



CALENDAR OF EVENTS

Through May 31, 2011

Suenos By The Sea

Visual works from USC's historic Festival de Flor y Canto are paired with poetry penned by festival participants.

University Park Campus
Doheny Memorial Library
Ground Floor Rotunda

For more info go to: usc.edu/events

March 4th, 2010

Natural History Museum

First Fridays

Once a month, the entire Natural History Museum stays open until 10 pm and features live music, exciting scientific discussion, and behind-the-scenes curatorial tours.

For more info go to:
www.nhm.org/site/activities-programs/first-fridays

March 5th, 2011

Da Camera Society

Doheny Mansion

Rossetti String Quartet with

Rina Dokshitsky, piano

The Rossetti Quartet is admired throughout the U.S. and Europe for their frequent festival appearances and collaborations with many of the world's finest musicians. They will be joined by the distinguished Israeli-born pianist Rina Dokshitsky, acclaimed for "playing with ultimate naturalness and considerable charm." Their riveting program will feature Dvorák's piano quintets both early and mature along with Piazzolla's sensuous Tango Ballet for string quartet.

For more info go to:
<http://dacamera.org>

April 9th, 2011

Da Camera Society

Doheny Mansion

Wind Soloists of New York with Pedja Musijevic, piano

An ensemble of New York's finest wind players collaborates with a pianist renowned for his versatility and musical inquisitiveness in a dazzling and colorful program of works by Beethoven, Saint-Saëns, Prokofiev and Poulenc's boisterous Sextet in C for winds and piano. For more info go to:

<http://dacamera.org>

Discover The Difference

A QUARTERLY PUBLICATION
OF THE FIGUEROA CORRIDOR PARTNERSHIP
BUSINESS IMPROVEMENT DISTRICT

WINTER 2011

\$13 MILLION DONATION FOR NATURAL HISTORY MUSEUM

The donation to the Los Angeles County's Natural History Museum, the largest from the Otis Booth Foundation, will go toward an expansive glass entrance pavilion that will have as its centerpiece a 63-foot-long fin whale.

Museum leaders have known for decades that the building — actually a series of connected structures that have been added piecemeal to the original graceful domed building that opened in 1913 — needed a commanding entrance, said Paul Haaga Jr., who has been on the board since 1993 and is now its chairman. But in planning the makeover, which began in 2007 and bore its first fruit last summer with the reopening of the restored 1913 building and the popular new Age of Mammals exhibit, officials had decided that a dramatic entrance would increase the cost beyond what they could reasonably expect to raise.

They put off the new entrance until fundraising was finished for the current \$135-million "NHM Next" campaign that also includes a new Dinosaur Hall scheduled to open in July, and new indoor and outdoor exhibits focused on nature in Los Angeles that are expected to be finished by the end of 2012.

The Otis Booth Pavilion, named for the successful investor and former Los Angeles Times executive who was one of the museum's most influential funders and board members before his death in 2008, will replace what Pisano described as an "ugly, dark, barricading" array of steps and walls that had faced Exposition Boulevard. In their place, in time for the museum's 2013 centennial, will rise an architectural signpost that museum leaders say will figure prominently in their bid to boost annual attendance from about 600,000 at the site to more than 1 million, and to spur the \$51 million in additional donations needed to fully fund the museum's six-year makeover. The design is by CO Architects, the same L.A. firm that has handled the rest of the renovation project.

The \$13 million, which will be paid out over three years, becomes the fledgling Otis Booth Foundation's biggest gift, said Palmer Murray, Booth's son-in-law and the foundation's vice president and treasurer.

Murray said that Booth, a great-grandson of Los Angeles Times founder Harrison Gray Otis, left no instructions for the foundation's grant-making. Given Booth's decades of devotion to the Natural History Museum, Murray said, "it became clear to us this is something we have to be involved in." While going over the possibilities with museum leaders, he said, "the fin whale really piqued our interest," because it would give the building "the physical identity it had lacked" along its only major street frontage, creating both a physical and symbolic bridge to the world outside the museum by beckoning with an impressive example of the sights and knowledge to be had within.

FROM THE CHAIR



Darryl Holter, Chair

Many of our members have recently participated in the public workshops regarding planning for the new Figueroa Corridor Streetscape Project. As you may recall, a few years ago voters in California

agreed to fund new infrastructure projects including transit-oriented developments, subsidized housing, and streetscape improvements. Our BID teamed up with the City of LA and the CRA to apply for \$100 million in funding for a project that would improve the physical street environment for pedestrians and cyclists, calm the street traffic, promote economic and community development, and improve mobility bike. Our proposal was approved so the process has begun.

This is a tall order, especially on a major street such as Figueroa, with its six or seven lanes of traffic and the many businesses and institutions lining both sides of the street. The first step is to come up with a set of designs that move us toward the goals identified above. We are working with a talented group of consultants who specialize in these sorts of projects. They are making initial proposals, listening to the reaction of property and business owners and residents, and adapting their proposals to meet our concerns.

Attempts to calm traffic and improve pedestrian amenities – including fewer lanes of traffic, landscaped medians, and wider sidewalks – may sometimes collide with the need for a business to ensure that customers can drive to and from the business. That's why we want to make sure that all our members are able to weigh in on these proposals. To that end, our Community Ambassadors distributed a memo to all business owners informing them of the public meetings and encouraging them to get involved. It's our Corridor and our future. Let's take advantage of the new initiatives and make the most of them.

Darryl Holter

Chair, Board of Directors
Figueroa Corridor Partnership

NATURAL HISTORY MUSEUM CONTINUED

In fact, there will be an actual bridge between the world and the entrance pavilion. Its pilings are already starting to rise from the fenced-in expanse of dirt that is currently the museum's front yard. As the 60-foot-high pavilion goes up, 3.5 acres of park-like "urban wilderness," intended to serve as a "living laboratory" of L.A.'s plants, insects, birds and small animals, will take shape directly outside, along with a landscaped amphitheater.

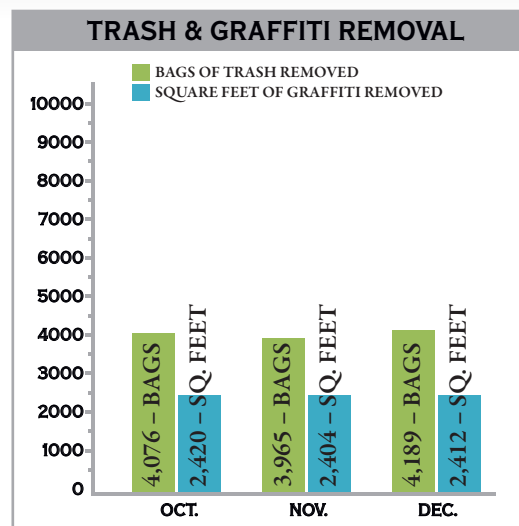
Except for the four years when the 1913 building was being renovated, the fin whale has been on continuous display since 1944. That's when curators finished studying and preparing the creature acquired from a Humboldt County whaling concern in 1926. It currently hangs as the sole occupant of a long, dramatically-lit gallery that's been dubbed the "fin whale passage," leading from the museum's central indoor plaza to the rotunda. When the whale assumes its new position as the museum's frontispiece, the "passage" will

become a gallery devoted to Los Angeles history and nature.

The benefits of having a well-known identifying symbol or trademark attraction are well known to leaders of the Natural History Museum. While the main museum in Exposition Park draws 73% of its attendance from within Los Angeles County — many of them schoolchildren — its sister institution, the much smaller and narrowly focused Page Museum at the La Brea Tar Pits, nearly reverses that equation, drawing 63% of its visitors from outside the county. That can be partly explained by the fact that the tar pits are internationally renowned as the world's most bountiful source of fossilized bones from the Ice Age. Pisano hopes that with new mammal and dinosaur halls, striking new natural grounds and a whale-under-glass, the Exposition Park flagship building will join visitors' list of must-see attractions.

We are updating our files and need email addresses for property owners. Please send your contact info with email address to katie@urbanplaceconsulting.com

4TH QUARTER CLEAN TEAM STATISTICS



MOUNT ST. MARY'S AWARDED GRANT

The U.S. Department of Education has awarded a \$3.1 million grant to Mount St. Mary's College to help improve graduation rates among its students, particularly Hispanic and low-income students. The new grant is the fifth Title V federal grant that the College has received in the past decade.

The grant, which will be disbursed to MSMC over the next five years, will also be used to equip the College with cutting-edge technology. The technology upgrade will give both students and faculty access to a series of advanced software programs, including Graphical Information Systems, a revolutionary tool that analyzes demographic and statistical data.

"This grant will help us strengthen our undergrads academically while providing computer upgrades to our students and staff," says Larry Smith, vice president of the Mount's Information Support and Enrollment Management, who led the grant's application process. "I'm excited about this grant because it will give our faculty greater resources to improve our curriculum."

As part of the funding initiative, the Mount will create iComunidad, a student support program to help first-year students clarify

academic and career goals, complete 24 units in two semesters, and improve engagement within the campus community. The funding initiative will also retrofit five studio classrooms to foster undergraduate research and introduce students to integrated technology. Additionally, the funding will equip faculty and staff with sophisticated desktop tools that allow them to better analyze curriculum and key indicators of student and institutional success.

Smith credits Mount President Jacqueline Powers Doud with spearheading efforts to enhance technology systems. "President Doud has led the vision for our College to incorporate innovative technologies in our student and faculty development," says Smith. "This grant is so valuable because it will create change in student engagement as well as our technology."

While all Mount students will benefit from the retention and technology programs that will be implemented, the grant was awarded in part because of the College's plan to directly serve underrepresented students. Currently, 42 percent of Mount baccalaureate students are Hispanic, 54 percent are low-income, and 54 percent are first-generation college students.

FREE BIRDS OPENS IN FIGUEROA CORRIDOR

By Rachel Bracker
Reprinted from Daily Trojan

The first Freebirds World Burrito restaurant in California, aside from the original location in Santa Barbara, opened this month, on the corner of Figueroa Street and Jefferson Boulevard, near University Gateway.

"Quite a while back, we started looking for California locations. One of the reasons we chose to come back to California is because the original Freebirds is at UCSB," said Jeff Carl, chief marketing officer for Tavistock Freebirds. "We asked, 'where would be a great site for that first return to California after being in Texas for 20 years,' and found this location to be a natural fit."

The restaurant held several kick-off events offering complimentary food and drinks to guests who made a \$5 donation. The donations benefitted The Art of Elysium and Union Rescue Mission, respectively.

"We've seen an interesting balance of students, faculty and community members, and also employees from businesses around here, such as the bank and the car dealership across the street," Carl said. "We're interested in serving the entire community."

This will be the first and only Freebirds to serve breakfast, including breakfast burritos, tacos, horchata, coffee and "crunchy tacos," which are rolled in crumbled tortillas.

Freebirds opens at 6:30 a.m. on weekdays and 10:30 a.m. on weekends. It closes at 10:30 p.m. Monday through Wednesday, 1:30 a.m. Thursday through Saturday and 9:30 p.m. on Sunday.

The Figueroa Corridor Partnership BID has partnered with TruGreen LandCare to offer tree trimming services. The district wide pricing below applies only to street trees.

Pricing for Palms:

Tall- \$125

Medium- \$100

Small- \$50

Pricing for all other trees:

Large- \$225

Medium- \$175

Small- \$125

***All prices include city permits**

If you are interested in trimming your street tree(s) please call Hector Garcia of TruGreen LandCare at 818.402.7448. Be sure to mention Figueroa Corridor BID pricing when calling

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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.



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INSIDE:

- Natural History Museum Renovation
- Mount St. Mary's Awarded Grant