



Little Tokyo Business Bulletin

Spring 2006 / Volume 1 Issue No. 6

A publication of the Little Tokyo Business Association, managers of the Little Tokyo Business Improvement District (BID)

Proposed New Assessments

SEE PAGE 2

Don't Dump Trash

Merchants who dump trash on sidewalks, curbs, in alley ways and other public areas will be cited by the police and could be arrested, warns Los Angeles Police Department Capt. Andrew Smith, Central Division.

Trash on our streets is not only unsightly and unsanitary, it's also in violation of the Los Angeles Municipal Code and subject to criminal prosecution.

Pay Assessments On Time

Little Tokyo's reputation as a great place to live, to dine, to shop, and enjoy entertainment is growing. Providing daily security patrols, maintenance, and marketing are essential to keeping our neighborhood vibrant and appealing.

Your assessment dollars help keep BID programs going strong. Please pay assessments on time and avoid penalties.

Your support is appreciated.

Podcast Tours Coming Soon

Tours of Little Tokyo and other Downtown Los Angeles areas will soon be available via cell phones and iPods thanks to a program initiated by the Confederation of Downtown Associations in cooperation with local BIDs. The Podcasts are part of the Wayfinding program that has installed signage in and around Little Tokyo.



June Kuramoto (left) performs with Hiroshima at a BID-sponsored concert at JACCC. Right: A guitarist rocks with Latin Jazz ensemble Nation of Azatlan during Weller Court appearance.

2005 in Review: BID Programs Get into Gear

Merchants, residents, and workers in Little Tokyo said they wanted a daytime patrol, so with a \$70,000 block grant from the Community Redevelopment Agency, the BID safety patrol was increased from 8 to 16 hours in February.

The expanded patrol is just one of the ways in which the BID, formed in 2003 and one of 32 BIDs operating throughout Los Angeles, works to enhance daily life in Little Tokyo.

In addition to interfacing regularly with the City Clerk's office, the BID has embarked on a multi-faceted marketing program that includes sponsoring free summer concerts and reaching out to newspaper and magazine writers, TV and radio reporters to inform them of Little Tokyo's many attributes. Among these are its 70 restaurants, gift and

specialty shops, travel agencies, professional services, and other businesses

The BID's Marketing Task Force was composed of representatives from the Japanese Cultural and Community Center, Japanese American National Museum, East West Players, Weller Court, Go For Broke National Education Center, the Museum of Contemporary Art, New Otani Hotel, Miyako Hotel, and the Little Tokyo Community Council.

BID leaders also stay abreast of local government issues and actions that may affect local business, such as land use and zoning in the Downtown area.

Upcoming events include the annual Hanamatsuri Cleanup on April 1 and Holiday on Rice food fair June 18. A complete list of the BID's 2005 activities can be found on Page 3.

Attention Business Owners: Promotional Opportunity

Here's a great way to introduce your product or service to the new residents. With the cooperation of the Little Tokyo Residents Association, Pulte Homes, Related Companies, Intracorp, and others, the BID is distributing welcome bags to those who will be Little Tokyo their home.

Those who wish to include small promotional items, discount coupons, brochures, etc. in the welcome bags should contact Ellen Endo at (213) 629-2231 ext. 125 for details

リトル東京ビジネス改善区域 (LTBID) 事業
2006年会計年度の更新事項

2006年度予算のゴール

予算案総額	250,000.00ドル
マイナス分：市の運営費 (6%)	<u>(15,000.00ドル)</u>

LTBID事業に使用可能な予算の総額 235,500.00ドル

2006年度プログラムのゴールと予算内訳

プロによる治安維持	156,000.00ドル	66.24%
道路の管理	30,000.00ドル	12.74%
マーケティングと広報	41,000.00ドル	17.41%
運営費	<u>8,500.00ドル</u>	<u>3.61%</u>

2006年度予算案の総額 235,500.00ドル 100.00%

プロによる治安維持：2人組の警備員が自転車で、毎日16時間ずつ週7日、改善区域内をパトロールする。

道路の管理：歩道を含む道路の清掃を毎週1回行う。

マーケティングと広報：「リトル東京ライブ」を引き続き実施。

運営費：予想される支出は、リトル東京ビジネス組合が運営するウェブサイト (www.visitlittletokyo.com) にあるLTBIDのページ「BID広報紙」の維持費など。

▽税金の割当案 (レギュラー・メンバー)

1年間の総売上	2006年度BID納税額
\$0-\$50,000	\$200.00
\$50,001-\$200,000	\$425.00
\$200,001-\$400,000	\$780.00
\$400,001-\$600,000	\$1,115.00
\$600,001-\$800,000	\$1,460.00
\$800,001-\$1,000,000	\$1,825.00
\$1,000,001以上	\$3,000.00

▽税金の割当案 (非営利団体)

1年間の収入	2006年度BID納税額
\$0-\$50,000	\$75.00
\$50,001-\$400,000	\$150.00
\$400,001-\$600,000	\$300.00
\$600,001-\$800,000	\$450.00
\$800,001-\$1,000,000	\$600.00
\$1,000,000以上	\$750.00

Proposed 2006 Assessments

Attention: ALL B.I.D. MEMBERS

The 2006 Budget Goal proposed for 2006-7 is \$250,000. The City Clerk administrative fee is 6% (\$15,000) and leaves a total of \$235,500 potentially available for program implementation for the Little Tokyo B.I.D.'s 2006 fiscal year.

The following proposed budget and assessments anticipate maintaining our bicycle patrol at current levels 16 hours per day seven days a week. Street maintenance, marketing and promotion, and B.I.D. management and administration would also be consistent with current levels.

Proposed 2006 Budget

Security	\$156,000 (66.24%)
Maintenance	\$30,000 (12.74%)
Marketing	\$41,000 (17.41%)
Administration	\$8,500 (3.61%)
Total:	\$235,500 (100%)

Proposed Assessment Formula (Regular Members)

ANNUAL GROSS RECEIPTS	
\$0-\$50,000	\$200
\$50,001-200,000	\$425
\$200,001-\$400,000	\$780
\$400,001-\$600,000	\$1,115
\$600,001-\$800,000	\$1,460
\$800,001-\$1,000,000	\$1,825
\$1,000,001 & above	\$3,000

Proposed Assessment Formula (Non-Profit Organizations)

ANNUAL GROSS RELATED & UNRELATED EXEMPT FUNCTION INCOME	
\$0-\$50,000	\$75
\$50,001-\$400,000	\$150
\$400,001-\$600,000	\$300
\$600,001-\$800,000	\$450
\$800,001-\$1,000,000	\$600
\$1,000,001 & above	\$750

Little Tokyo B.I.D. 2005 Summary of Activities

- 1) Coordinated design and installation of new banners for Japanese Village Plaza
- 2) Increased two-man bicycle patrol from eight (8) hours per day, seven (7) days a week, to sixteen (16) hours per day.
- 3) Instituted weekly (Saturday morning) cleanup by Volunteer Center of Los Angeles and arranged for professional service to pick up trash.
- 4) Distributed new residents' "welcome bags" containing information and gifts from local businesses and organizations.
- 5) Submitted quarterly reports (per contract) to City Clerk's office.
- 6) Received Special Award from LAPD Central Division during BID Appreciation Day (the only BID in the downtown area to be so recognized).
- 7) Produced five summer promotional events: Little Tokyo Live '05!
- 8) Supervised creation and distribution of marketing materials for Little Tokyo Live! events.
- 9) Arranged for Church Leaders' Informational Meeting to discuss recent rash of church break-ins with Marta Aguiano, Asst. Field Director, Council District 9, LAPD Senior Lead Officer Tim Nambu and Detective Natalie Whitenson.
- 10) Administered the Downtown L.A. Wayfinding signage program for Little Tokyo and participated in the publicity efforts.
- 11) Participated in Confederation of Downtown Associations' marketing program and interfaced with BIDs in Toy District, Fashion District, Chinatown, North Hollywood, Studio City, and Wilshire Center.
- 12) Created and distributed Little Tokyo press kits to print and electronic media.
- 13) Printed and distributed Reference Guide of important phone numbers, such as BID patrol direct line, graffiti abatement, abandoned car removal, terrorist hotline, pothole repairs.
- 14) Participated in weekly crime control meetings with LAPD Central Division.
- 15) Participated in quarterly Senior Lead Officer summit meetings with LAPD.
- 16) Donated five digital cameras for use in criminal investigations and to record evidence collected by LAPD Central Division.
- 17) Helped coordinate Asian/Pacific Islander Police Advisory Council community outreach and summit meetings.
- 18) Provided police with Japanese interpreter during hospital visits with victim of carjacking in front of Akimoto Chiropractic Clinic.
- 19) Maintained "BID" section of LTBA's "visitlittletokyo.com" website.
- 20) Published and distributed BID newsletters.
- 21) Assisted with distribution of CRA-sponsored "visioning" workshop flyers for Little Tokyo at Centenary Methodist Church.
- 22) Coordinated demonstration and test of new parking meter system with Parkeon, City of Los Angeles, and U.S. Department of Transportation.

CALENDAR OF EVENTS

Now thru 5/17 (daily except Mon) – "Isamu Noguchi: Sculptural Design," an exhibition featuring 75 pieces by sculptor Isamu Noguchi (1905-1988) at the Japanese American National Museum (JANM), from 10 a.m.-5 p.m. Open until 8 p.m. on Thursdays. Call (213) 625-0414 for details.

Saturdays – Arts District/Little Tokyo Farmers Market, Weller Court, Onizuka St. between 1st and 2nd Sts., 10 a.m.-3 p.m.

4/1 (Sat) – Hanamatsuri Little Tokyo Clean-up Day, from 9 a.m. Volunteers should meet at Higashi Honganji Buddhist Temple, 505 E. 3rd St. Co-sponsored by the Buddhist Federation and Little Tokyo Business Association. Call (213) 626-4200 for details.

4/1-2 (Sat/Sun) – Pasadena Cherry Blossom Festival at the Rose Bowl, from 10 a.m. Entertainment, historic pavilion, martial arts, crafts, vendors, fashion show.

4/8 (Sat) – Hanamatsuri Commemorative Panel Discussion celebrating Buddha's birth at Higashi Honganji Buddhist Temple, 505 E. 3rd St. Featured will be Dr. Franz Metcalf, Dr. James Fredericks, Rev. Kusala, Rev. Wendy Egyoku Nakao, and Rev. Tetsuo Unno. Call for details (213) 626-4200.

4/10 (Mon) – East West Players presents their 40th anniversary Visionary Awards Dinner and Silent Auction Spectacular at the Hilton Universal City, 555 Universal Hollywood Dr., from 6 p.m. Tickets starting at \$175 each. Call (213) 625-7000.

4/16 (Sun) – Aurora Foundation presents a benefit film screening, Goya Champuru, at the Aratani/Japan America Theater, 244 S. San Pedro St., Little Tokyo, 1 p.m. Admission \$10.

4/22-23 (Sat/Sun) – Ninth Annual Monterey Park Cherry Blossom Festival at Barnes Park, 350 S. McPherrin Ave., Monterey Park, from 11 a.m.-7:30 p.m. Saturday, and from 11 a.m.-6 p.m. on Sunday. Asian food, games, crafts, entertainment. Free admission.

5/13 (Sat) – Children's Day celebration at the Japanese American Cultural and Community Center, Noguchi Plaza, 244 S. San Pedro St., from 10 a.m.

6/3 (Sat) – Family Day commemorates the 7th anniversary of the Go For Broke Monument in Little Tokyo and supports the planned Go For Broke National Education Center. Events from 10 a.m.

6/18 (Sat) – "Holiday on Rice" Food Fair presented by LTBA and Japanese Restaurant Association at the Japanese American Cultural and Community Center (JACCC), 244 S. San Pedro St., Little Tokyo, from 10 a.m. – 5 p.m. Featuring sushi pavilion, continuous entertainment, crafts, and prizes.

BID Roster Increases 18 Per Cent

City Clerk Steps Up Collection of Delinquent Assessments

Stakeholders in the Little Tokyo BID increased from 470 to 570 in 2005-6, or about 18 per cent over the previous year, according to the City Clerk's office, which administers the BID Assessment program.

Several new businesses have moved into the area recently. Among them are

California Floral Company, Comida Cubana Restaurant, Wireless Direct, Little Tokyo Color and Copy, Aihara Insurance, and others. The increase is attributed mainly to efforts by the City Clerk to identify new businesses as well as merchants previously overlooked.

244 S. San Pedro Street
Suite 303
Los Angeles, CA 90012

Phone:
(213) 620-0570

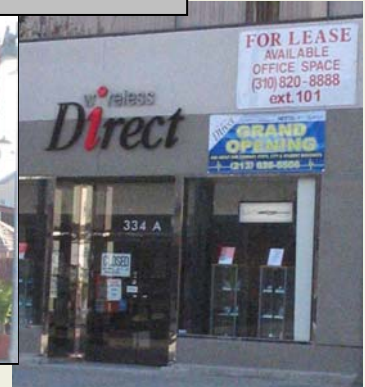
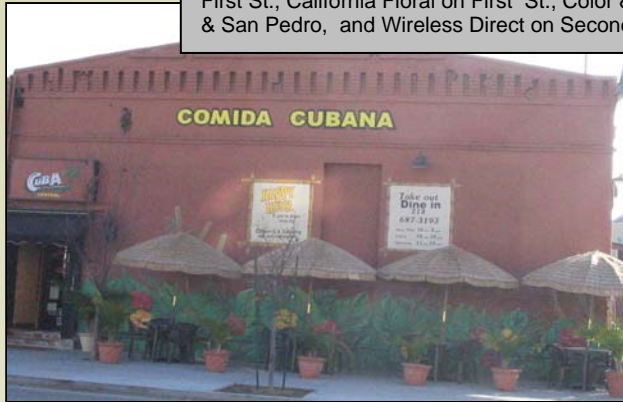
Fax:
(213) 625-0943

E-Mail:
www.visitlittletokyo.com

Little Tokyo BID Patrol
Help Line
9a.m.-midnight
(213) 500-4326



Clockwise: Comida Cubana Restaurant on Alameda near First St., California Floral on First St., Color & Copy on First & San Pedro, and Wireless Direct on Second St.



Little Tokyo BID
244 S. San Pedro Street
Suite 303
Los Angeles, CA 90012

