

ART BRIDGES GENERATIONS

藝術是連絡各代的橋樑

"L.A.'s Chinatown has found new life as a center for cutting-edge art." *Sunset* magazine (October, 2004) In addition to *Sunset* magazine, Chinatown has caught the eye of UCLA, which has selected it for a most unusual art-in-community project.

Begun in September 2004 and running through April 2005, the project features the work of three prominent local Chinese American artists who are working with Chinatown students, senior citizens and other artists from across the country to create a visual exploration of how Chinese immigrants define themselves and their space, encompassing the earliest arrivals to Los Angeles' Chinatown to the neighborhood's present status as a new hub for artists and galleries.

Funded by a grant from UCLA's Center for Community Partnerships, the project is a collaboration between UCLA and L.A. Commons, a nonprofit organization dedicated to fostering artistic expression and communication among the many diverse communities across the city. The Chinatown Business Improvement District has also provided funding, as has the City of L.A. Neighborhood Matching Funds Program.



Front row: Suet-Man Ching, an artist and senior resident, stands with CSC Youth Program Dir. Vicky Wong. All pictured here participated in the Chinatown Public Art Project.

For details on the "East-West Trading Post" by artist Annie Shaw, "Children of Heaven," by artist Cindy Suriyani, and "Bridging the Present," by Shan Chao, visit www.chinatownla.com. The installations will be on display for public viewing through April 2005, after which they will be able to be viewed on the ChinatownLA.com and L.A. Commons web sites.

在2004年10月刊的*Sunset*雜誌上指出「洛杉磯華埠重新獲得新生命，是邊緣藝術的中心。」此外華埠亦獲得UCLA的垂青，被選為「社區內的藝術創作計劃」地區。

該計劃在2004年9月開始至2005年4月止。計劃將展示由三位本地華裔藝術工作者與華埠學生、年長人士及來自全國的藝術家共同創作的作品。作品以華裔移民的自我定位為主題，內容展現了洛杉磯華埠早期移民與現時移民的情況。

該計劃是由UCLA的Center for Community Partnerships撥款支持。是一個UCLA及L.A. Commons的聯合計劃。L.A. Commons是一個非牟利機構，致力於在不同族裔社區中推廣藝術創作與溝通。此外，華埠商業發展區亦從City of L.A. Neighborhood Matching Funds Program中提供部份撥款。

有關Annie Shaw創作的「East-West Trading Post」、由Cindy Suriyani創作的「Children of Heaven」由趙宇珊創作的「Bridging the Present」詳情，請瀏覽網頁www.chinatownla.com。而以上作品將公開予各界人士觀賞至2005年4月止。其後這些作品則將陳列在ChinatownLA.com及L.A. Commons的網頁上。

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。

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各項工作，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 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 other 4th Thursday, at 12:00 noon 理事會：每兩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www.chinatownla.com查詢各會議。議事大綱及會議記錄，或致電本會查詢。

COMMUNITY CALENDAR 社區日曆

Chinatown Farmers' Market: Thursdays from 3-7:00 p.m. on Hill Street at Alpine.

華埠農夫市場：逢星期四下午三時至七時北曉街727號

Merchant Meetings: October 21 & November 18 at 3:00 and 6:15 p.m. in BID conference room.

商戶會議：十月二十一日及十一月十八日下午三時至六時十五分華埠商業發展區會議室

Chinatown Nights: November 20, and December 18 in Central Plaza (943-951 No. Broadway Street), features entertainment from 6:00 p.m. to midnight.

華埠之夜：十一月二十日及十二月十八日在孫中山銅像廣場（北百老匯街943-951號）舉行，從晚上六時至午夜且有表演節目

Art Installation & Reception: Shan Chao's "Bridging the Present" on November 13 at Chinatown Public Library, from 11:30 a.m. to 12:30 p.m.

藝術品安置及招待會：十一月十三日上午十一時半至中午十二時半於華埠公共圖書館展出由趙宇珊創作的「Bridging the Present」

Holiday Shopping Expedition: November 13 from 12 to 4 p.m. includes afternoon tea and maps of Chinatown. \$25 includes tea. Call to reserve space at (213) 680-0243

假日購物旋風：十一月十三日中午十二時至下午四時，包括午茶與華埠地圖。包括茶。請電(213) 680-0243 訂座。

Holiday Sidewalk Sales: November 20, December 18 in Chinatown plazas where shops will remain open till 9:00 p.m..

假日路攤大清銷：各華埠商場的商店將於十一月二十日與十二月十八日延長營業時間至晚上九時

For up-to-date information on events & art gallery openings visit www.chinatownla.com.

華埠商業發展區簡訊

Aug./Sept./Oct. 2004

2004年8、9、10月刊

Bulletin

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

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George Yu, Executive Director 行政主任：于千
Far East Plaza 遠東商場



“CHINATOWN NIGHTS” DEBUTS IN CENTRAL PLAZA 孫中山銅牌廣場「華埠之夜」

“Cool,” “groovy,” and “definitely happening” are just some of the accolades Chinatown has received of late. Over the last few years Chinatown has become a magnet for the trendy and artistic, many of whom have art galleries or studios nearby. Central Plaza in particular has captured people's imagination with its kitschy architecture, neon lights, colorful lanterns, dark alleyways and hip hangouts with names like The Mountain, Grand Star, and Hop Louie.

“Chinatown Nights,” builds on the buzz by creating a monthly happening in Central Plaza. Themes, music, décor and entertainment will vary, “but there will always be something happening to attract people,” says BID marketing chair, Diane Poon. “We'd like to create something like the lively night markets of Hong Kong or Singapore,” she added. With the closeness of Chinatown's Metro Gold Line station, people from throughout the city can shop, dine and enjoy Chinatown without the hassle of driving and parking.

“Chinatown Nights” is co-sponsored by the L.A. Chinatown Corporation and the Chinatown BID, and is produced by Anonymous Creators. The events are free to the public. The following “Chinatown Nights” are planned for 2004:

“Holiday Extravaganza”

November 20, 6:00 p.m. – 12:00 a.m.
Dozens of L.A.'s trendiest and most unique vendors will be on hand in Central Plaza offering gifts and stocking stuffers to please every palate and budget. Get a head start on the holidays while enjoying the festive environment, live music, food, and fun! Plaza shops throughout Chinatown will stay open till 9:00 p.m..

“Winter Wonderland”

December 18, 6:00 p.m. – 12:00 a.m.
Details forthcoming! Plaza shops throughout Chinatown will stay open till 9:00 p.m. as part of the Holiday Shopping Promotion.

「好酷」、「很帥」、「必定要發生」是華埠最近所得的讚譽。過去多年，華埠成為藝術與潮流的磁石，吸引著鄰近畫廊與創作室的藝術家，尤其是孫中山銅像廣場，廣場內的獨特建築、五光十色的螢光燈飾、彩色繽紛的燈籠、黑暗的後巷、及新穎的店名如The Mountain、Grand Star及Hop Louie均能勾起人們的遐想。

「華埠之夜」每月都在孫中山銅像廣場舉行，活動包括主題活動、音樂、裝飾及娛樂表演，內容多姿多采。華埠商業發展區市場推廣主任潘明秀表示：「華埠夜市經常舉辦不同的活動吸引遊人。我們希望能做到像香港或新加坡的夜市一樣充滿活力與生氣。」而近在咫尺的華埠金線輕鐵車站為來自不同地區的人士提供方便的交通接載，讓他們能在華埠享受購物、進餐與觀光的樂趣，而不需要受駕車與停車的煩惱。

「華埠之夜」是由L.A. Chinatown Corporation及華埠商業發展區聯合贊助，由Anonymous Creators負責活動統籌。所有「華埠之夜」活動均為免費，歡迎各界人士參加。將於2004年舉行的「華埠之夜」活動如下：

「華埠假日大購物」

11月20日晚上6時至凌晨12時
在孫中山銅像廣場內超過多個專門售賣潮流及特色貨品的商店將為購物者提供不同價格與種類的貨品，是購買禮物與聖誕小禮物的大好良機。此外遊人在購物之餘還可享受現場音樂表演及食物，娛樂性非常豐富！廣場內所有商店將延長營業時間至晚上9時。

「華埠冬季樂園」

12月18日下午6時至凌晨12時
屆時華埠各商店將延長營業時間至晚上9時，作為假日購物宣傳環節之一。詳情將於日後公佈。



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
(800) 400-3244

Police and Emergency:
警局、消防、救護車及緊急事件
911

華埠商業發展區

A HOLIDAY SHOPPER'S PARADISE 假日購物者天堂

With its myriad of shops and plaza stalls, Chinatown is a delight for the intrepid shopper. Chinatown merchants again this year 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.

For fivett weeks, (November 20 through December 24), merchants will participate in a campaign featuring 2 events (evening sidewalk sales) and a 5-week series of specialty promotions. Both the evening sidewalk sales and the weekly discounts will be promoted via a direct mail campaign and through local advertising and signage.

Evening sidewalk sales will take place on Saturday, November 20, and Saturday, December 18. Shops will stay open till 9:00, and entertainment will be featured in Central Plaza as part of the “Chinatown Nights” production.

Also, during this six-week period a different category of products will be featured each week, and merchants offering 15% discounts on those items will be listed in a flyer mailed out to more than 25,000 Chinatown patrons. Patrons are asked to present the flyers to the merchants to receive their discount, thereby enabling the BID to track the effectiveness of the promotion.

Here is the schedule of featured promotions for Chinatown:

- Nov. 20-Nov. 26: herbal products
- Nov. 27-Dec. 3: lucky bamboo and money trees
- Dec. 4-Dec.10: women's apparel and kids' clothes
- Dec. 11-Dec. 17: kitchen wares and tea pots
- Dec. 18-Dec. 24: music and videos

For more information and a full listing of participating merchants visit www.chinatownla.com.

商店林立的華埠是購物者的天堂。今年華埠商戶再次參與假日推銷活動，展示華埠是全家購物的好去處，且價廉物美。無論你是在午膳時間乘公車到華埠購物，或在到華埠購物之餘，再品嚐名茶與美點，都是一件賞心樂事。

在為期五週的時間（11月20日至12月24日），華埠商戶將參與一項宣傳推廣計劃。該計劃包括二個特別活動（晚間街頭大推銷）及一個為期五個星期的特別推銷活動。所有活動資料與特別折扣將以郵寄方式或透過本地廣告與招牌告知各界人士。

晚間街頭大推銷將在11月20日星期六及12月18日星期六舉行。作為「華埠之夜」的一部份，所有商店將延長營業時間至晚上9時，與此同時，在孫中山銅像廣場內將有文娛表演。

此外，在這六個星期內，每一個星期將推出一項本週特價品。將寄出傳單至二萬五千多名華埠客戶，詳列所有將提供百分之十五折扣的商店。各客戶可攜同該傳單至參加活動的商店，便可獲得折扣。而華埠商業發展區亦可藉此知道推廣傳宣的果效。

華埠每週特價品安排如下：

- 11日20日至11月26日：草藥製品
- 11月27日至12月3日：幸運竹與發財樹
- 12月4日至12月10日：女裝及童裝
- 12月11日至12月17日：廚房用具及茶壺
- 12月18日至12月24日：音樂與錄影帶

有關詳情及索取參加推銷計劃的商戶名單，請瀏覽網頁 www.chinatownla.com。

FARMERS' MARKET SECURES VOTE TO CONTINUE 農夫市場獲大眾支持，得以繼續

Neither blustery winds nor scorching heat have stopped the Chinatown Farmers' Market from operating week in and week out since 2002, making Chinatown the first multicultural district in Los Angeles to host its own farmers' market. The market has its share of devotees among the local residents and downtown corporate community who ride the bus or enjoy free parking for the privilege of picking the freshest vegetables and fruit. In addition to quality produce from certified growers and producers, the market offers a large selection of specialty Asian produce, plants, and flowers. The hot food stands, too, provide a quick meal for those on the run. Located on Thursdays in the parking lot on Hill Street between Ord and Alpine, the market enjoys tremendous visibility and has become an icon of sorts for Chinatown.

To its credit, the market has rigorously adhered to the standards set by the Southland Farmers' Market Association that certifies legitimate farmers' markets. In turn, Chinatown receives some publicity and funding from the association.

Still the market has been a struggle to maintain and has its detractors. Over the last three years of operation, the market has yet to turn a profit. Fortunately, the BID has been successful in seeking funding and sponsorship from outside sources to cover the majority of the operating costs. The L.A. Conservation Corps has provided 10,000 in grant funding for two years, including in 2004.

“It takes time to build anything of significance and each year we see the deficit decreasing,” said George Yu. Support for the Chinatown Farmers' Market was echoed unanimously by BID board members at a recent meeting. Many praised the consistency and the value of such a community meeting place.

“It's one place where residents, merchants, workers and visitors of Chinatown all gather for the same goal: to search for the freshest fruits and vegetables. It is truly a social gathering place in addition to a communication platform for BID and Chinatown stakeholders to announce and promote all their exciting activities throughout the year,” said Diane Poon, BID Marketing Chair.

Come shop the Chinatown Farmers' Market! With more patrons, more farmers will join and the market can expand the variety of the selection we offer.

華埠農夫市場自2002年開始以來，不論天氣如何，是在勁風或熱浪之下，它都從不間斷地為華埠居民及通勤的商業區公司上班族提供新鮮的蔬菜與水果。而華埠亦因此而成為洛市首個多元文化區擁有自設的農夫市場。該市場除出售由持牌農商種植的高質量蔬果外，還有熟食攤位，為過路的人士提供美味快餐。市場是逢星期四在位於曉街與奧街及愛盼街交界的停車場內舉行，吸引許多遊人的注目，成為華埠特色之一。

市場亦符合了Southland農夫市場公會的嚴格要求，成為合格認可的農夫市場，而華埠亦得以從公會獲得撥款與宣傳機會。

農夫市場現仍處於掙扎求存的景況中，且要面對許多的挑戰。在過去三年中，市場仍未能獲得盈利。幸好華埠商業發展區成功地在其他地方獲得撥款與贊助以支持大部份的經營費用，這包括在2004年中從L.A. Conservation Corps獲得為期兩年的一萬元撥款。

「建立是需要時間的，而農夫市場的赤字正在逐年減少。」于千表示。最近華埠商業發展區董事會在會議上一致通過支持繼續舉辦農夫市場。它從不間斷的營業獲董事會的讚揚。它為社區人士提供一個聚會的地方，是有其存在的價值。

華埠商業發展區市場推廣主任潘明秀指出：「農夫市場是居民、商戶、工人及華埠訪客聚集的好去處。他們來到這裡都懷著一個共同目的，那就是購買最新鮮的蔬果。這是一個社交活動的集中地，是華埠商業發展區與華埠人士推廣宣傳活動的最佳舞台。」



Coloring Contest Winners from the Chinese Chamber of Commerce's recent Moon Festival. Standing with the children are the 2004 Miss Los Angeles Chinatown Court, Moon Festival Chair Kirby Lim, Little Queen Kaitlyn E. Low-Hasegawa, Little Princess Naomi Low, Monterey Park Mayor Mike Eng, and Los Angeles City Councilmember Ed Reyes.

BID News Round-up

“Year of the Rooster” Banners Selected

The BID Design Committee made its selection of a banner design for the upcoming “Year of the Rooster,” with the winning design submitted by artist and former BID staffer Shan Chao. Look for these colorful banners on the streets come Chinese New Year! All of the banners the BID has sponsored over the years can be viewed at our web site, and many are available for purchase. They make beautiful decorative additions to work or play areas and are very reasonably priced.

Broadway Intersection Streetlights to be Installed

The decorative street poles installed earlier this year will now be complemented by identical intersection lights, to be installed in 2005, also along Broadway. The distinctive “Chinese” design has drawn praise, and plans for expanding the lighting improvement project to North Hill Street are also in the offing.

Street Lighting Ceremony

City officials, BID board members, staff, and local residents joined in the second annual street lighting ceremony held on September 28 at the new Chinatown Gateway. The dragon gateway located on the south end of North Broadway was lit by Councilmember Ed Reyes with a stroke of a switch, thus ushering in the fall/winter season. Also on hand were CRA Commissioner Shu Kwan Woo, and members of the CRA staff and Mayor Hahn's staff. In keeping with the season, moon cakes were passed around to all.

Chinatown Hosts Press

Laurence Custance of *Business Traveler Magazine* (U.K.) was in town recently to do a story on all that is new in Downtown Los Angeles. While here, she got a personal tour of Chung King Road and heard about new area developments from BID staff.

Lion Dancers in Chinatown?

Members of the BID Marketing Committee have proposed sponsoring roving bands of lion dancers to entertain shoppers and diners Saturday evenings in Chinatown this fall. “The idea is to bring some atmospheric entertainment to the area,” said Henry Leong, President of the Chinese Chamber of Commerce of L.A.. “There are many different styles of lion dances that we can present, making them both a cultural and educational attraction,” added George Yu, BID executive director. Each week's troupe will be sponsored by a different entity, kicking off with a troupe underwritten by L.A. Chinatown Corporation. Watch the web site for more details!

Merchant Meetings

The next meetings will take place on October 21 and on November 18 at 3:00 p.m. and at 6:15 p.m.. With two meetings offered each time, merchants can choose which time slot best fits their schedule. Both meetings will be led by Diane Poon and held in the BID conference room. For more information, call the BID office at (213) 680-0243.

Chinatown Patrol Changes

Pepi, the security company with whom the BID has contracted with for private security, has been bought out by International Services Inc.. This national company boasts a stalwart reputation and tremendous experience. The BID anticipates no disruption of service and indeed the transition has so far been seamless. Please make note of the new toll-free number to report panhandlers and crime: (800) 400-3244.

A SNEAK PEEK AT CHINESE NEW YEAR CELEBRATIONS 農曆新年慶祝活動速影

The Chinese Chamber of Commerce of Los Angeles will kick off the “Year of the Rooster 4703” with a press conference on January 7, 2005 at Empress Pavilion. The annual event announces the line up of activities leading up to Chinese New Year, including the Miss L.A. Chinatown Fashion Show on January 8, the Little King and Queen Contest on January 15, the 2005 Annual Miss Los Angeles Chinatown Pageant on January 29, and the 106th Annual Golden Dragon Parade on February 12. The parade will run along Broadway and Hill Streets with over 50 floats, bands, and parade elements participating, including the newly crowned Miss L.A. Chinatown Queen and Court. One of the oldest parades in the country, the Golden Dragon Parade attracts over 50,000 parade viewers. It is broadcast on Chinese television and radio stations.

The Chinese Chamber of Commerce will collaborate with the BID on the Chinese New Year Festival slated for the weekend of February 12 and 13. The free family festival will take place in Chinatown and will feature food, carnival games, music, cultural entertainment, and craft booths.

New Year celebrations will culminate with the community's annual Chinese New Year Banquet, organized by the Chinese Chamber of Chamber, on February 25. For more information on these events, call (213) 617-0396 x 10, or visit www.lachinesechamber.org.



“Year of the Rooster,” banner design 「雞年」旗幟設計

「雞年」旗幟優勝者

華埠商業發展區設計委員會經已選出明年「雞年」旗幟設計。獲選設計是由前華埠商業發展區職員及藝術家趙宇珊創作的。這些顏色鮮艷的旗幟將在農曆新年時在各街道掛起，敬請留意！所有歷年由華埠商業發展區贊助的旗幟樣式可在本機構的網頁上找到，有些還可讓人購買。這些旗幟價錢公道，是遊戲室或辦公室的最佳裝飾。

在百老匯街各十字路口安裝街燈

繼今年初安裝裝飾燈柱後，在2005年沿百老匯街的各十字路口亦將安裝上同樣設計的交通燈。獨特風格的「中式」設計獲得多方的稱讚。有關部門還擬將換燈計劃擴展至北曉街。

亮燈儀式

市政府官員、華埠商業發展區董事及職員與本地居民一同出席在9月28日舉行的華埠「雙龍抱珠」牌樓第二週年亮燈儀式。該牌樓位於北百老匯街南端。隨著市議員雷耶斯按鈕亮燈，同時展開了華埠的秋季及冬季活動。而洛市重建局專員胡樹群與洛市重建局職員及市長職員亦到場觀禮。

華埠招待記者

英國Business Traveler Magazine 的Laurence Custance 最近在洛市，準備報導有關洛杉磯商業區的新發展。華埠商業發展區職員在她停留洛市期間，特別招待她參觀重慶路及介紹華埠新發展。

華埠醒獅隊？

華埠商業發展區市場推廣及傳宣委員會建議在今年秋季贊助多個醒獅隊，在星期六晚於華埠各處表演，娛樂華埠消費者。羅省中華總商會主席梁仲和表示：「我們希望藉此能為華埠帶來娛樂的氣紛。」華埠商業發展區行政主任于千表示：「我們將有不同風格的舞獅表演，寓教育於文化活動。」每週將有由不同機構贊助的醒獅隊伍表演。第一隊是由L.A. Chinatown Corporation贊助的。詳情請參閱本會網頁。

商戶會議

會議將於10月21日及11月18日下午3時至6時15分舉行。商戶可隨意選擇參加其中一個會議。會議是由潘明秀主持。地點是在華埠商業發展區會議室。詳情請電（213）680-0243向華埠商業發展區辦事處查詢。

華埠巡邏隊新改變

與華埠商業發展區簽約的保安公司Pepi最近被International Services Inc.收購。該公司經驗豐富，信譽良好。華埠商業發展區將繼續使用該公司的服務。報告流浪漢及非緊急罪案，請電該公司新電話：(800) 400-3244。



新年慶祝活動將以在2月25日舉行的春茗作結束。該項週年餐會是由羅省中華總商會統籌的。有關各項活動詳情，請電（213）617-0396內線10或瀏覽網頁 www.lachinesechamber.org。