

BOARD OF DIRECTORS

CHAIR

Irene Rodriguez
USC Credit Union

VICE CHAIR

Mark Cohen
CAST Real Estate Holdings

SECRETARY

Christina Macias
Chano's

TREASURER

Steven Talavera
LA Child Guidance Clinic

Darryl Holter

The Shammass Group

James R Gilson

Natural History Museum
of LA County

Cecilia Vanin

John Tracy Clinic

Emily Cohen

GH Palmer Associates

Ann Dorr

N. University Park Properties

Cheryl Tateishi

Exposition Park

Karen Chang

Exposition Park

Maria Lyons

Mount St. Mary's College

Steve Miller

California Tool

Ann Merelie Murrell

Giroux Glass

Mary Gallagher

LA Trade-Tech College

Brother Tony Wiedemer

St. Vincent's Church

Woody Schofield

California African
American Museum

Fred Yadegar

Sibelle of California

Tom Sayles

University of Southern California

David Galaviz

University of Southern California

Ex Officios:

Henry Fimbres

State Police, Exposition Park

Geraldine Brawner

Southwest LAPD

Nicole Garner

Southwest LAPD

John Thomas

USC Public Safety

Purvi Doshi

Council District Eight

Norma Gutierrez

Council District Nine

Managed by Urban Place Consulting Group, Inc.:

Steve Gibson

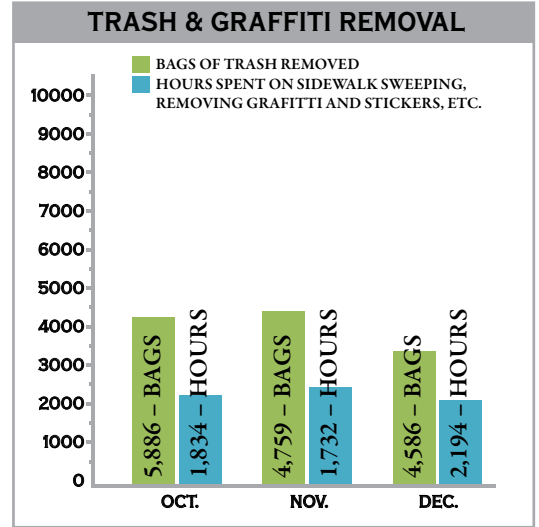
Executive Director

Aaron Aulenta

Katie Gibson

Staff

4TH QUARTER CLEAN TEAM STATISTICS



The Figueroa Corridor Partnership is responsible for the daily management and promotion of the Figueroa/Flower/Vermont/Hoover Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its development as a safe, clean, economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship, or reside.

FIGUEROA



CORRIDOR

INSIDE:

- Air + Style Comes to Fig

FIGUEROA CORRIDOR PARTNERSHIP

3982 S. FIGUEROA ST., SUITE 207

LOS ANGELES, CA 90037

TEL: 213.746.9577

FAX: 213.746.7876

INFO@FIGUEROACORRIDOR.ORG

WWW.FIGUEROACORRIDOR.ORG

SERVICE HOTLINE: 213.746.3444



Discover The Difference

A QUARTERLY PUBLICATION
OF THE FIGUEROA CORRIDOR PARTNERSHIP
BUSINESS IMPROVEMENT DISTRICT

WINTER 2015

AIR + STYLE COMES TO THE FIG CORRIDOR

When the inaugural Air+Style festival didn't go over as swimmingly as it should have last year at the Rose Bowl in Pasadena, owner and creator Shaun White took it to heart. The 29-year-old San Diego native is a snowboarder, skateboarder, surfer, a two-time Olympic gold medalist, an X-Games record holder and musician, but he's also a recent Mammoth Mountain shareholder and an all-around savvy businessman. As he read through critical reviews and checked out both the positive and negative comments on social media sites, he knew there needed to be changes made to make the 2016 version of the two-day Air+Style fest, taking place this weekend, a better experience.

"It's great that we get to do it again and we get another bite at that apple and another opportunity," White said in a phone chat last week. The festival, which combines a snowboarding competition and other extreme sports with live music, fashion and art, has done very well in Austria and Beijing. Its first U.S. installment seemed promising with big name artists and a diverse line-up including a headlining set by hip-hop star recent Grammy winner Kendrick Lamar and performances by Diplo, Phantogram, the Flaming Lips and Steve Aoki.

However, last year it rained during the event, causing a lot of the scheduled art installations to be canceled and due to an enforced noise ordinance, the live acts were not to exceed a very specific decibel level, which forced Lamar to cut his 90-minute set nearly in half. Fans were also upset about the lack of food options and the 30 minutes or more wait just to grab a quick snack on-site.

"I get to right all of the wrongs that happened before and make the right changes," White continued, noting that the biggest change is the relocation of the festival, from the Rose Bowl to Exposition Park at the Coliseum. "It gives us a more unique layout and let's face it, noise was a factor last time and we weren't allowed to play at the level we wanted to and so now everyone has been joking that this is going to be 'the loudest year ever!'"

Being more centrally located has also attracted more artists from the downtown art district as well as more food and beverage vendors. White and Co. have also secured another strong and diverse line-up of live talent that mimics White's music library on shuffle.

"It's definitely a product of what I'm into," White said. "I'm excited for people to come out and to be looking forward to one act and hopefully they see some other things that they had no idea about or had no plans to see in the first place and they come out of it being fans of something new."

Luke Spiller, frontman of rising English rock band the Struts which perform on Saturday, said he's looking forward to playing on one of the two stages while world class athletes like Michael Ciccarelli, Mark McMorris and Eric Willett compete by doing various tricks and jumps on a 16-story tall snowboard jump right in the middle of the festival. Spiller said that sort of action could make it hard to concentrate and do his job, but with the Struts' debut album, "Everybody Wants," coming out March 4 and a show to promote at the Constellation

Room in Santa Ana on March 29, he's going to focus.

"I mean, I guess we're competing as well then," he said during a quick phone chat. "Maybe I'll have to bring my own snowboard and show everyone how it's really done."

As much as the athletes, including White, admire the musicians performing at the festival, there's a definite mutual admiration. White said that guitarist Mike Einziger of Incubus hits him up to skate or go snowboarding and Spiller admitted to being a huge fan of White's as well.

"When I was a kid I loved skateboarding and Shaun White is a bit of a legend in all areas of extreme sports," Spiller said. "It's quite hard not to be envious of him because he's a surfer, a snowboarder, a skateboarder and I'm sure he can also paint like Leonardo da Vinci as well. I don't think there's anything that he can't do."

Another aspect of Air+Style that White is proud of is that kids under the age of 10 are admitted for free with a paid adult and the festival includes an area that will be offering free snowboard lessons for kids.

"The idea behind that was to just get kids to check it out and they can have a great time and learn to snowboard on site," he said. "The whole idea is to get people inspired and make them want to go to Big Bear, Snow Summit or Mammoth Mountain and hopefully that will help replenish the sport and bring in some new talent and life to it."