

# EVENTS

THURS

**Farmers Market**  
2-6pm, Hill Street at Alpine  
Free parking with purchase.

1st SAT of the Month

**"The Undiscovered Chinatown" Walking Tour**  
10:30am-1:00pm, \$20/person  
(213) 680-0243 for reservations  
Tour Dates:  
Nov 3, Dec 1, Jan 5, Feb 2  
www.chinatownla.com

## DECEMBER

**1 "The Undiscovered Chinatown" Walking Tour**  
10:30am-1:00pm, \$20/person  
(213) 680-0243 for reservations

**4 Town Hall Meeting at Chinatown Public Library**  
6:30pm-8:30pm, Free

## JANUARY

**5 "The Undiscovered Chinatown" Walking Tour**  
10:30am-1:00pm, \$20/person  
(213) 680-0243 for reservations

## FEBRUARY

**2 "The Undiscovered Chinatown" Walking Tour**  
10:30am-1:00pm, \$20/person  
(213) 680-0243 for reservations

**Chinese New Year Cooking Class**  
10:30am-1:30pm, Adults pay \$65 and children pay \$15 but must be accompanied by a paying adult.  
(213) 680-0243

**9 109<sup>th</sup> Annual Golden Dragon Parade**  
2:00pm-5:00pm, Free  
"Day 'n' Nite" event  
www.firecracker10k.org

**9&10 Chinese New Year Festival**  
9 (10am-8pm) & 10 (10am-6pm), Free; www.lachinesechamber.org

**10 30<sup>th</sup> Annual Firecracker 5K Walk/Run**  
www.firecracker10k.org

For more info, or to submit your event to the calendar, please write to [info@chinatownla.com](mailto:info@chinatownla.com)

## PHONE NUMBERS

BID Office	213-680-0243
Graffiti Removal	800-675-4357
Panhandlers & Crime	213-629-0466 press 7
Police & Emergency	911

## LOS ANGELES CHINATOWN BUSINESS COUNCIL Board of Directors 洛杉磯華埠商議會理事會

PRESIDENT 主席  
**Kim Alan Benjamin**, Laeroc Partners  
VICE PRESIDENT 副主席  
**Wilson Tang**, Cathay Bank  
鄧偉信, 國泰銀行

VICE PRESIDENT 副主席  
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簡艷容, 協和醫院

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**Jason Fujimoto**, Moy & Associates

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**Al Soo Hoo**, Cathay Bank  
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PAST PRESIDENT 創會主席  
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李樹滋, 939 College, LLC

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**George Yu**, Far East Plaza  
于千, 遠東商場

**Lawrence Bond**, Blossom Plaza

**Raymond Cheung**, Great Wall Estate

**Dr. Bill Chung Hoon**, Friends of Chinatown Library

**De Young Kim**, Dynasty Center

**David Lee**, Central Plaza Property Owner  
胡順, 中山銅像廣場業主

**Sherwood Lee**, Photographic-Lee

**Vivienne Lee**, Citibank

**Marshall Lew**, First Chinese Baptist Church  
劉文紹, 第一華人浸信會

**Lawrence J. Lue**, Chinatown Service Center  
劉鴻安, 華埠服務中心

**James A. Osterling**, 711 Broadway

**Tony Quon** Los Angeles New Chinatown Corp.  
中華實業公司

**Nancy Yee**, Chinese American Citizens Alliance  
余黃新珠, 同源會

Our mission is to creatively plan, manage and facilitate the rebirth of historic Chinatown as a culturally defined, economically vibrant & socially engaging community.

我們的使命 是有創意地計劃、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。

## GET INVOLVED

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

**Economic Restructuring Committee**  
every other 1st Thursday, at 12 noon

**Organization Committee**  
every other 1st Thursday, at 1pm

**Marketing Committee**  
every 1st Friday, at 12 noon

**Design Committee**  
every 3rd Monday, at 12 noon

**Board Meeting**  
every 4th Thursday of every other month; call for time

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

## 商業發展區會議時間表

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

**經濟委員會**  
逢雙月第一個星期四中午12時

**組織委員會**  
逢雙月第一個星期四下午1時半

**市場推廣及宣傳委員會**  
每月第一個星期五中午12時

**設計委員會**  
每月第三個星期一中午12時

**理事會**  
逢單月第四個星期四中午12時

請上網址 [www.chinatownla.com](http://www.chinatownla.com) 查詢各會議。議事大綱及會議記錄, 或致電本會查詢。



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

**BID EXCHANGE**  
FOURTH QUARTER 2007

華埠商業發展區簡訊

CHINATOWN  
BUSINESS  
IMPROVEMENT  
DISTRICT



**EXCHANGE**

FOURTH QUARTER 2007 | OCT NOV DEC

## Promoting a Vibrant Community

### Ad Campaign and Coupon Book to Debut

As property values increase, residential housing mushrooms, and new retail establishments blossom, plans are underway to build on the cachet of Chinatown through an advertising campaign and coupon book promotion. Both will be launched in December.

Shopping, dining, and visiting the attractions of Chinatown will be encouraged through discounts offered in a coupon book, 5,000 copies of which will be produced and distributed during the coming year at various events. The 2008 Chinese New Year Festival, the 30th Annual Firecracker Run, the 2008 Chinese Food Festival, and the weekly Farmers Market are among the events under consideration.

In order to make the campaign successful, we need the participation of every merchant, and we need merchants to offer a significant discount to attract customers! (A 10% discount is not an enticement that will bring many customers.) We encourage merchants to consider offers

such as Two-for-One, free gift with purchase, 25% or higher discounts, and the like. While coupons will be valid through December 31, 2008, certain "black out" (invalid) dates may be selected. If a merchant wishes to offer more than one discount, we will print separate coupons for each offer.

To participate in the coupon book, please contact the office by January 4th and indicate what kind of discount or offer you wish to make.

The BID will organize a co-op ad campaign in December promoting Chinatown shopping, dining, and attractions in the *LA Weekly* and *Downtown News*. The ads will showcase the newest/trendiest shops in Chinatown including Flock Shop, Lions Den, Hew High (M)Art, Realm, The Artform Studio, Welcome Hunters, and Chinese Healing Arts & Tea House. Merchants who participate donate gift certificates to the BID for use in a future sweepstakes or other PR campaign promoting Chinatown.

Please contact the office if you'd like to participate in a future co-op advertising campaign.



## 2008 Firecracker Run and Day 'n' Nite Event

Over 4,500 runners and many more spectators are preparing for the 30th Annual Los Angeles Chinatown Firecracker 10K and 5K Runs. On February 10, a hundred thousand firecrackers will be lit to signal the beginning of the longest running Chinese New Year athletic event in America.

New this year, the BID will co-sponsor with L.A. Chinatown Firecracker Run Committee, Inc. a "Firecracker Nite 'n' Day" event that will

coincide with the Chinese New Year Festival taking place on the same day (February 9th). The "Firecracker Nite 'n' Day" event will feature free live entertainment and music in Central Plaza on Saturday from 10 a.m. to 10 p.m. and on Sunday from noon to 4 p.m. There will also be a free carbo-load lunch for registered race participants on Saturday.

The L.A. Chinatown Firecracker Run began in 1978 by a group of volunteers whose goal was to organize a superior athletic event with the

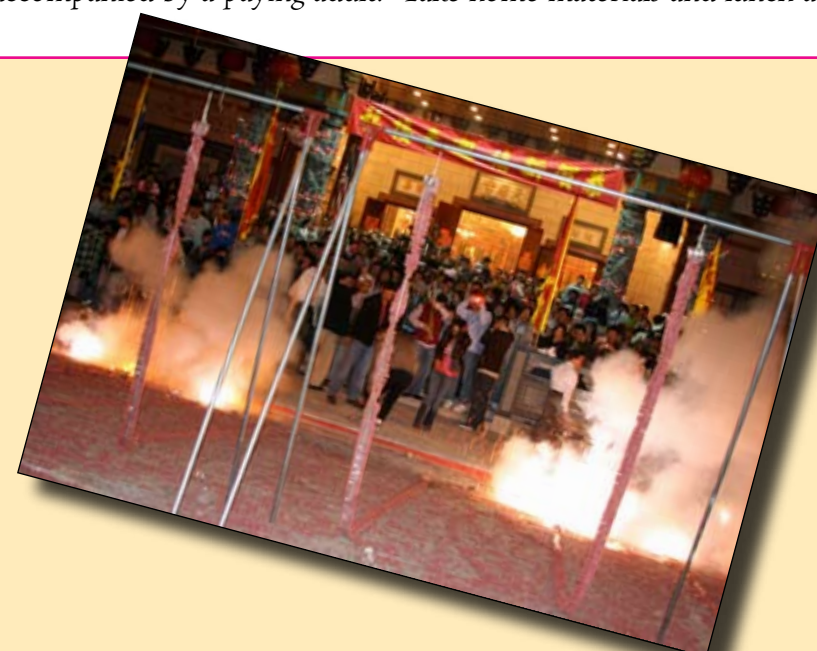
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# ANNUAL PARADE & FESTIVAL TO KICK OFF THE "YEAR OF THE RAT"

FEBRUARY 9 AND 10, 2008

On Saturday, September 29, Chinatown will host the Southland's oldest annual mid-Autumn Moon Festival. The first Chinatown Moon Festival was held in 1938 to raise funds for the United China Relief effort during the Sino-Japanese War. It was discontinued after WWII but later revived in 1990. This year's event will mark the 70th year of this free family festival.

Acrobats, cultural performances, children's activities, and traditional food will be featured from 4:00 to 9:00 p.m. in Central Plaza. Phoenix Bakery, Chinatown's oldest bakery, will demonstrate how moon cakes are made mixing red bean, lotus seeds, and egg yolks in this traditional treat, complimentary samples of which will be handed out later in the evening. Once the sun goes down, the 2007 Ms. L.A. Chinatown Queen and Court will take the stage to demonstrate the ceremony associated with this beloved family holiday. The harvest moon will be easily viewed with on-site telescopes provided by the Griffith Observatory for the occasion.



## Children and Adults Invited to a Chinese New Year Cooking Class

Our annual Chinese New Year cooking class will have a twist this year: a children's component. Children will learn how to make dumplings and long life noodles; they'll craft lanterns for the New Year, and will get a brief tour of Chinatown while their parents partake of our annual Chinese New Year Cooking Class.

The adult class will feature traditional and symbolic favorites: Steamed Rockfish with Ginger and Scallions, Red-Cooked Pork, Eight-Treasure Rice Pudding, and Long Life Noodles. Both classes emphasize hands-on training so that everyone gets a chance to create the dishes. Children and adults alike will learn the significance of various New Year's dishes and gain insight into this most important Chinese holiday.

The course is taught by Jet Tila, chef and Asian culinary expert, and will take place on Saturday, February 2, from 10:30 to 1:30 p.m. in Chinatown. Holly Barnhill will lead the children's class.

To make a reservation for the February 2nd class, call 213-680-0243 or email info@chinatownla.com. A check will be required to reserve a space. Adults pay \$65 and children pay \$15 but must be accompanied by a paying adult. Take home materials and lunch are included.

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### 2008 Firecracker Run and Day 'n' Nite Event

cultural elements of the Chinese community and Chinese New Year in particular. Over the last 29 years, proceeds from runners' entry fees and company sponsorships have raised over \$350,000.00 for local elementary schools' literacy programs and community organizations.

The Firecracker Run course begins and ends on North Broadway, directly in front of the Chinatown Central Plaza and winds its way through the tree-lined rolling hills of Elysian Park. Student teams from local elementary and high schools will also participate in the race.

For additional information, or to register for the race, visit [www.firecracker10k.org](http://www.firecracker10k.org) or call (323) 256-1363. The Firecracker 5/10k Run is certified by USAT&F and is an Official Warm-up Race for the Los Angeles Marathon.

### 4th Annual Food Festival Postponed

A lot of good groundwork was laid, and enthusiasm was building, however a lack of critical sponsor support resulted in the postponement of this year's festival. A new 2008 date will be forthcoming.



### STREET LIGHT INSTALLATION

The long-awaited street lights will be installed late this year along Hill Street. Construction has already begun to pave the way. The lights will be identical to those already installed along Broadway in an Asian design, and will mark another significant streetscape improvement to the area.

## 社區日曆

星期四 華埠農夫市場  
逢星期四下午二時至六時北曉街  
727號

每月第一個  
星期六 發現華埠遊  
10:30am - 1:30pm  
每人\$20元  
預約請電 (213) 680-0243  
11月3日、12月1日、1月5日、2月2日。  
[www.chinatownla.com](http://www.chinatownla.com)

### 十二月

1 發現華埠遊  
上午10:30至下午1時，每人\$20元  
預約請電(213) 680-0243

4 華埠商業發展區社區會議  
下午6時半至8時半，華埠圖書館

### 一月

5 發現華埠遊  
上午10:30至下午1時，每人\$20元  
預約請電(213) 680-0243

### 二月

2 發現華埠遊  
上午10:30至下午1時，每人\$20元  
預約請電(213) 680-0243  
烹飪班「慶祝農曆新年」  
上午10時半至下午1時半，成人每人  
\$65元，兒童每人\$15元但需一位已付  
費成人陪同。  
預約請電(213) 680-0243

9 第109屆金龍大遊行  
下午二時至五時，免費  
「日與夜」長跑賽前活動  
[www.firecracker10.org](http://www.firecracker10.org)

9&10 華埠農曆新年嘉年華  
9日上午10時至下午8時10日上午10時至  
下午1時，免費。  
[www.lachinesechamber.org](http://www.lachinesechamber.org)

10 第30華埠炮竹長跑賽  
[www.firecracker10.org](http://www.firecracker10.org)

### PHONE NUMBERS

本會辦事處	213-680-0243
塗鴉清除	800-675-4357
流浪漢及非緊急罪案	213-629-0446 分機 7
警局、消防、救護車及緊急事件	911