

**Street Lights Are Installed Along Broadway**  
52 new streetlights and 42 pedestrian lights have been installed along Broadway between Cesar Chavez to Cottage Home streets. The old streetlights were replaced with 30-foot decorative poles and 14-foot pedestrian scale streetlights in a distinctive "Chinese" design. Funding for the project came from the BID and the City of Los Angeles' Bureau of Street Lighting. Says BID President Patrick Lee, "We expect this project to increase security and accessibility for those who drive or walk through the area at night. It's an important step in increasing Chinatown's overall attractiveness." Plans for expanding the lighting improvement project to North Hill Street are also in the offing.

**Merchant Education and Outreach Debuts**  
A series of meetings have been organized with local merchants and restaurateurs as a way to improve communication and enhance cooperation within the community. Under the guidance of BID board member and consultant Diane Poon, approximately twenty Chinatown merchants have participated in the workshops where they learn about upcoming promotions and events, and where they share community concerns and complaints. For more information on participation, contact the BID office at (213) 680-0243. The next meeting is scheduled for November 18. A series of small business workshops will take place next year. Topics to be discussed include business practices, employment laws, customer relations and small business incentive programs. All merchants are welcome to join and attendance at the meetings is greatly appreciated. The pink meeting announcement is usually hand delivered by our friendly Chinatown security patrol.

**Election Results**  
The annual board of directors election took place on November 20th, with those elected slated to begin their term in January 2004 for a 2-year term. Congratulations to the following newly elected board members, each of whom bring his/her own unique experience and expertise to the betterment of Chinatown: name/company..... etc.

(save room for names)

**Hardship Application Deadline Extended**  
The BID offers to offset the annual tax assessment of those business owners and merchants who submit a qualified Hardship Application. The deadline to submit a Hardship Application has been extended to December 19 and decisions on which applications will be accepted will be rendered in January. Interested applicants can obtain additional information and an application from the BID office. You may call the BID office at (213) 680-0243 to arrange to pick up an application or to have materials faxed to you. Why be a part of the BID? Every merchant and business benefits from the extra security provided by BID Patrol Officers on bicycle and foot keeping an eye on property and discouraging criminals, panhandlers and transients. BID cleaning services also sweep and steam clean sidewalks, collect trash, and remove graffiti to maintain the attractiveness of Chinatown. And finally, businesses benefit from the marketing efforts undertaken by the BID to promote Chinatown as a whole. These include maps, brochures, events and festivals, and annual media and concierge tours.

**No Assessment Increase in 2004**  
The BID board of directors recently voted not to increase assessment fees for property owners in the district despite the fact that all service contracts are increasing in 2004. The increased cost of security and maintenance will be met by reducing expenses from other budgets.

**City of L.A. Building & Safety Department Visits Chinatown**  
Inspections of merchants and businesses in Chinatown began on Monday, November 3 as part of a City of L.A. enforcement program designed to help revitalize Chinatown. The stated goal of the program is to encourage clean up of businesses and neighborhoods, resulting in the return of business, renewed pride of ownership, increased property values and the fostering of a better place for all in Chinatown to live and work. Should you have questions or concerns, please contact the BID office for assistance at (213) 680-0243.

LOS ANGELES CHINATOWN BUSINESS COUNCIL • 727 N. BROADWAY, SUITE 208, LOS ANGELES, CA 90012 • TEL: 213-680-0243 • FAX: 213-617-3298 • EMAIL: INFO@CHINATOWNLA.COM • WWW.CHINATOWNLA.COM

## Many Shops Offer Extended Shopping Hours

For the third year in a row, Chinatown merchants are participating in a holiday promotion designed to show off Chinatown as *the* place to shop for the whole family and at prices to suit any budget. Whether one dashes over during the lunch hour, or stays to enjoy leisurely shopping with a break for tea and dim sum, shopping in Chinatown is always enjoyable because of the variety of selection and fun of bargaining.

New this year, a number of Chinatown merchants will be open late to accommodate shoppers coming from other parts of town. Wing Hop Fung Ginseng & China Products Center as well as ..... are among those extending their hours till 8:00 p.m.. most nights.

From Thursday, December 4, though Sunday, December 21, a colorful cart with goodwill ambassadors stationed at various locations in Chinatown will greet shoppers with free pocket size maps of Chinatown, complimentary fortune cookies, and a raffle to win coupons and give-away items. Created for the recent opening of the Metro Gold Line station in Chinatown, this first-of-its-kind map of Chinatown lists all shops, establishments, other points of interest, restaurants, retail cultural venues, and interest.

## Holiday Shoppers Are Treated to Pocket Maps, Fortune Cookies and More

The holiday cart will be stationed on *Thursdays* from 3-7:00 p.m. at Farmers' Market Street), on *Saturdays and Sundays* from 11 a.m. - 2:00 p.m. at Empress Pavilion (in Bamboo Plaza at 988 N. Hill Street), and on *Saturdays and Sundays* from 2-4 p.m. at Central Plaza (947 N. Hill Street).

Savvy shoppers know that beyond the typical cloisonné and ceramics, twenty-four carat gold, and oriental furniture, Chinatown offers impressive deals on clothing and accessories, including fashionable slippers and silk blouses, beaded bracelets and lucky bamboo plants. Often, the same items one can find in trendy shops in other parts of the city can be had here at half-price. Much in abundance are Asian knick-knacks and stocking stuffers for the holidays (everything from chopsticks and Mao lighters to trendy 1940's "Suzy Wang" posters.).

Broadway and Hill streets, the main thoroughfares of Chinatown, feature a variety of jewelry and curio shops together with

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

- |   |                            |
|---|----------------------------|
| Patrick Lee, President<br>939 College, LLC                  | 主席：李樹滋<br>939 College, LLC |
| Kim Alan Benjamin, Vice President<br>Laeroc Partners        | 副主席<br>Laeroc Partners     |
| Diane Poon, Secretary<br>Community At Large                 | 秘書：潘明秀<br>社區代表             |
| Wilson Tang, Treasurer<br>Cathay Bank                       | 司庫：鄧偉信<br>國泰銀行             |
| Leland Chan<br>Phoenix Bakery                               | 陳利麟<br>雙鳳餅家                |
| Joe Chiu<br>Lung Kung Tin Yee Association                   | 趙尚賢<br>龍岡親義公所              |
| Christina Kan<br>PAMC, Ltd.                                 | 簡艷容<br>協和醫院                |
| Peter Kwong, Jr.<br>Best Western Dragon Gate Inn            | 鄺旭光<br>龍門旅館                |
| Donald Lam<br>808 Tower LLC                                 | 林銳基<br>808 大廈有限公司          |
| Henry Leong<br>Chinese Chamber of Commerce of L. A.         | 梁仲和<br>中華總商會               |
| Marshall Lew<br>First Chinese Baptist Church                | 劉文紹<br>第一華人浸信會             |
| Lawrence J. Lue<br>Chinatown Service Center                 | 劉鴻安<br>華埠服務中心              |
| Al Soo Hoo<br>West Plaza Property Owner                     | 司徒錦鴻<br>重慶路業主              |
| Roland Soo Hoo<br>Los Angeles Chinatown Corp.               | 司徒宗傑<br>中華實業公司             |
| Michael Tom<br>Eller Media                                  | 譚榮得<br>Eller 廣告公司          |
| Quan Troung<br>Southern California Teo-Chew Association     | 張潮海<br>潮州會館                |
| Betty KC Yeow<br>The Alliance                               | 姚琴珠<br>同源會                 |
| Philip Young<br>Chinese Consolidated Benevolent Association | 翁暉<br>中華會館                 |
| George Yu, Executive Director<br>Far East Plaza             | 行政主任：于千<br>遠東商場            |

**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、管理和促進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。



**Los Angeles Chinatown Business Council**

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

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herb shops, vegetable markets and indoor malls. During the day, these malls harbor a multitude of stalls where merchants offer bargains from designer jeans to music and videotapes. Electronics and toys are also in tremendous supply in these malls.

Herbal shops, of course, are a staple of Chinese communities. L.A. Chinatown herbalists attract many celebrities from the sports and film worlds who come for personal consultations and to take advantage of the inexpensive variety of rare herbs and teas. Again, prices in Chinatown are often the best in the city.

Shopping for Asian produce? The Chinatown Farmers' Market features quality produce from certified growers and producers in Southern California, as well as a large selection of specialty Asian produce, plants and flowers, and hot food. The market is held on Thursdays from 3:00 to 7:00 p.m. in the parking lot at 727 No. Hill Street, between Alpine and Ord. Parking is free with any

## Local Concierges Get VIP Tour of Chinatown



Forty local hotel and corporate concierges converged on Chinatown November 6 to explore "The Undiscovered Chinatown." Sponsored by the BID, the idea was to reacquaint those who influence tourists and visitors with many of our popular and lesser-known attractions. A dim sum reception at Empress Pavilion kicked off the evening, and was followed by a guided tour of Broadway and Hill Streets, stopping at Chung King Road art galleries and antique stores, the Farmers' Market, Wing Hop Fung Ginseng & China Products Center, Ziyi, the Metro Gold Line Station, and Central Plaza. There, concierges were treated to drinks at The Mountain, Grand Star, and Hop Louie so they could experience the hip night scene that has re-energized the area.

## Sun Yat-Sen Statue Restored

Central Plaza's landmark statue of Dr. Sun Yat-Sen has been restored, thanks to the efforts and monetary donations of the Chinese Consolidated Benevolent Association and the Chinatown BID. The original marble base of the statue—which was seriously decayed—was replaced with granite quarried from China, and the entire monument was cleaned and polished.

The statue was erected to commemorate the 100th anniversary of his birthday, nearly 30 years ago, by the Chinese Consolidated Benevolent Association on land donated by the Chinatown Corporation.

As one of the greatest figures in China's history, Dr. Sun was a revolutionary and the ideological father of modern China. He became the first president of the Republic of China (1912 – 1949). 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 at the plaza in Olvera Street 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.

## BID's Advertising Campaign Reaches Movie Theaters

"Chinatown: Have you visited lately?" is the theme of a recent advertising campaign that is presently screening in all Laemmle movie theaters in Southern California. The tag line is featured on slides shown multiple times every day in the 35 Laemmle theaters across Los Angeles for the 12-week period of October through December 2003. Laemmle is L.A.'s premier art house, and their audience is educated, affluent, and cosmopolitan, with ages ranging from 25 to 54 years old. Laemmle theaters are located in Santa Monica, Beverly Hills, Pasadena, Downtown,

West Hollywood, West L.A., as well as several Valley locations.

In addition to the Laemmle advertising campaign, the "Chinatown: Have you visited lately?" tag line also appears on the web site of the Downtown News as part of an advertising



purchase.

Empress Pavilion is arguably the best-known restaurant in Chinatown. The establishment is renowned for its expansive dining rooms and lavish dim sum service. It's a great spot to fuel up before shopping, or to relax for dinner at day's end.

Central Plaza (located at 947 No. Broadway) draws many dawdling tourists and nightlife seekers. Umbrella drinks and the cozy atmosphere of three of the city's trendiest bars can be found here. The Mountain, Hop Louie, and Grand Star regularly attract local artists and Hollywood hipsters. A popular place for filming, Central Plaza boasts a distinctive gate, a statue of Dr. Sun Yat Sen, and a wishing well dating to 1939. The quaint walkways and tiny shops will enchant shoppers. Wafts of delicious food and the shuffle of mahjong tiles fill the air. Central Plaza is the perfect place to find stocking stuffers for the kids.

buy that garners Chinatown exposure on the home page of this important web site. The Downtown News is also increasing its visibility through advertising buys on National Public Radio stations and other outlets. This means more people than ever will be directed to their web site, and indirectly to Chinatown.

Image based advertising such as this campaign is a departure for the BID, which has focused in the past on event or promotion-driven advertising. This campaign promotes in a general way the excitement and trendiness of Chinatown. It also opens up more cooperative advertising opportunities for BID merchants. Participating in a co-op ad program is a simple and inexpensive way for merchants to advertise their businesses through media that otherwise would be too costly for many merchants to afford. When the BID negotiates for advertising it can purchase ad space

## Advertise on the Chinatown Map!

How would you like to have your business promoted to 10,000 potential new customers? We are making a special offer to Chinatown businesses—at a bargain rate—to advertise on a brand new map of Chinatown that includes information about the history of Chinatown as well as a full listing of all Chinatown businesses with a map highlighting access and points of interest.

10,000 map brochures will be printed in January and distributed at Chinese New Year festivities as well as to local area hotels, offices and condominium buildings, libraries, and other public areas. We will also provide all Chinatown businesses with a small supply for their use as give-aways to customers and business contacts.

Advertising prices range from \$150 to \$300. In addition, we will create the ads for you at no cost. If you would like more information about this opportunity, please contact the BID office at (213) 680-0243 as soon as possible. Advertising spaces are limited, so please contact us at your earliest convenience!

at nonprofit rates. Therefore, merchants who buy ads directly from the BID are able to increase their buying power with the discounted rates offered by the BID.

The BID has sponsored some Chinese language radio ads on KMRB promoting Chinatown in general and Chinatown-based events and merchant specials. While the radio spots cannot be paid advertisements for individual merchants, special merchant promotions and events can be announced. Merchants are encouraged to email, fax, or call their special promotions to the BID office for consideration in the co-op advertising programs. Merchant subsidy of these radio spots is also highly encouraged. For more information on co-op advertising programs, please contact the BID office

### Chinatown Calendar

**Chinatown Farmers' Market:**  
Thursdays from 3-7:00 p.m.  
727 No. Hill Street

**Chinatown Art Evenings:**  
November 29, January 3, and February 14  
On Chung King Road.

**Chinese New Year Parade & Festival:**  
January 24 and 25, 2004

**Chinese New Year Car Show:**  
January 24, 2004

**For more detailed information on events, visit [www.chinatownla.com](http://www.chinatownla.com)**

### BID Meetings

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

Organization Committee: every 1<sup>st</sup> Thursday, at 10:00 a.m.  
Economic Restructuring Committee: every 1<sup>st</sup> Thursday, at 12:00 noon  
Marketing Committee: every 1<sup>st</sup> Friday, at 12:00 noon  
Design Committee: every 3<sup>rd</sup> Monday, at 12:00 noon  
Board Meeting: every 4<sup>th</sup> Thursday, at 12:00 noon

To review the agendas and minutes for each meeting, please visit [www.chinatownla.com](http://www.chinatownla.com). To confirm meeting dates, or to make inquiries, please call the BID office at (213) 680-0243.