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NEWS RELEASE

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FOR IMMEDIATE RELEASE

**Councilmember José Huizar Announces
Executive Director for Bringing Back Broadway**

Jessica Wethington McLean tapped to head initiative

LOS ANGELES (July 8, 2008) – Councilmember José Huizar has appointed Jessica Wethington McLean as Executive Director of the Bringing Back Broadway initiative.

Wethington McLean has served as Director of Planning & Economic Development for the Councilmember since 2006 and has been his lead staff on the Bringing Back Broadway initiative from its conception. She was integrally involved with developing the fundamentals of the initiative along with Huizar and building consensus among property owners and city officials to support Huizar’s vision.

One of Huizar’s highest City Council priorities, Bringing Back Broadway has gained tremendous momentum since the January 2008 kickoff. Huizar says finding the right Executive Director was important for him, noting that Bringing Back Broadway is not a single-minded initiative – it combines urban planning and transportation policy, with historic preservation, cultural arts, entertainment, marketing and long-range economic development and revitalization efforts.

“I knew I needed an Executive Director I could trust – someone with drive and intelligence, who is organized and hardworking – but who also knows how to laugh in the midst of hard work and how to bring people together,” Huizar said.

“As I looked over submissions for the position, I soon realized the obvious choice was right under my nose,” Huizar said. “Jessica already lives and breathes Broadway. She has a passion for the initiative and the position is a nice blend of her background and expertise.”

Wethington McLean says she looks forward to working with the Councilmember, the City, the Bringing Back Broadway Trustees and the downtown community to help make a significant, sustainable revitalization of the Broadway corridor a reality.

“I’m truly honored,” Wethington McLean said. “Broadway is where our past meets our future in Los Angeles – where vaudeville stages and spectacular movie palaces anchor gorgeous architectural gems all along the street. Historic Broadway offers amazing cultural and economic revitalization potential in the midst of new development all around downtown.

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The Councilmember's vision for Bringing Back Broadway is very inspirational. This is a passion project – a once in a lifetime opportunity. I don't think there's a more exciting job in the city."

Bringing Back Broadway is a public-private partnership spearheaded by Councilmember Huizar with support from the Mayor's Office, City departments, Broadway property owners and downtown leadership. Bringing Back Broadway envisions historic Broadway as the link between the City's past and future. The revitalized Broadway corridor will serve as a hub for eclectic, multi-cultural entertainment, creative office and residential space and diverse retail options in the heart of the urban core. It will complement and connect new large-scale development projects, galleries, restaurants and cultural activities throughout downtown, while serving as a main artery for a revived downtown streetcar.

Public and private investment on and around Broadway is estimated to be more than \$130-million over the next five to eight years. This includes a new streetscape plan, adoption of urban design and historic lighting guidelines, development and implementation of an entertainment-oriented overlay zone and construction of a new mixed-use parking facility on the public side; theatre rehabilitation, increased programming, marketing and numerous commercial and adaptive re-use projects on the private side, and the development and construction of a modern downtown streetcar line which will require investment from both sectors.

The Executive Director position is a full-time senior staff position reporting directly to Councilmember Huizar. As Executive Director, Wethington McLean will oversee policies, projects and coordination necessary for the implementation of the Bringing Back Broadway vision. She will act as the liaison between the City and the community, and function as the link between the initiative's many moving parts and activities. On behalf of Huizar, she will lead the Board of Trustees, an active group of City General Managers, downtown leaders and property owners appointed by Huizar to develop and refine the strategic plan and move the initiative forward. The Board of Trustees includes numerous committees and active working groups with growing membership.

Before joining Huizar to supervise his district-wide planning and economic development efforts, Wethington McLean developed strong academic and professional credentials in cultural and performing arts and the entertainment industry, in addition to experience working with diverse groups in the community. She received a BFA in Electronic Media from the College-Conservatory of Music at the University of Cincinnati and an MFA in Film from the American Film Institute. Wethington McLean is a Cincinnati, OH native and moved to Los Angeles from New York, NY 13 years ago.

Tara Devine will join CD14 as Planning & Economic Development Director as Wethington McLean transitions to a full-time focus on Broadway. Devine currently serves as Director of Business & Government Affairs for the Central City East Association. She is a city hall veteran who served in the administrations of both Mayor Riordan and Mayor Hahn.

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