunday, Feb. 17. The festivities, which included the Chinese New Year Festival and Car Show and the 103rd Annual Golden Dragon Parade, drew one of the largest crowds in the last decade.

The Chinese New Year Festival, which included a carnival, cultural booths and crafts for children, was held at the new public parking lot at 727 N. Hill St., on property owned by the Pacific Alliance Medical Center Health Foundation.

The diverse entertainment line-up for the main stage included the more traditional New Year's acts, such as lion dancers and martial artists, as well as a number of contemporary Asian-American musical acts.

On the first night of the Festival, students from Castelar, Chinatown's only elementary school and the second oldest continuing elementary school in Los Angeles, and nearby Solano Elementary were provided with free unlimited access to all carnival rides and games.

The Golden Dragon Parade was held Saturday afternoon. The 2002 Miss Los Angeles Chinatown Queen Tiffany Liu and her court, who were crowned Jan. 19, presided over the event. They were joined by this year's Grand Marshal, Los Angeles Mayor James Hahn, and the Celebrity Grand Marshals, the 83rd Rose Queen Caroline Hsu and her Royal Court.

為迎接農曆新年、馬年的來臨，華埠由二月十五日星期五至二月十七日星期日，一連三天，舉行了多項盛大慶祝活動，其中農曆新年慶會，車展及第103屆金龍大遊行，吸引了大批觀眾與遊人，是過去十年裡所罕見的。

農曆年新年慶會在位於北曉街727號的新停車場舉行，該停車場是協和醫院健康基金的物業。慶祝會節目包括嘉年華會、文娛表演及為兒童而設的美勞文化攤位。

所演出的文娛節目包羅萬有：包括傳統的新年節目如舞獅及功夫表演，並有現代亞美音樂節目及加州大學洛杉磯分校扭腰舞蹈團的演出。而最受歡迎的節目之一是由 Vivace Conservatory for the performing arts 演唱音樂劇「安妮」的插曲，該合唱團成員均為亞裔，年齡由六歲至二十三歲。

慶祝會首晚，嘉士德樂小學及鄰近小學Solano小學學生均可免費乘坐機動遊戲及參加各項遊戲。嘉士德樂小學是華埠唯一的小學，也是洛杉磯內第二間歷史最悠久的小學。

華埠最受歡迎的傳統新年節目，金龍大遊行，在星期六下午舉行，剛在一月十九日選出之新任華埠小姐劉蒂蒂及華埠公主是遊行節目的司儀，今年的大禮官是洛市市長韓占士，且有第八三屆玫瑰后許善玲及各公主為遊行嘉賓，今年共有一百多個機組參加遊行，

第一屆的華埠車展是在星期六及日位於曉街及愛盼街交界的國泰銀銀行停車場舉行。由於今年是馬年，福特汽車組特別向遊人展示各類型古董及最新款福特「野馬」牌跑車。且有40多輛汽車競逐「優秀中之極品」的榮譽。參展車輛包括本地出產及進口車輛如 Skyline 及 Lamborghiri Diablo。



The Chinatown BID began 2002 by appointing five non-property owners to the 2002 BID board of directors and re-electing each of the officers from the 2001 interim board to serve an additional year.

The appointees include two returning directors from the 2001 board – Henry Leong, representing the Chinese Chamber of Commerce of Los Angeles, and Phillip Young of GS Printing and Graphics. Newcomers to the board include: Keng Ong of Wing Hop Fung, William Phat Su of Camau Association of America, and Quan Truong of the Southern California Teo-Chew Association.

I would also like to mention that Jee Chin, who had been voted to the 2002 board during last fall's election, has resigned. The Chinese Consolidated Benevolent Association, which he represented, has appointed Sun Hing Lee as his replacement.

We look forward to working with these new directors and hearing their perspectives on the critical issues being addressed by the BID board. During the second year of the 10-year effort to revitalize our community, we plan to build upon the successes we achieved during Year I, focusing on economic development initiatives, beautification of the district and high-visibility event marketing.

In February, we launched a pilot program to evaluate the effectiveness of one-hour free parking. Initial feedback has been positive and we are investigating options for continuing this program.

Beautification efforts currently underway include the planting of an additional 77 trees on Broadway and a matching funds program to replace and upgrade existing awnings on retail locations throughout Chinatown. Long-term programs include investigating the feasibility of a \$10 million matching-funds program with the Metropolitan Transportation Authority for pedestrian and transportation-related redevelopment and supporting Proposition 218 on an upcoming ballot for new street and pedestrian lights.

Events planned for 2002 include major events, such as the recent Chinese New Year Festival and a Fourth of July celebration. On the evening of Thursday, May 16, we launched a weekly Farmers' Market. This summer we will host the Second Chinatown Film Festival, which will feature martial arts movies.

2002 is certain to be another busy year for the Chinatown BID and we look forward to increased participation in BID activities by both property owners and merchants. I invite you to join us at our board and committee meetings to help us work toward a more prosperous future for our community.

Patrick Lee

華埠商業發展區以委任五名非業主人士為2002年理事及從2001年臨時理事會理事中重選各理事，增加任期開始了2002年的活動。

被委任的理事中，有兩名是2001年理事會成員，他們分別是代表中華總商會的梁仲和及恒興印刷設計公司的翁暉，其餘則為新加入的人士包括永合豐的翁志強，金歐同鄉會史振發及南加州潮州會館張朝海。

我希望提一提的是，在去年重選中獲選為2002年理事中華會館代表陳梓勝現已請辭，該會館現已委任李新興為代表。

我們正期待著與各位新任理事一同合作，並聽取他們對各問題的意見。在華埠十年復甦計劃的第二年，我們計劃繼續第一年的工作，並在曾奠立的基礎上，再致力於發展區內經濟，美化環境及宣傳推廣各項活動。

在二月，我們試辦了一小時停車服務以分析該項服務的可行性。而華埠遊人及商人對該項服務的初步回應，均是正面的評價。我們現正考慮在夏季期間續該項服務。

現正進行的美化環境工作包括在百老匯街加種70棵樹及為華埠區內商用樓宇提供一元對一元撥款計劃，協助商戶替換舊有的布簷篷。長期計劃包括正在考慮中的大都會運輸委員會一千萬元撥款計劃，該計劃是一元對一元的撥款，目的是重建行人道及與交通運輸有關的計劃；理事會亦考慮支持218號提案，該提案是與增加新街燈及行人道照明有關的。

2002年各項主要活動，除剛舉行的農曆新年慶祝外，還有七月四日國慶慶祝活動。我們亦由五月十六日起逢星期四開辦農夫市場。今年夏季我們將舉辦第二屆華埠電影節，放映多部功夫動作片。

2002年將是今年另一個忙碌的一年，我們期盼著華埠業主及商戶在今年能積極參與華埠商業發展區所舉辦之各項活動。我們誠意邀請各位出席我們的理事會及各委員會會議，表達你們的意見，好讓我們能更有效地為社區工作，創造更好的明天。

李樹滋啟



# Chinatown Hosts Farmers' Market to Encourage Nighttime Visits

## 為吸引更多夜間遊客 華埠舉辦農夫市場

The Chinatown BID launched a weekly Farmers' Market on Thursday, May 16, and become the first multicultural district in the nation to host this type of specialty market.

Like other farmers' markets, the Chinatown Farmers' Market exclusively features high-quality produce from certified growers and producers in California. But, specifically for this market, many farmers feature Asian produce to give the Chinatown Farmers' Market a distinctive "East Meets West" feel.

In addition to finding an unprecedented selection of Asian produce for a farmers' market, visitors to the Chinatown Farmers' Market experience different aspects of Chinese culture. They can watch demonstrations of different Chinese art forms and taste popular Chinese dishes.

According to George Yu, Executive Director of the Chinatown BID, "More than 30,000 commuters travel through Chinatown every day. We hope that our Farmers' Market gives them another reason to stop in Chinatown on their way home from work."

The Chinatown Farmers' Market is being held from 4 to 8 p.m. on Thursdays at the public parking lot at 727 N. Hill, which is adjacent to the United Commercial Bank building.

"We want the Chinatown Farmers' Market to be a showcase of everything you can find in Chinatown," said Yu. "We will promote upcoming events and are looking forward to participation by the Chinatown businesses."

Yu explained that the Chinatown BID hopes that merchants will use the farmers' market to feature more than just food-related items.

"While it certainly makes sense for merchants to offer items such as Chinese pastries and tea, we hope that visitors to our farmers' market will also find Chinese tableware, lucky bamboo, Chinese herbs and decorative items, to name a few," he added.

In sponsoring this market, the Chinatown BID is working with the Southland Farmers' Market Association. Many of the most popular farmers' markets in the area are members of the Southland Farmers' Market Association, including those in Beverly Hills, Santa Monica, Studio City and Westwood.

Merchants interested in participating in the Chinatown Farmers' Market should contact the BID office at (213) 680-0243.

華埠商業發展區由五月十六日起逢星期四舉辦農夫市場，亦是全國第一個發展這類專門市場的多元文化社區。

華埠農夫市場出售由加州認可農產品生產者提供的優質農產品，但最特別的是，華埠農夫市場將有許多農夫供應各樣亞洲新鮮蔬果，為客人帶來「東西相會」的感覺。

華埠農夫市場除有許多不同種類的亞洲農產品可供選擇外，遊人還可經驗多方面的中國文化。他們可欣賞到各種中國藝術表演，並可品嚐本地有名餐館的最受歡迎好菜。華埠商業發展區行政主任于千表示：「每天均有超過三萬名上班族路經華埠。我們希望這個農夫市場能吸引這些上班族下班返家途中停留華埠。」

華埠農夫市場逢星期四下午四時至八時在位於北曉街727號聯合銀行大廈旁的公共停車場舉行。于千說：「我們希望農夫市場能成為華埠的縮影。我們將在市場內宣傳華埠的各項活動，並期盼著華埠商戶的參與。」

于千解釋華埠商業發展區希望商戶能在農夫市場內展賣食物以外的貨品。

商戶在市場內出售中式美點及茶，是理所當然的。但我們希望遊人在市場內也可找到一些如中式餐具、幸運竹、中國草葯及裝飾品等貨品。華埠商業發展區是與南城農夫市場聯合合作籌辦這個曲農夫市場的，該聯會經營多個受歡迎的農夫市場，其中包括比華利山、聖塔蒙尼加、影城及西木林多區的農夫市場。

有興趣參與農夫市場的商戶可電(213) 680-0243 與華埠商業發展區辦事處聯絡。

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## Chinatown Celebrates Year of the Horse... 華埠喜迎馬年...

The New Year's celebration included Chinatown's first-ever car show, held Saturday and Sunday at the Cathay Bank parking lot at Hill and Alpine. For the Year of the Horse, the Ford Special Vehicle Team brought out both classic and show models of the Ford Mustang.

Chinatown's New Year activities attracted a tremendous amount of media coverage, including every major television station in Los Angeles. The Los Angeles Times named the Chinatown festivities one of its "Best Bets" for things to do that weekend. Top-rated radio station KIIS-FM featured the Miss Los Angeles Chinatown court on Rick Dees morning show and also conducted a live remote from the festival site on Sunday with its disc jockey Clarence Barnes. In addition, Chinese radio stations 1300 and 1430 extensively reported live from Chinatown about the Chinese New Year celebration.

The Chinese Chamber of Commerce of Los Angeles hosted the weekend's festivities and the Chinatown BID was a presenting sponsor for the Chinese New Year Festival. Other festival sponsors included Adelphia Digital Cable, AT&T, Downtown News, Health Net, KIIS-FM, LA Weekly, Pacific Alliance Medical Center Health Foundation and Wing Hop Fung.

華埠新年活動也成為各洛市主流電視台及媒體報導的對象，更被洛杉磯時報列為週末好去處“好介紹”名單之上。華埠小姐及各公主接受KIIS-FM電台Rick Dees 早晨節目的訪問，該電台更在星期日派出唱片騎師 Clarence Barnes 在慶祝會上現場轉播及播放音樂。華語電台 1300 及 1430 亦在華埠現場詳細報導各項慶祝活動情況。

華埠慶祝活動是由中華總商會及華埠商業發展區聯合舉辦。慶祝會贊助者包括 Adelphia 有線電視、AT&T、洛杉磯商業區時報、Health Net、KIIS-FM、洛杉磯週報、協和基金會及永合豐。



### § Correction / 更正

The Fall/Winter 2001 issue of BID Bulletin featured an article on the new public parking lot on the 700 block of N. Hill Street. The article erroneously described the property as being owned by the Pacific Alliance Medical Center (PAMC), instead of the PAMC Health Foundation. We apologize for any confusion this may have caused.

在華埠商業發展區簡訊2001年秋冬刊內曾一文介紹位於北曉街727號之新公共停車場。文中將該屬於協和基金的停車場錯誤報導為協和醫院物業，對此深表歉意。

### § Street Banners / 街道旗幟

The 2002 Chinatown banners that adorn the streetlights throughout the Chinatown BID commemorate the Year of the Horse features artwork by Tyrus Wong in the 1940s. The 92-year-old Wong helped to create the look of Chinatown and, while employed by Disney, was a creative force in the production of "Bambi".

華埠商業發展區在2002年為慶祝馬年的來臨，在華埠各街燈杆上掛起新旗幟，該旗幟的圖案是由Tyrus Wong在1940年代創作的。當時他正受聘於和路迪士尼影室，參與卡通片小飛俠的製作。

### § Film Festival / 電影節

This summer, the Chinatown BID will continue the successful Chinatown Film Festival it launched last year. While last year's film festival highlighted the work of director Ang Lee, this year's festival will feature a selection of martial arts films. The films will be screened on Saturday evenings from July 13 to August 31, beginning at 8 p.m. Chinatown merchants interested in being a sponsor of the event should contact the Chinatown BID at (213) 680-0243.

繼去年華埠電影節成功推出後，今年夏季，華埠商業發展區將再度舉辦電影節。去年電影節展出的電影是李安導演的《喜宴》。今年電影節則將放映功夫動作片。放映時間是七月十三日至八月三十一日逢星期六晚上八時，有興趣贊助是次電影節的華埠商戶，請電(213)680-0243與華埠商業發展區聯絡。

### § Grants for New Awnings / 新雨篷補助計劃

The Chinatown BID is still accepting applications for its commercial incentive program to replace existing awnings on commercial buildings within the BID boundaries. This program provides a dollar-for-dollar matching grant, up to a maximum of \$1,000, for merchants or property owners to replace awnings. The program allows for a total of 10 grants to be awarded, and, to date, only six have been awarded. Applications for this grant can be obtained by contacting the BID office at (213) 680-0243 for an application.

華埠商業發展區現仍接受在發展區內商業樓宇舊雨篷換新雨篷補助計劃申請。該計劃提供一元對一元的撥款，最高撥款額為一千元。該項撥款可協助商戶或業主替換舊雨篷。計劃共可撥款支助十名合資格商家，直至目前為止只有六名商家申請撥款。申請表格可電(213)680-0243向華埠商業發展區辦事處索取。

## BID Sponsored Pilot Program Offering One-Hour Free Parking in Chinatown 華埠商業發展區(BID) 贊助一小時免費停車試驗計劃

To evaluate the appeal of one-hour free parking in Chinatown, the Chinatown BID sponsored a seven-week pilot program, which recently ended March 31.

During this pilot program, one-hour free parking was offered at two of Chinatown's largest parking lots – 942 North Broadway, operated by Parking Company of America, and 727 North Hill St., operated by Unified Parking. Chinatown visitors who parked at either of these locations received one hour of free parking.

The program also included complimentary shuttle service throughout Chinatown on the weekends.

"The Chinatown BID implemented this pilot program because Chinatown property owners and merchants have expressed concerns about the perceived lack of affordable parking in our community," said George Yu, Executive Director of the Chinatown BID.

"We will be reviewing the data from the pilot program to determine how we can best offer subsidized parking to Chinatown visitors. In the future, it is our intention to expand the program to include additional parking facilities in Chinatown," added Yu.

For visitors that took advantage of this free parking offer, after the first hour, they paid the posted rate of \$1.00 for each additional 20 minutes, up to a maximum of \$3.00 for the entire day. According to Yu, many long-time Chinatown visitors commented that this rate is the least expensive parking rate offered in any major metropolitan city in the country.

華埠商業發展區試辦了一個為期七星期的實驗性計劃以研究在華埠提供一小時免費停車的可行性。該計劃經已在三月三十一日結束。試辦計劃期間，華埠遊客均可在華埠兩大停車場獲得一小時的免費停車。該兩處停車場包括位於北百老匯街942號由美國泊車公司管理的停車場及位於北曉街727號由聯合泊車公司管理的停車場。

該計劃更在週末提供免費華埠小巴接載服務。華埠商業發展區行政主任于千表示：「有鑒於華埠業主及商戶曾對社區內缺少合理泊車位置表示關注，華埠商業發展區便推行這項試驗性計劃。」于千再表示：「我們將分析研究試驗計劃的資料，從而再決定如何向華埠遊客提供停車津貼。我們希望能進一步擴展計劃，增加華埠的停車設施。」

使用這項免費停車服務的遊客，在享用第一小時免費停車後，需按時自付停車費用，收費是每二十分鐘一元，全日最高費不超過三元。于千指出，許多華埠長期遊客認為，這樣的收費可算是全國各大城市停車收費最便宜的。



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華埠商業發展區

