

# EVENTS

## FEBRUARY

**2-3 Chinese New Year's Eve Midnight Ceremony**  
10:00pm-1:00am. Free and open to the Public. Lion dancers and a midnight ceremony. Thien Hau Temple, 750 Yale Street

**3 Chinese New Year - Year of the Rabbit**

**5 "The Undiscovered Chinatown" Walking Tour**  
10:30am-1:00pm, \$20/person (213) 680-0243 for reservation  
**112th Annual Golden Dragon Parade**  
Parade starts at 1:00pm, along Hill St. and Broadway

**5-6 Entertainment & Cultural Activities**  
Sat. 11:00am-8:00pm; Sun 11:00am-6pm. Free. Central Plaza and West Plaza. Cultural entertainments and workshops. [www.chinatownla.com](http://www.chinatownla.com)  
**Lunar New Year Festival**  
Free. Parking lot at Broadway & College Street. [www.lagoldendragonparade.com](http://www.lagoldendragonparade.com)

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

**12-13 32nd Annual Firecracker 5K Walk/Run and Day 'n' Night Event**  
10:00am-10:00pm  
[www.firecracker10k.org](http://www.firecracker10k.org)

**24 Chinatown Culinary Tour** inspired by Amy Tan's book, "The Joy Luck Club", \$50 dinner only / \$75 dinner with wine pairing. (213) 680-0243 for reservation

## MARCH

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

## APRIL

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

**29 Film Screening of "The Joy Luck Club" followed by Q & A**  
6:30pm-9:30pm, Free, Central Plaza

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  
Non-Emergency Public Service: 311  
Chinatown BID Patrol 213-923-2986 or 213-252-1600 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**, Community At Large  
TREASURER 司庫  
**Al Soo Hoo**, West Plaza Property Owner  
司徒錦鴻, 重慶路業主

VICE PRESIDENT 副主席  
**Wilson Tang**, Cathay Bank  
鄧偉信, 國泰銀行

VICE PRESIDENT 副主席  
**George Yu**, Macco Investments Corp  
于千, 逸東商場

SECRETARY 秘書  
**David Louie**, Community At Large

**Lillian Burkenheim** 白勤嫻, Community At Large

**Jason Fujimoto**, Moy and Associates, LLC  
**Anne-Marie Jones**, California Endowment

**Larry Jung**, Los Angeles New Chinatown Corp. 中華實業公司

**Christina Kan** 簡艷容, Pacific Alliance Medical Center, 協和醫院

**De Young Kim**, Dynasty Center  
**David F. Lee** 胡順, Central Plaza Property Owner 中山銅像廣場業主

**Sherwood Lee**, West Plaza Property Owner

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

**Richard Liu**, DSR Design

**Ron Louie**, K. G. Louie

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

**Tony Quon**, Quon Bros Grand Star

**Waylan Tam**, East Wind Foundation for Youth

**Betty Yeow** 姚琴珠, Chinese American Citizens Alliance 羅省同源會

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。



LOS ANGELES  
CHINATOWN  
BUSINESS  
COUNCIL

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

### 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/Marketing Committee**

every 1<sup>st</sup> Thursday of even months, at 12 noon

**Organization Committee**  
every 1<sup>st</sup> Thursday of even months, at 1:30 pm

**Design Committee**  
every 3<sup>rd</sup> Monday of even months, at 12 noon

**Board Meeting**  
every 4<sup>th</sup> 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各項工作, 敬請踴躍參加本會各委員會會議

經濟/市場推廣委員會  
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

設計委員會  
逢雙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。

CHINATOWN  
BUSINESS  
IMPROVEMENT  
DISTRICT



華埠商業發展區簡訊

# EXCHANGE

FIRST QUARTER 2011 | JAN FEB MAR

## LOS ANGELES CHINATOWN GEARS UP FOR CHINESE NEW YEAR —The Largest Festival of the Year for the District

The New Year marks the most important time of year throughout most of Asia and this tradition of ringing in the New Year is also celebrated in the U.S. with lots of fanfare and celebration. There's no better place to experience this unique time of year than in Los Angeles' Chinatown District.

The festival begins with a Midnight Ceremony to usher in the New Year at Thien Hau Temple on Feb. 2, 2011 from 11 p.m. to 1 a.m. The temple is located at 750 Yale Street, Los Angeles, 90012. Thousands will gather to make offerings to the deities, and burn incense to usher in good fortune for the New Year. Participants include lion dancers, Buddhist and Taoist monks, the heads of family associations, and many others from the Southern California Chinese community.

The festivities kick into full swing the weekend of Feb. 5th & 6th, 2011. On Saturday, Feb. 5th from 11 a.m. to 8 p.m. the 112th Annual Golden Dragon Parade can be viewed from both Broadway and Hill streets beginning at 1pm. The weekend offers attendees a chance to participate in plenty of activities, shop and eat to their hearts delight. Central Plaza in Chinatown will host some of the best Chinese Cultural performers outside of Cirque du Soleil—from acrobats, lion dancers, and contortionists to performance troupes never seen before in California. Also in Central Plaza is the LA Craft Experience which showcases over 40 unique vendors from Los Angeles selling original art, fashion, gifts, toys, collectibles, home accessories and much more. West Plaza will offer cultural workshops suitable for adults and children of

all age groups as well as a Ping Pong Tourney for casual and avid players. A prize schedule determines giveaways for Ping Pong tournament participants. Artisans will be stationed at West Plaza for face painting by Tai Ling Wong, dough sculpture demonstrations by Chris Lee, candy sculpture demonstrations by Shinobu Ichinagani, paper cutting demonstration and workshop by Koukou Zhang as well as others.



Chinatown restaurants and merchants will be prepared to serve up your favorite Chinese New Year's delicacies and to showcase the Far East to Southern California. Some of Los Angeles' favorite gourmet food trucks including the Grilled Cheese Truck will be in attendance serving up the hottest in Food Truck cuisine.

The Chinese New Year events are produced by the Chinatown Business Improvement District and the Chinese Chamber of Commerce and supported by Los Angeles Chinatown Corporation, Los Angeles Conservation Corp, and our Media Partners, the LA Downtown News, KCRW, Metro, and Yelp. Special thanks to Councilmember Ed Reyes, Field Deputy Marisol Salguero, CD1 staff, and the Community Redevelopment Agency and Assistant Project Manager Bibiana Yung, Los Angeles Fire Department and Inspector Ben Flores, Los Angeles Police Department, Central Area Commanding Officer Captain Todd Chamberlain, and Senior Lead Officers Ken Lew and Tim Nambu, Los Angeles Department of Transportation Engineer Robert Sanchez and the hundreds of volunteers without whom these events would not be possible or as rewarding to the Community.

### Chinese New Year Festivities



LOS ANGELES CHINATOWN BUSINESS COUNCIL [www.chinatownla.com](http://www.chinatownla.com)  
727 N. Broadway, Suite 208, Los Angeles, CA 90012 | t 213-680-0243 f 213-617-3298

## BID News Roundup

### Welcome Board Members!

As we start a new chapter with the BID Renewal, we want to introduce you to the newly elected and appointed Board Members of 2011. Majority of the new Board Members have served previously and those serving another term include: Kim Benjamin, Jason Fujimoto, Christina Kan, De Young Kim, David F. Lee, Patrick Lee, Sherwood Lee, Marshall Lew, Richard Liu, David Louie, Lawrence J. Lue, Tony Quon, Al Soo-Hoo, Wilson Tang, Betty Yeow, and George Yu. New Board Members are: Lillian Burkenheim, Paul Chu M.D., Anne-Marie Jones, Larry Jung, Ron Louie and Wayland Tam. We want to thank all of the Board Members for availing their expertise to serve and work together to improve Chinatown to be a better place to live, work, and visit.

### 32nd Annual Firecracker 5K/10K Run/Walk

The festivities continue on Feb. 12th and 13th with the annual Los Angeles Chinatown Firecracker 5K/10K Run/Walk. The weekend will feature entertainment both days, a carbo-loading event on Saturday, the run/walk on Sunday, and a 20-mile bike ride. After thirty-one years of existence, the Los Angeles Chinatown Firecracker run is the longest running Chinese New Year athletic event in America. For additional information, or to register for the run/walk/bike ride, visit [www.firecracker10k.org](http://www.firecracker10k.org) or call (323) 256-1363.

### Chinatown's the 1st Stop in 2011 Honda LA Marathon

The 2011 newly revised course adds Chinatown's Dragon Gateway to an already impressive list of landmarks that includes Los Angeles City Hall (mile 3), Grauman's Chinese Theater (mile 11), the Capitol Records Building (mile 11), Sunset Strip (mile 13) and Rodeo Drive (mile 17), among others. The Marathon will take place on Sunday, March 20, 2011, and 27,000 participants will come through Chinatown featured as the 1st Center and Water Station between 7:15 am to 9:30 am. "We believe this marathon course gives runners a unique opportunity to experience the best of Los Angeles," said LA MARATHON LLC Chief Operating Officer Nick Curl. "With the addition of Chinatown, the Stadium to the Sea course will show runners even more of what makes Los Angeles so great."

## Holiday Shopping Pass Program

The Holiday Shopper's Pass Program offering shoppers discounts up to 50% off goods and services at select Chinatown merchants will continue through February 28, 2011. The Shopper's Pass offers cardholders discounts at unique retailers such as Chemline and The Jade Tree and award winning restaurants such as Golden City and Mandarin Chateau and so much more! The Shopper's Pass can be downloaded from Los Angeles Chinatown's website. A full list of merchants and discounts can be found on the website or on Los Angeles' Facebook page.



### NEW DEVELOPMENT

### GROUND BREAKING IN FEBRUARY!

#### YALE FAMILY HOUSING

The Yale Family Housing located at Yale and Ord will break ground in February. This affordable housing for low to moderate income family project will have 55 units and include parking spaces.

a five story apartment complex for 280 residential condominium units over approximately 19,400 square feet of street-level commercial space and a 588-space subterranean parking garage.



#### GATEWAY PROJECT

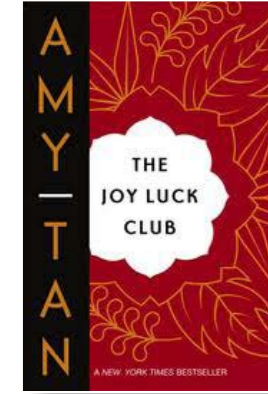
The Chinatown Gateway Project located on the Southwest Corner of N. Broadway & Cesar Chavez will soon break ground. This project will have

### Blossom Plaza - Request For Developer Proposal

The City of Los Angeles is launching a new cycle of investment in Chinatown, one of the most celebrated and historic neighborhoods in downtown Los Angeles, with the creation of a cultural / transit oriented development. To advance this vision, the Community Redevelopment Agency of the

City of Los Angeles (CRA/LA), on behalf of the City of Los Angeles, will solicit development proposals from qualified and experienced developers, firms, individuals, joint ventures and other developer team(s) to submit proposals, to include qualifications, business and financing plans, for the purchase and immediate development of

## "Big Read" Program - "The Joy Luck Club"



The Big Read is an initiative of the National Endowment of the Arts designed to restore reading to the center of American culture. The City of Los Angeles Department of Cultural Affairs, with grant from the National Endowment for the Arts, is celebrating this year with featured book "The Joy Luck Club" by Amy Tan. There are many activities planned surrounding this event starting in February going through June. Activities include school partnerships, youth and community centers with book reading assignment and discussion, reading clubs at Libraries, youth art exhibits, creation of visual arts and short films, film screenings at various venues, and food of course!

Chinatown BID will be hosting two Culinary Tours on Feb. 24th and May 19th with dishes inspired by "The Joy Luck Club" in this exclusive three-hour culinary tour at select restaurants. This food tour is an urban adventure that can lead you to culinary experiences that can be hard to find on your own. Bring walking shoes and an appetite. Advance purchase required. Tickets will sell out! Cost: \$50 for Dinner only or \$75 for Dinner with Wine Pairing.

Enjoy a free film screening of the award-winning film adaptation of the book "The Joy Luck Club" on April 29th with free popcorn. Question & Answer with actors from the film to follow.

Don't miss out on this great opportunity to bring family and friends and see the similarities across culturally diverse communities!

a fully entitled 1.9-acre site (the "Project") immediately adjacent to the iconic Chinatown Station on the Metro Gold Line, located at 900 North Broadway. For more information regarding this opportunity, visit <http://crala.org/internet-site/Development/index.cfm> and reference RFP - CH-3120/1300. Deadline for proposal is March 4, 2011.

## 社區日曆

### 二月

**2-3** 華埠天后宮農曆除夕、新年活動  
晚上11時至凌晨2時，耶魯街750號  
舞獅、上香祈福。免費入場

**3** 農曆新年 - 兔年

**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  
112屆金龍大遊行  
下午1時開始，華埠曉街和百老匯街

**5-6** 華埠文娛活動  
星期六上午11時至晚上8時；星期日  
上午11時至晚上6時中山像廣場及重慶路。[www.chinatownla.com](http://www.chinatownla.com)查詢。

華埠農曆新年嘉年華  
免費入場，百老匯和大學街交界停車場。[www.lagoldendragonparade.com](http://www.lagoldendragonparade.com)查詢。

**12** 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

**12-13** 第三十二屆華埠「炮竹」5公里賽跑及暖身活動  
<http://www.firecracker10k.org/>

**24** 華埠美食遊 受華裔作家Amy Tan的名著「Joy Luck Club」啟發。每人\$50 (晚餐) / \$75 (晚餐加配酒)  
預約請電(213) 680-0243

### 三月

**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

### 四月

**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

**29** 電影The Joy Luck Club及問答討論  
晚上6時半至9時半，免費  
中山銅像廣場

若希望查詢詳情或提交你的活動到此社區日曆，請寄電子郵件到[info@chinatownla.com](mailto:info@chinatownla.com)

### PHONE NUMBERS

|                |                                   |
|----------------|-----------------------------------|
| 本會辦事處          | 213-680-0243                      |
| 非緊急事件報案        | 311                               |
| 華埠巡邏隊          | 213-923-2986<br>213-252-1600 分機 7 |
| 警局、消防、救護車及緊急事件 | 911                               |