

華埠商業發展區簡訊

Bulletin

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

Merchant Survey Completed

商家問卷調查經已完成

Many thanks to all storefront businesses in the BID for their help in responding to our survey to get hours of operation, types of products/services offered, etc. The information will be used to create a comprehensive database that will enable shoppers, visitors, tourists, and others to easily locate a store, restaurant, hotel, or other entity in the area. The data will be posted on the web site and in easy-to-read map brochures due out later this year.

非常感謝華埠商業發展區內各商號支持這項問卷調查，為我們提供有關營業時間、銷售產品種類等資料。這些資料將輸入網頁及刊印在即將出版的華埠簡介/ 遊覽小冊子上，供購物者、訪客及旅客參閱，讓他們更容易尋找合適的商店、餐館及旅店。

Graphics Design & Web Site Design Firm Selected

美術設計及網頁設計公司經已選出

A selection committee formed by members of the Design and Marketing Committees of the BID reviewed proposals received from six applicants in response to a Request For Proposals publicized in March. After face-to-face interviews of the three finalists, JammFactory was selected on the basis of their experience/track record, enthusiasm for the project and price. For more information on the firm, visit www.jammfactory.com.

一個由華埠商業發展區設計及市場推廣委員會委員組成的甄選委員會，經已就六份在三月遞交的建議書進行評選，並與三名初選入圍者面談，最後選出JammFactory。該公司是因為其工作經驗/工作紀錄、活力及合理價錢而獲選。有關該公司的資料，請參閱網頁www.jammfactory.com。

Street Lights Debut Along Broadway

百老匯街新街燈即將登台

Late last year, the BID secured a major street lighting improvement project for Chinatown. 52 new streetlights and 42 pedestrian lights will be installed along Broadway between Cesar Chavez to Cottage Home streets next month. The project will replace the existing streetlights



with 30-foot decorative poles and 14-foot pedestrian scale streetlights in a distinctive "Chinese" design. Funding for the project will come from the BID and the City of Los Angeles' Bureau of Street Lighting. Plans for expanding the lighting improvement project to North Hill Street are also in the offing.

華埠商業發展區於去年宣佈的華埠主要街道街燈改善計劃將於下月進行，屆時將在瑞華氏道至佳地住街一段百老匯街安裝52盞新街燈及42盞行人照明燈。該計劃將原有的街燈拆除，換上高30呎的中國式街燈及14呎的行人照明燈。該項計劃經費是由華埠商業發展區及洛杉磯市街燈管理局撥款支持。有關北曉街街燈改善計劃現亦正在計劃中。

Community Calendar 社區日曆

Dedication of Chinatown's new Gold Line Station

Saturday, May 17, 11:00 a.m.
華埠金線地鐵站開幕典禮：五月十七日星期六上午十一時

Chinatown Farmers' Market:

Thursdays from 3-7:00 p.m., 727 No. Hill Street
華埠農夫市場：逢星期四下午三時至七時北曉街727號

Chinatown Art Evenings:

Saturday evenings on Chung King Road
May 10, May 17, June 21, July 12
華埠藝術之夜：五月十、十七日、六月廿一日及七月十二日星期六晚在重慶路

Chinese American Patriots Day:

Saturday, June 28, Central Plaza
美籍華裔愛國日：六月廿八日（星期六），中山銅像廣場

Absolut L.A. International Biennial Art Invitational:

July 12 Chung King Road
Absolute洛杉磯每兩年一次國際藝術展：七月十二日重慶路

Chinatown Film Series:

Saturday evenings (free with proof of purchase from any Chinatown merchants)
July 19, 26, August 2, 9, 16, 23.
華埠電影節：星期六晚（凡在華埠購物者可免費入場）七月十九、廿六日及八月二、九、十六及廿三日

For current information on events and gallery openings, visit www.chinatownla.com

BID MEETINGS / 商業發展區會議時間表

Please join us at one of the following meetings and see how you can be a part of the Chinatown Business Improvement District!

本會呼籲華埠各界人士參與華埠商業發展區的工作，敬請踴躍參加本會各委員會會議

- Organization Committee: every 1st Thursday, at 10:00 a.m.
組織委員會：每月第一個星期四上午10時
Economic Restructuring Committee: every 1st Thursday, at 12:00 noon
經濟委員會：每月第一個星期四中午12時
Marketing Committee: every 1st Friday, at 12:00 noon
市場推廣及宣傳委員會：每月第一個星期五中午12時
Design Committee: every 3rd Monday, at 12:00 noon
設計委員會：每月第三個星期一中午12時
Board Meeting: every 4th Thursday, at 12:00 noon
理事會：每月第四個星期四中午12時

To review the agendas and minutes for each meeting, please visit www.chinatownla.com. To confirm meeting dates, or for inquiries, please call the BID office at (213) 680-0243. 請上網址www.chinatownla.com查詢各會議議事大綱及會議記錄，或致電本會查詢。



Los Angeles Chinatown Business Council

727 N. Broadway, Suite 208
Los Angeles, CA 90012

To contact our office:
本會辦事處
(213) 680-0243 • (213) 617-3298 Fax
To report graffiti:
塗鴉清除
(800) 675-4357
To report pan handlers and crimes:
流浪漢及非緊急罪案報告
(626) 282-8880
Police and Emergency:
警局、消防、救護車及緊急事件
911

華埠商業發展區



Did You Know?

The BID removes 1,200 trash bags per week, or 450,500 pounds per year of trash from our streets, keeping our community attractive. 你是否知道？華埠商業發展區為了保持社區整潔，每星期從華埠街道清除1,200袋（相等於每年450,000磅）垃圾。

LA Chinatown Business Council Board of Directors 洛杉磯華埠商議會理事會

- Patrick Lee, President 主席：李樹滋
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Donald Lam 林銳基
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Henry Leong 梁仲和
Chinese Chamber of Commerce of L.A.
Marshall Lew 劉文紹
First Chinese Baptist Church
Lawrence J. Lue 劉鴻安
Chinatown Service Center
Al Soo Hoo 司徒錦鴻
West Plaza Property Owner
Roland Soo Hoo 司徒宗傑
Los Angeles Chinatown Corp.
Michael Tom 譚榮得
Eller Media
Quan Troung 張潮海
Southern California Teo-Chew Association
Betty KC Yeow 姚琴珠
The Alliance
Philip Young 翁暉
Chinese Consolidated Benevolent Association
George Yu, Executive Director 行政主任：于千
Far East Plaza

Mission Statement 使命宣言

To creatively plan, manage and facilitate the rebirth of historic Chinatown as a culturally defined, economically vibrant and socially engaging community. 創意地計劃、管理和促使充滿歷史的華埠之重建，使其成為一個文化經濟蓬勃和富有社會責任感的社區。

Yellow Ribbons Flourish in Chinatown

華埠飄起黃絲帶

Driving through the streets of Chinatown one can hardly miss the hundreds of trees decked in yellow ribbons as a gesture of support for the U.S. troops. The project, funded by the Chinese Consolidated Benevolent Association and the Los Angeles Chinatown Business Council, was also strongly supported by the L.A. Chinese American Citizens Alliance and the Chinatown Service Center, among others.

It was volunteers from the L.A. Chinatown Business Council and children from Castelar Elementary School, under the leadership of Principal Cheuk Choi, who tied ribbons on Wednesday and Thursday, April 9 and 10th. Reporters and camera crews from KABC, KCBS, KCAL, KSCI, KVEA, and the Los Angeles Times all flocked to cover the story. Other press included Sing Tao Daily, Chinese Daily News, International Daily News, Chinese American Daily News, The China Press, the Korean Times and La Opinion.

"Merchants, business owners, and residents are very supportive of America and our troops overseas," said Patrick Lee, President of the Los Angeles Chinatown Business Improvement District. "We are pleased to show our support in this very tangible way," echoed Peter Lau, President of the Chinese Consolidated Benevolent Association.

"The ribbons will stay up till our troops come home safe and sound," added George Yu, Executive Director of the Los Angeles Chinatown Business Improvement District.

當你駕車駛過華埠各主要街道，必定看到兩旁數百棵樹上均繫上了黃絲帶以表達對美國軍隊的支持。該項活動是由羅省中華會館及華埠商業發展區聯合贊助，並獲羅省同源會及華埠服務中心等多個團體支持。

嘉士德樂小學學生在校長蔡卓仁的帶領下，聯同多名華埠商業發展區的義工在



(Above) Castelar children pose for photographers as they tie ribbons on trees in Chinatown. Cheuk Choi, principal of Castelar, is pictured at left.

(Left) Castelar schoolchildren and community leaders and volunteers pose in front of the CCBA building. The CCBA and the BID sponsored the Yellow Ribbon Campaign.

四月九日及十日在各樹上繫上黃絲帶。這項活動吸引了多間電視台及記者的注意力，紛紛報導活動詳情，其中包括KABC、KCBS、KCAL、KSCI、KVEA、洛杉磯時報、星島日報、世界日報、國際日報、天天日報、僑報及韓國時報。

華埠商業發展區主席李樹滋表示：「區內商戶及居民均非常支持美國及在海外的美軍。」而羅省中華會館主席亦表示：「非常高興能以這個形式來表達我們的支持。」

華埠商業發展區行于千表示：「黃絲帶會一直繫在樹上直至軍隊安全歸來。」

In a stunning example of BID action on behalf of constituents, the L.A. Chinatown Business Improvement District along with Mr. Chi Mui (current councilman city of San Gabriel) spearheaded a campaign to protect area restaurants from a lawsuit, and collaborating with others, won dismissal of the lawsuit in record time.

Upon learning of the lawsuit filed against nearly 1,000 food establishments throughout L.A. County brought by the Trevor Law Group/Consumer Enforcement Group, the BID acted quickly to organize a Small Business Assistance Fund (SBAF) to defend those in Chinatown. The Fund ultimately represented 46 restaurants, bakeries and markets named in the lawsuit. Through Cooke Sunoo of the Asian Pacific Small Business Assistance Program, the BID was able to enlist the support of District Attorney Cooley's office. The BID, through the fund, collaborated with other groups such as the Chinatown Service Center, the Little Tokyo Service Center, and the Korean American Grocers Association.

Announcement of the dismissal of the lawsuit came at a press conference held at Gourmet Carousel on April 10. Many individuals and organizations were credited with the tremendous effort that defeated the lawsuit including California Attorney General Bill Lockyer and Deputy Attorney General Sabrina S. Kim, L.A. County District Attorney Steve

BID Plays Crucial Role in Organizing Defeat of Unfair Lawsuits 華埠商業發展區在組織聯盟 對抗不公平訴訟上扮演重要角色



L.A. County D.A. Steve Cooley speaks to reporters at a press conference at Gourmet Carousel restaurant. Seated behind him (left to right) are Head Deputy D.A. Thomas Papageorge, Small Business Assistance Fund attorney Robert Fong, a representative from the Korean American Grocers Association, and manager Kai Kwang of Hop Woo Restaurant. 洛杉磯縣地方檢察官Steve Cooley與執行地方檢察官Thomas Papageorge、小型商業輔助基金會律師Robert Fong、美籍韓裔市場協會代表和合餐廳方啟理在記者招待會上。

Cooley and Deputy District Attorneys Thomas Papageorge and Stanley Williams, California Assembly Member Judy Chu, attorneys H. Robert Fong, Frank W. Chen, Chi Mui of the L.A. Chinese American Citizens Alliance, and George Yu of the Los Angeles Chinatown BID.

華埠商業發展區與梅志堅先生(聖蓋博谷市議員)最近就一項對本地餐館不公平訴訟,聯絡各有關團體及人士,組織反對聯盟,並在短期內成功撤銷起訴,是華埠商業發展區聯絡功能最佳例證。

在獲知洛縣近一千間餐館接獲Trevor Law Group/Consumer Enforcement Group的起訴後,華埠商業發展區立即組成小型商業輔助基金會以保障在華埠餐館的利益。該基金會在該訴訟上代表46間餐館、餅家及市場。透過亞太裔小型商業輔助計劃Cooke Sunoo,華埠商業發展區獲得地方檢察官Cooley的支持,且亦透過該基金會與華埠服務中心、小東京服務中心及美籍韓裔市場協會組成聯盟。

在四月十日於高超大酒樓舉行的記者會上宣告訴訟已獲撤銷,同時亦表揚各參與人士及團體的努力,其中包括加州檢察官Bill Lockyer及執行檢察官Sabrina S. Kim,洛杉磯縣地方檢察官Steve Cooley及執行地方檢察官Thomas Papageorge與Stanley Williams,加州眾議院議員趙美心,律師 Robert Fong, Frank W. Chen, 羅省同源會梅志堅及華埠商業發展區于千。

Sweet strawberries, easy to peel tangelos, crisp asparagus and a myriad of Asian vegetables are available now that spring is here. All produce offered at our Thursday Farmers' Market is from California certified growers and producers, ensuring quality and consistency of product.

Spring Produce Spotlighted at Farmers' Market 農夫市場春季蔬果上市

This May and June, a marketing promotion for the Farmers' Market is underway whereby diners at Chinatown restaurants receive a flyer that they can bring with them to the Farmers' Market and redeem for a gift of seasonal produce. "It's a way to capitalize on those who are familiar with Chinatown, but may not be familiar with our Farmers' Market," explains Diane Poon, chair of the BID's Marketing Committee. "Our most important target audience is local. We need to educate them and impress them with more of the assets Chinatown offers, and they will spread the word."

In the second phase of this campaign, the Farmers' Market will showcase Chinatown restaurants. Each restaurant will be given an opportunity to have a booth for a cooking demonstration, food sampling, and handing out coupons/promotional literature to customers. Every week will highlight a different Chinatown restaurant. Restaurants who are interested in signing up for this free promotion should contact Lan Gieng or Shan Chao at (213) 680-0243.

香甜的草莓、易剝皮的橘子、鮮脆的蘆筍及多樣的東方蔬菜擺滿了市場每一個角落,像是向眾人宣告春天已經來到。所有在星期四農夫市場出售的蔬果均是由加州認可農產品生產者提供,絕對保證質量新鮮。

農夫市場在今年五月及六月將推出一項推廣計劃,凡在華埠餐館用膳的人士均可獲單張一份,他們便可憑單張到農夫市場換取新鮮蔬果。華埠商業發展區市場推廣及宣傳委員會主席潘明秀解釋說:「是次活動的主要對象是本地人士。我們希望能透過這項活動向那些熟悉華埠但不熟悉農夫市場的人士介紹更多華埠的活動,並再藉由他們將消息宣開。」

該項計劃的另一項活動是在農夫市場舉辦華埠餐館展。每一個星期均有一間華埠餐館在農夫市場進行烹飪示範、提供免費試食及派發宣傳資料與折扣優惠等。有興趣參加這項免費宣傳活動的餐館,請電(213) 680-0243與Lan Gieng 或 趙宇珊聯絡。

農夫市場逢星期四下午三時至七時在位於曉街及愛盼街交界的停車場舉行。凡已購物的人士均可獲免費停車服務。



Shan Chao, Marketing Coordinator, and Diane Poon, Marketing Committee Chair, have recently completed the lengthy grant application process with City of L.A.'s Board of Public Works. The Chinatown BID has applied for funding for three projects: (1) restoration of the Sun Yat-Sen statue in Central Plaza; (2) beautification of the sidewalk at the Hill Street off ramp of the Pasadena Freeway; and (3) installation of planter boxes creating a streetscape connection from the Gold Line station to Central and West plazas.

THE SUN YAT-SEN STATUE



The landmark statue of Dr. Sun Yat-Sen was erected to commemorate the 100th anniversary of his birthday by the CCBA on land donated by Chinatown Corporation. Restoration of the statue and its base are proposed by the BID with matching funds from the City of L.A.

One of the few statues in Chinatown is found in Central Plaza and, though badly decayed, depicts Dr. Sun Yat-Sen, the founding father of the Republic of China. As one of the greatest figures in China's history, Dr. Sun was a revolutionary and the ideological father of modern China. Educated in Hawaii, he came to Los Angeles in 1905 to gather support from the local Chinese community for an uprising against the corrupt Qing Dynasty. He held a fund-raising rally in the Old Spanish Plaza at which over 800 people attended, many of whom followed him back to China to fight. Some scholars believe that the Manchus might not have been overthrown in 1911 if not for this early support from the Chinese in Los Angeles. Dr. Sun later became the first president of the Republic of China (1912 - 1949). As the ideological father of modern China, not only did he give the republic its physical being, but he also provided the nation with the "Three Principles of the People" as guidance in its reconstruction. The principles were nationalism (and the creation of a new state), democracy (and the creation of a government upholding democracy), and the importance of the people's livelihood (the primary concern at the time being land reform). These principles, and the flexible interpretation thereof, continue to echo throughout the political history of modern China.

SIDEWALK BEAUTIFICATION & LINKAGES

Another important project for Chinatown is the beautification of the sidewalk off the Hill Street exit of the Pasadena Freeway, a key gateway into Chinatown. The Chinatown BID proposes to landscape the sidewalk with bamboo, which is native to China.

Finally, with the opening of the metro Gold Line station this year, the BID is seeking funding to add planters along both the east and west sides of North Broadway and North Hill Streets, and also in Central Plaza and West Plaza. These planters, designed by local artists, will guide the eyes of visitors arriving from the Gold Line down the street and encourage them to explore Central Plaza and the new art colony of West Plaza.

Chinatown Applies for Neighborhood Matching Fund Grants 華埠申請社區相等撥款計劃

市場聯絡員趙宇珊及市場推廣委員會主席潘明秀剛完成一項由洛杉磯市公務局撥款的申請手續。華埠商業發展區為以下三項計劃申請撥款: (1) 修補孫中山廣場內的孫中山銅像; (2) 美化帕沙迪納高速公路曉街出口兩旁; 及 (3) 從金線輕鐵火車站至中山廣場及西翼廣場一段道路安設植物盆以美化街景。

孫中山銅像

在孫中山廣場內的銅像是華埠唯一的雕像。銅像雖然是非常破舊,但仍可見中華民國開創者孫逸仙博士的儀容。孫博士是近代中國史上一位偉大人物,是一位出色的革命家及思想家。他在夏威夷接受教育,於1905年來到洛杉磯為推翻腐敗的清朝向本地社區人士尋求支持。他在舊西班牙廣場舉行的籌款活動,共有800多名人士出席,其中更有多人跟隨他到中國打仗。一些學者相信若沒有早期洛杉磯華人的支持,滿州政府可能不會在1911年被推翻。孫博士後成為中華民國第一任總統(1912-1949)。作為近代中國思想之父,他向全國提出「三民主義」:民權、民主、民生作為建國方案。

美化街道

華埠另一項重要計劃是美化帕沙迪納高速公路曉街出口兩旁,該出口是華埠主要門戶。華埠商業發展區計劃在該處種植源於中國的青竹。

最後,華埠商業發展區計劃在今年金線輕鐵落成後,為在北百老匯街及北曉街東西兩旁街道及在孫中山廣場與西翼廣場內增種盆栽申請撥款。這些盆栽是由本地藝術家精心設計,目的是吸引金線的乘客到訪孫中山廣場與現代藝術中心西翼廣場。

Film Series Debuts in July 電影系列首演

The martial arts films of Jackie Chan will be the theme of this year's Chinatown Film Festival. The festival screens films outdoors at various Chinatown venues, encouraging the public to shop, dine, and discover Chinatown. The films are free, however, this year moviegoers will be asked to show by honor system that they have also visited some Chinatown merchant or have dined in Chinatown prior to the movie. "The films are a wonderful public service, but we'd like Chinatown businesses to get a little back for the money—that ultimately comes from them—that we use to underwrite the costs of producing the free series," said Diane Poon, Chair of the BID's Marketing Committee. A detailed list of the films, show times, and locations will soon be available at www.chinatownla.com, or by calling the BID office.

今年華埠電影節將放映由成龍演出的動作片。電影節將在華埠不同戶外地點放映電影,目的是鼓勵更多人士到華埠進膳及購物,不收任何門券,但希望入場者在入場前能到華埠餐館進膳或到華埠商店購物。華埠商業發展區市場推廣及宣傳委員會主席潘明秀表示:「電影節是一項很好的公眾服務,但我們希望亦藉此讓華埠商戶能有賺取金錢的機會,因為他們正是支付電影節開支的來源。」有關電影節放映電影名單、時間及地點,請參閱網址www.chinatownla.com或致電華埠商業發展區辦事處查詢。