

SAN PEDRO HISTORIC WATERFRONT BUSINESS IMPROVEMENT DISTRICT (PBID)

QUARTERLY NEWSLETTER

OCTOBER 2010

WELCOME

Welcome to the current issue of your San Pedro Historical Waterfront Business Improvement District (PBID) newsletter.

This newsletter is designed to provide our stakeholders and other interested persons with information about activities conducted by the PBID.

This issue is being sent by regular mail as property owner information provided by the Los Angeles County Assessor's Office does not contain email addresses.

We intend to send future newsletters by email. **Please send your email address to info@sanpedroBID.com to join our mailing list.**



CRUISE SHIPS RETURN TO SAN PEDRO



October marks the month that cruise ships migrate from their Alaskan itineraries to the Port of Los Angeles for the winter and spring months. During the next six months over 100 cruise ships will the port.

PBID Board of Directors

President

Eric Eisenberg
The Renaissance Group

Vice President / Secretary

Jayne Wilson
Spirit Cruises

Treasurer

Alan Johnson
Jerico Development

Anthony Bilas
Property Owner

Lauren Cohen
Galaxy Commercial Holdings

Gary Larson
The Arcade Building

David Mathewson
Port of Los Angeles

B. Bennett Schirmer
Rainbow Services

Morris Warschaw
Property Owner

To learn more about your PBID visit our website – www.sanpedroBID.com .

PBID NEEDS YOUR EMAIL ADDRESS

The PBID needs your email address to send future newsletters, general election information, meeting dates and more.

Please take a minute and send your email contact information to info@sanpedroBID.com.

BRANDING OUR COMMUNITY



October marks the beginning of the PBID's branding program. Over the next four months the PBID working in conjunction with ArnettMuldrow, a nationally recognized branding company, will unveil the branding program components. These components will include street pole banners, window graphics, marketing materials and much more.

In the initial phase of the branding process our branding company has met with numerous groups and individuals to hone their vision for our community.

PBID HOLIDAY MERCHANTS PROMOTION

The PBID will be producing and funding a Saturday afternoon holiday merchant promotion in November and December. All merchants within the PBID are encouraged to participate.

Participants will offer 20% discount Saturdays from noon to 4:00 PM.

The PBID will promote the event through the distribution of coupon books to selected zip codes, placement of banners on city streets and fliers in PBID businesses, restaurants and hotels.

Free transport will be offered on the Red Car and the Downtown Trolley on these Saturdays.

A 90 minute concert will be held at the corner of 6th and Mesa each Saturday in November and December.

DISNEY CRUISE LINES RETURNS TO THE PORT OF LOS ANGELES



The **Disney Wonder** will arrive in port on the 22nd of January 2011 and begin an eight month series of cruises to the Mexican Riviera.

The Wonder's 945 cast member crew will pamper 2,400 passengers on each of its voyages.

Guests will be immersed in the "Disney" cruise experience only a few miles from "*The Happiest Place on Earth.*"

DONATIONS AND SPONSORSHIPS

The PBID has been frequently asked to provide a donation or sponsorship for

local events. To provide an effective and equitable process the PBID has established guidelines for these events.

The PBID will consider providing sponsorships and/or donations for events and programs within the PBID district that directly benefit our stakeholders through the attraction and retention of visitors and participants in addition to those who normally conduct business with the PBID's stakeholders.

Applicants shall be non-profit groups producing an event(s) that will attract new revenue sources to the PBID District.

Applicants may apply up to twelve months in advance of the project for which the applicant is seeking support. Requests for support less than ninety (90) days in advance of the project will not be considered.

The PBID's Marketing Committee will accept and review all requests for sponsorships and donations. If approved by the Marketing Committee, the applicant's request will be placed on the agenda of the PBID's next regular Board of Directors' Meeting as an action item. The Directors will review the recommendation from the Marketing Committee.

The approval of all requests for financial support is subject to the availability of funds from the PBID operating budget as approved by the City of Los Angeles.

PBID CRUISE AMBASSADORS

The PBID is beginning an Ambassador Program inside the cruise terminals at Berths 91 and 93. The ambassadors will provide information, directions and concierge services for cruise passengers and crew that visit Los Angeles.

The ambassadors will be located at four kiosks inside the terminals.

PBID WORKING TO CREATE PROMOTIONAL VIDEOS

The PBID has contracted with Emmy Award winning producer Jack Baric, a San Pedro resident, to create a 10 - 12 minute tourism video and 2 commercials (30 and 60 second) that will be used to stimulate retail businesses and tourism. The videos will highlight the natural beauty of the San Pedro peninsula combined with our rich diverse heritage to attract new visitors to the area.

PBID BOARD OF DIRECTOR MEETINGS

Your PBID Board of Directors meets regularly to review PBID operations, plan future activities, accept reports from its contractors and to seek input from stakeholders and others. Meetings are usually held on the first Wednesday of each month at 9:00 AM in Room 452 in the Municipal Building (City Hall) at 638 S. Beacon St., San Pedro.

The meetings agenda is posted at this location and is also available at www.sanpedroBID.com.

PBID LIGHTS THE WARNER GRAND

The neon marquee of the Warner Grand Theater has been rebuilt thanks to a grant from the PBID Board of Directors. The work was completed prior to the theater's fall season.

The PBID invites you to join us at a reception on First Thursday, November 4th, to view the rehabilitated marquee. The reception will be held in the Arcade Building lobby directly across from the theater.

Also, that night the PBID will unveil a proposed street lighting enhancement project for the downtown area.

REAL ESTATE WEB PAGE



The PBID wants to help property owners market their real estate holdings. Whether you are looking for a retail tenant, condo lessee or wish to sell a property located within the PBID district, we want to help.

[Complete a Real Estate Opportunity Form which can be found at \[www.SanPedroBID.com\]\(http://www.SanPedroBID.com\) and Email it to \[realestate@sanpedroBID.com\]\(mailto:realestate@sanpedroBID.com\)](#)

Include you're a photo, contact number and [we will post your opportunity on our web site.](#)

FEATURED PBID CONTRACTOR

CLEAN SAN PEDRO



If you tour the streets and alleys of the PBID area, you will notice a marked decline in the accumulation of trash, discarded furniture and graffiti.

Thanks to the efforts of Clean San Pedro the alleys are cleaned on a scheduled basis and graffiti removed within hours after it has been observed.

Steve Kleinjan, founder of Clean San Pedro, and his crew have aided greatly to the visual revitalization of the entire community and enhanced the quality of life to its residents.

SAN PEDRO HISTORIC WATERFRONT BUSINESS IMPROVEMENT DISTRICT (PBID)

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PBID BOARD IN ACTION

Recent activities of your PBID include –

Commencement of the branding project

Downtown Trolley partnership with CRA and the Port of LA

Hosted 50 cruise travel professionals on a 2 hour harbor tour

Participated in the California Downtown Association Annual Meeting

Created Holiday Merchant Promo

RUBBER TIRE TROLLEY ROLLS INTO TOWN

The PBID is partnering with the Community Redevelopment Agency and the Port of Los Angeles to re-introduce a rubber tire trolley in the downtown, Ports O'Call and Cruise Terminal areas. We have selected Coach USA of Anaheim to be the operator. The free trolley service will operated three days per week for the next two years. Service is expected to be launched before the end of 2010.

FANFARE FOUNTAIN RETAIL KIOSKS AVAILABLE FROM PBID

The Port of Los Angeles has retail kiosks available for use at the Fanfare Fountain on the Waterfront Promenade. The PBID will manage the kiosks for POLA.

Priority will be given to
PBID stakeholders and
merchants. No food and
beverage sales are permitted.

Contact Steve Robbins at
310.832.2183 for details.

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