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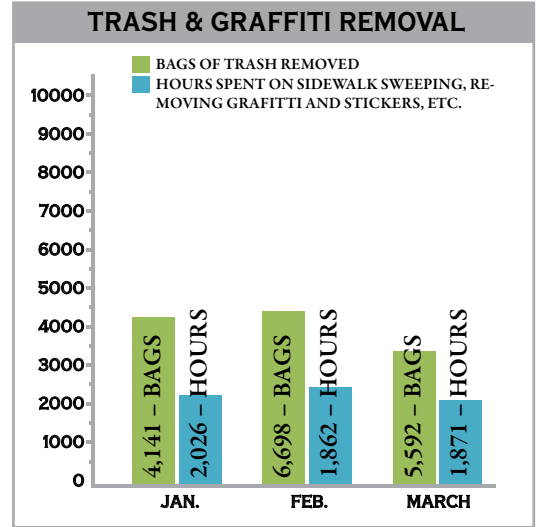
Executive Director

#### Aaron Aulenta

#### Katie Gibson

Staff

## 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:

- New Mercedes Benz Dealership
- Bike Share
- Mercado La Paloma

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# Discover The Difference

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BUSINESS IMPROVEMENT DISTRICT

**SPRING 2015**

## MERCEDES BENZ

It's not only housing complexes and restaurants that are opening or being upgraded in Downtown: The Downtown L.A. Auto Group has completed a \$30 million renovation of its flagship dealership, Downtown L.A. Motors, Mercedes-Benz. The showroom at 1801 S. Figueroa St. has been expanded from 15,000 to 25,000 square feet and features all new furniture and

fixtures, said Darryl Holter, CEO of the company. The project, he said, underscores the group's desire to stay in the community when so many other dealerships have fled to the suburbs. "It shows the kind of commitment we have to maintain the traditional character of the Figueroa Corridor," he said.

The work at the Mercedes dealership continues: Holter said a new service facility with 70 bays and a parking structure will be completed by July 2015.

## METRO MOVES FORWARD ON COUNTY BIKE SHARE PROGRAM

In April 2013, the City of Los Angeles approved a permitting process that would allow a company from Irvine to install and operate a citywide bike-sharing system, with up to 400 rental stations across Los Angeles and 125 in Downtown. The plan, however, soon fell apart.

The pilot program would feature 65 stations, with a total of 1,000 bicycles, placed throughout Downtown. Initial plans call for stations in the Civic Center, at the Music Center, and at multiple locations in the Financial District, the Historic Core, Little Tokyo and the Arts District. Bike stations would also come to the Figueroa Corridor

and around the University of Southern California.

The plan, however, has limitations. The initial proposal would not put bike stations in Skid Row, the Fashion District, Chinatown and City West, according to the Metro bid solicitation, also known as a request for proposal, or RFP.

If successful, the pilot program could be expanded to nearby cities such as Pasadena and West Hollywood. Ultimately, Metro said the system could grow to more than 250 stations and 3,800 bicycles.

At this point, the two-year Downtown pilot program is fully funded; last July, Metro allocated \$3.8 million through its ExpressLanes toll system to be used for bike sharing in Downtown.

The funding picture for a full regional bike share program, however, remains unclear.

The overall system requires that host cities split costs 50-50 with Metro, according to the RFP. That could prove a challenge for other municipalities and slow its expansion.

## MERCADO LA PALOMA

It's been 14 years since Mercado La Paloma opened in the Figueroa Corridor, creating a vibrant marketplace and cultural mecca offering authentic cuisines from Mexico, the Yucatan Peninsula, Thailand, Ethiopia, American-inspired vegan dishes and more. The project involved the renovation of a garment factory by Esperanza Community Housing, a nonprofit with just the right amount of vision and determination needed to oversee the transformation. Today, the Mercado

has evolved into a thriving, community revitalization dream project with food, plenty of shopping, cultural events and even meeting space for workshops, dance, musical performances and gatherings. Every dollar spent at La Paloma assists the growth of the Mercado, including giving new business owners the help needed to get their projects, restaurants and shops off the ground. In addition to the plethora of regionally inspired foods to sample, visitors can also purchase clothing, handicrafts

and folk art from Oaxaca, Peru and the Yucatan, among others. Eat. Shop. Give Back. Everyone wins.

Mercado La Paloma is at 3655 S. Grand Ave. Call (213) 748-1963. Open daily from 8 a.m.-10 p.m. (restaurant times vary). Located conveniently by public transportation. Parking is validated.

Visit [mercadolapaloma.com](http://mercadolapaloma.com).