



# Discover The Difference

A QUARTERLY PUBLICATION  
OF THE FIGUEROA CORRIDOR PARTNERSHIP  
BUSINESS IMPROVEMENT DISTRICT

**SPRING 2013**

## FIGUEROA CORRIDOR PARTNERSHIP 2012 ACCOMPLISHMENTS

### Community Ambassador 2012

#### Accomplishments:

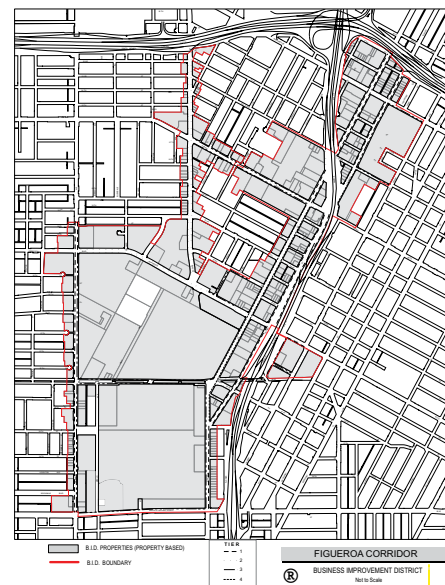
11,264 Merchant Contacts  
10,012 Exterior Property Checks  
3,027 Transient Contacts  
92 Illegal Vendor Contacts  
713 Vehicle Cards Distributed  
482 Calls for Service  
465 Public Assistance Contacts

### Clean Team 2012 Accomplishments:

200 Trash Receptacles Serviced  
48,546 Trash Bags Picked Up  
971 Tons of Trash Removed  
1,675 Graffiti Tags Removed  
335 Shopping Carts Recovered  
445 Hours spent pressure washing sidewalks

### District Highlights:

BID renewed thru 2017  
(approved @ 90%)  
District expanded during renewal  
230 street Trees Trimmed  
12 streets repaved  
My Figueroa Streetscape Project  
Continued Student Housing  
and Retail  
Exposition Light Rail Opened  
USC Specific Plan Approved



## LITERARY FESTIVAL ATTRACTS THOUSANDS TO USC

For the third consecutive year, tens of thousands of book lovers from across Southern California gathered on the University Park Campus for the 18th annual Los Angeles Times Festival of Books, a free, two-day event held April 20-21.

The event drew many big names in the literary world, including Margaret Atwood, who spoke to a full house at Bovard Auditorium on Saturday afternoon. In her conversation with Michael Silverblatt, host of KCRW's Bookworm, Atwood, winner of the Times' 2012 Innovator's Award, spoke about the future of publishing and the enduring presence of storytellers in society. "There will always be storytellers because we are a narrative being," she said.

Eight different stages were also set up around campus, including the Target Children's Stage at McCarthy Quad, which included performances by singer-songwriter Lisa Loeb, writers Jon Klassen and Lemony Snicket, and Roald Dahl's daughter, screenwriter Lucy Dahl. The Cooking Stage on Cromwell Field featured a cooking demonstration by Olympic ice-skating champion and chef Brian Boitano and an interview with actress Valerie Bertinelli, among other appearances by notable chefs and authors. The Poetry Stage featured readings by the likes of Susan Terris and Kurt Brown, as well as USC's Dana Gioia, David St. John and Carol Muske-Dukes.

With temperatures reaching into the 80s, festival-goers wandered the

campus, exploring the food trucks parked outside Cromwell Field and the numerous booths lining Trousdale Parkway and Childs Way, in addition to filling Alumni Park, Founders Park and Argue Plaza. There, authors shared their latest books, businesses and organizations advertised their services, and local bookstores attracted crowds eager to browse the shelves of books being sold.

Children and their parents gathered for arts and crafts activities at the USC Civic Engagement tent, while in one corner, writers such as Lisa Yee and Laurie Ochoa read from their books to a rapt audience of young readers.

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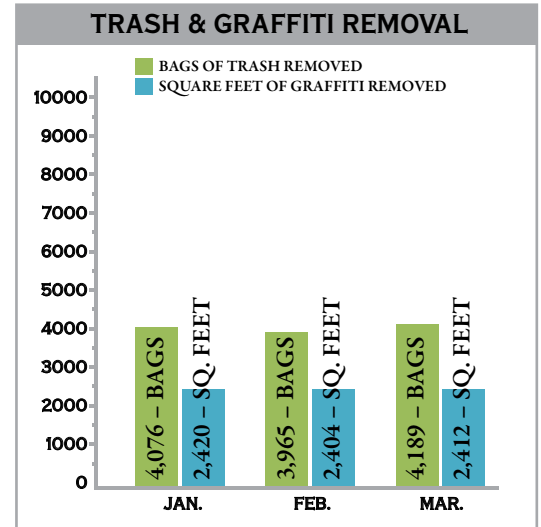
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## 1ST QUARTER CLEAN TEAM STATISTICS



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:

- 2012 Accomplishments
- USC Literary Fair

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