



CALENDAR OF EVENTS

May 12, 2012

Scavenger's Safari

Go behind the scenes and discover a different curatorial department each month. Meet our scientists, researchers, and collections managers, then go on a scavenger hunt throughout the Museum. For Patron Family level members and higher. Reservations are required. For more info go to: www.nhm.org

May 20, 2012

The 26th Annual Bug Fair

Nearly 70 Exhibitors Fill our Museum Halls! Governmental agencies, educational institutions, and entomological societies address questions and concerns. Private companies large and small display and sell thousands of items including live and preserved insect specimens — from books, equipment, and other supplies — to bug-related products, such as honey, silk, wax and even bug-inspired artwork, toys and clothing. We have it here at Bug Fair!

For more info go to: www.nhm.org

Opens May 23, 2012

Cleopatra: The Exhibition

Don't miss the only West Coast appearance of Cleopatra: The Exhibition at the California Science Center. This dramatically staged 13,000-square-foot exhibit features the largest collection of Cleopatra-era artifacts from Egypt ever assembled in the U.S. Here for a limited time only. From the producers of the King Tut exhibition.

For more info go to: www.nhm.org

Summer, 2012

California Science Center Summer Camp

Exciting explorations, delightful discoveries and wild wonders await your family this summer at the California Science Center's Hands-On Science Camp. We feature more than 25 courses, including popular parent-and-child classes that give families a chance to investigate science together. Hands-On Science Camp staff consists of trained educators and working professionals in science fields. Your child will have a unique and engaging summer!

For more info go to:

www.californiasciencecenter.org

Discover The Difference

A QUARTERLY PUBLICATION

OF THE FIGUEROA CORRIDOR PARTNERSHIP

BUSINESS IMPROVEMENT DISTRICT

SPRING 2012

LOS ANGELES TIMES FESTIVAL OF BOOKS

The 17th annual Los Angeles Times Festival of Books, the largest and most prestigious public literary event in the country, is returning to the beautiful University of Southern California campus on April 21-22. The Festival is an L.A. institution known for its celebration of the written word in all its forms and is expected to draw more than 150,000 attendees.

Beloved American icon Judy Blume will mark the 40th birthday of her cherished "Tales of a Fourth Grade Nothing" with an appearance, alongside such authors and artists as Kareem Abdul-Jabbar, Julie Andrews, Reza Aslan, Michael Ian Black, T.C. Boyle, John Cusack, Ben Fong-Torres, John Green, Florence Henderson, Ricki Lake, Sugar Ray Leonard, Anne Rice, John Scalzi, Molly Shannon, Wil Wheaton, Betty White and Henry Winkler.

Lively panel discussions will be held covering a broad range of thought-provoking and culturally significant topics, from the upcoming presidential election to the anniversary of the Rodney King trials to the future of reading, many involving appearances and moderating by Times writers and editors. The Times' Hero Complex, the go-to for all things super-heroic, fantasy and sci-fi, will expand to include screenings of genre films at USC's School of Cinematic Arts and Q&As with prominent comic book publishers. Celebrity appearances, live music, cooking demonstrations, book signings and much more will be held on eight outdoor stages surrounded by hundreds of exhibitors and a variety of dining options.

The Los Angeles Times Festival of Books was created in 1996 to promote literacy, celebrate the written word, and bring together those who create books with the people who love to read them. More than 140,000 people attend the event annually. General event information is available online at latimesfestivalofbooks.com or by calling 1-800-LA TIMES, ext. 7BOOK. Detailed speaker and event information is available in the official festival program online.

What's New for 2012?

This year's Los Angeles Times Festival of Books at the University of Southern California is pleased to present the special dedication of U.S. stamps that honor 20th century poets (arranged by U.S. Postal Service selection committee member and USC faculty member, Dana Gioia); a "name the dino" contest for neighborhood elementary schools; a new and gently-used book drive especially benefitting students in the USC Family of Schools in South Los Angeles; an expanded outdoor food area at Cromwell field featuring food trucks and booths; and a new Health Pavilion with demonstrations and health screenings by practitioners from the USC Health Sciences campus.

FROM THE CHAIR



Their names are Dale, Lorenzo, Robert, Reggie, Anthony, Alex, Juan, Princess, Rudy and Cynthia, and no they are not the names our Figueroa Corridor Business

Improvement Districts Board of Directors. They are indeed the names of some of the loyal men and women who serve the Figueroa Corridor as members of the Clean and Safe Team and who also serve as our community ambassadors. They are the real backbone and driving force behind the cleaning and patrolling of your district. Our Board Members do a great job overseeing the activities of this Business Improvement District but those caring and responsible individuals who clean and monitor the area deserve all the credit. They are a true band of brothers and sisters who really take their job seriously. Just think for a moment what the district might be like without these men and women along with the fact that the City can no longer provide the services that we have grown so accustomed to.

Next time you see one of our teal shirt crew painting over graffiti, cleaning trash from the sidewalks and planters, or patrolling your neighborhood, please stop and talk to them, ask them how their day is going, and most important thank them for doing an incredible job. Once again, if there is ever anything this Board can do for you or your business, please do not hesitate to contact our management team and we would be more than happy to address your issues.

Kudos to the men and women in Green!

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Cohen".

Mark Cohen, Board Chairman

USC GOOD NEIGHBOR CAMPAIGN

The USC Good Neighbors Campaign surpassed its 2011 goal by raising \$1.5 million last year - 100 percent of which will be used on partnership programs in the neighborhoods around the University Park and Health Sciences campuses.

"It doesn't surprise me that we exceeded our \$1.4 million fundraising goal, given the Trojan Family's tremendous support of our community work," said USC president C. L. Max Nikias. "With the success of this year's campaign, I am confident we'll be able to touch the lives of even more people in the coming years. We're building on our success!"

The success is even more notable in context. According to the Urban Institute, a nonpartisan, economic and social policy organization, U.S. nonprofit organizations reported "cut to the bone" 2011 budgets and fundraising results. Smaller entities in particular struggled to secure funding for the services they provided in their communities.

In the same year, the Trojan Family's gifts helped local nonprofits buck this trend as nearly 6,000 USC faculty, staff, students and friends contributed an average of \$253 in 2011 to the GNC through payroll deductions and single contributions.

"We are extremely pleased with the results, especially given the year's struggling economy," said Thomas S. Sayles, USC senior vice president for University Relations. "The Trojan Family lived up to its reputation for being generous and compassionate and came through for GNC and our communities in an admirable and spectacular fashion."

Cynthia Sanchez, executive director of Proyecto Pastoral at Dolores Mission, a nonprofit that develops grassroots education, leadership and service projects in Boyle Heights, said, "Without the Good Neighbors Campaign, our organization and many others wouldn't be able to provide the same level of services and opportunities that are crucial to our residents."

Among the Trojans who helped break the GNC record was USC staff member Pablo Sahagun, who watched for years as the

USC Neighborhood Academic Initiative (NAI) shepherded hundreds of students through high school and into USC classrooms as full-time students.

The impact of the community program led him to take action: Sahagun made a pledge to donate 1 percent of his salary to the GNC, which helps fund the NAI.

"I was astounded at the progress the students made, and I had to give more," said Sahagun, a facilities coordinator for USC Transportation Services.

Now in its 18th year, the campaign offered online giving for the first time, which may have helped boost donations, according to Carolina Castillo, executive director of development for USC Civic Engagement.

"We realize that philanthropy is trending toward accessible giving platforms, so we figured an online, streamlined presence would encourage people to give more," Castillo said. "Based on the results, we believe we succeeded."

The GNC has raised more than \$13.5 million to support more than 450 partnerships between USC and the community that provide needed services, safer streets for children and improved college access for those in the neighborhoods surrounding the university's campuses.

Late last October, when the campaign had not quite reached its goal, the GNC received boosts from the Keck Medical Center of USC - which contributed an employee-matching grant of \$68,000 - and from students enrolled in the MBA Program for Professionals and Managers at the USC Marshall School of Business, who raised \$1,500 for the GNC during a casino night.

"We at the Keck Medical Center are fully committed and dedicated to the well-being of our neighbors," said Scott Evans, interim chief executive officer and chief operating officer of Keck Hospital of USC and USC Norris Cancer Hospital.

"Our contribution seemed not only fitting but imperative given the challenging economic situation that many faced last year."

EXPO LIGHT RAIL TO OPEN

After numerous delays and cost increases, Metro's new Expo light rail line will finally open to the public on Saturday, April 28.

Officials hope the train will give relief to those weary of driving on the parallel Interstate 10 Freeway.

The \$932-million project, which connects with the existing Red, Blue and Purple lines, was begun in 2006 and had been expected to open last year.

The \$1.5-billion second stage extending the train to Santa Monica is expected to be running by 2016.

The light-rail line will carry commuters 7.9 miles between downtown Los Angeles and the eastern edge of Culver City in about half an hour.

"Some of us didn't think we'd live long enough to see this day, but we made it," said Los Angeles County Supervisor Zev Yaroslavsky, who is also a Los Angeles County Metropolitan Transportation Authority board member. "This is a milestone."

Officials struggled for several months to set an opening date because of various problems uncovered during testing. Those included technical issues where the Expo Line shares tracks with the Blue Line, which runs between Long Beach and downtown L.A.

Rail operators receive signals from the track, but at the junction between the two lines at least one of those signals was not going through. Officials said the problems had been fixed, the line would be safe and the California Public Utilities Commission had cleared it to open in late April.

The entire first phase of the line was supposed to open another 0.7 miles west into Culver City, but officials said that station wouldn't be ready for service until some time this summer.

Officials expect the first segment to carry some 27,000 passengers a day.

Construction has already begun on the second phase of the line, which extends the

route several miles west. When both phases are complete — the second is estimated to be finished in 2015 — the Expo Line promises to take passengers from downtown L.A. to Santa Monica in 46 minutes, with 19 stops.

It will be the first light-rail line into the traffic-choked Westside since the days of the Red Car trolleys, and when complete, officials expect it to be one of the mostly heavily used in the country.

"The opening of Expo Line Phase I is a critical step toward creating the multifaceted transit network that Angelenos deserve," Los Angeles Mayor and Metro Board Chairman Antonio Villaraigosa said during a preview ride for the news media.

"It's the first phase of a line that will ultimately connect downtown to the ocean," Villaraigosa said. "Not in 50 years have we had a line into the Westside."

The delays in the first phase were somewhat typical of a line that has had problems throughout much of its construction. The first phase, initially slated to open summer of 2009, originally carried what was considered a cheap price tag of \$640 million. But the cost grew to more than \$930 million.

Some officials attributed the delays and increases to design enhancements, safety concerns and higher construction prices. Others said there was initially confusion about funding sources and a disjointed process of construction, design and other contracts.

The new stations will feature art work commissioned by Metro to create engaging and thought-provoking artwork to make your journey more inviting and pleasurable. The artwork weaves a multi-layered cultural tapestry that mirrors LA County's rich contemporary and popular culture.

There will be a VIP reception on Friday April 27th, and will be open to the public on Saturday April 28th, with free rides to the public throughout the weekend.

BOOK FESTIVAL CONT.

Explore the Neighborhood

The University Park neighborhood is home to number of fun and educational destinations, including the California African American Museum, the Natural History Museum, and the California Science Center. Extend the festival experience (or weekend) with a visit to our neighboring cultural institutions.

Driving Directions and Parking

Get directions to the University Park campus via Google Maps. If you're using another mapping program, enter the address for the campus center: 3351 Trousdale Pkwy, Los Angeles, CA 90089. On-campus parking will be available for \$10 per day.

Public Transportation

USC is easy to reach by L.A. Metro bus and rail. Target also will operate a free Bullseye Bus shuttle running between Union Station, Los Angeles Convention Center and USC. And USC's Intercampus Shuttle will provide service between the University Park campus, Union Station and the Health Sciences campus on both festival days.

USC Health Pavilion

The University of Southern California is pleased to introduce a new Health Pavilion that features a number of free screenings, demonstrations, and hands-on activities for the whole family, courtesy of the Keck Medical Center of USC, The USC School of Pharmacy, USC Occupational Therapy, and USC Physical Therapy.

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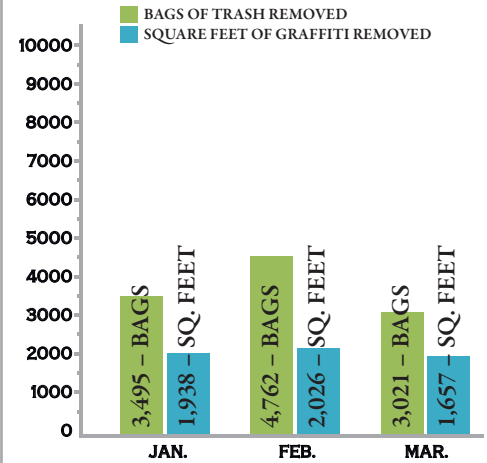
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1ST QUARTER CLEAN TEAM STATISTICS

TRASH & GRAFFITI REMOVAL



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

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