

The Grapevine

Volume I

The Official Newsletter of El Pueblo de Los Angeles Historical Monument

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FILMING POLICY

Filming is an important way to promote and financially support El Pueblo. In fact, commercial filming and photo shoots have grown over the last few years, becoming an important part of the department's budget and helping to pay for custodial, maintenance, and security costs.

Our goal is to ensure that we capture all opportunities to promote our area, but our effort must be balanced so as to avoid negatively impacting business activity, especially on Olvera Street. A small movie and photo shoot can attract a lot of people eager to see the activity. Unfortunately, these types of crowds often block access to shops and restaurants or otherwise impede business sales.

The Department is responsible for accommodating all commercial and non-commercial filming and photo shoots. If you have any questions or require coordination, please call or visit John Kopczynski (213) 485-8225 or Jessica Herrera (213) 485-1180 on the second floor of the Biscailuz Building and they will be happy to assist you in making sure that the event is a positive experience for everyone.

El Pueblo
de
Los Angeles

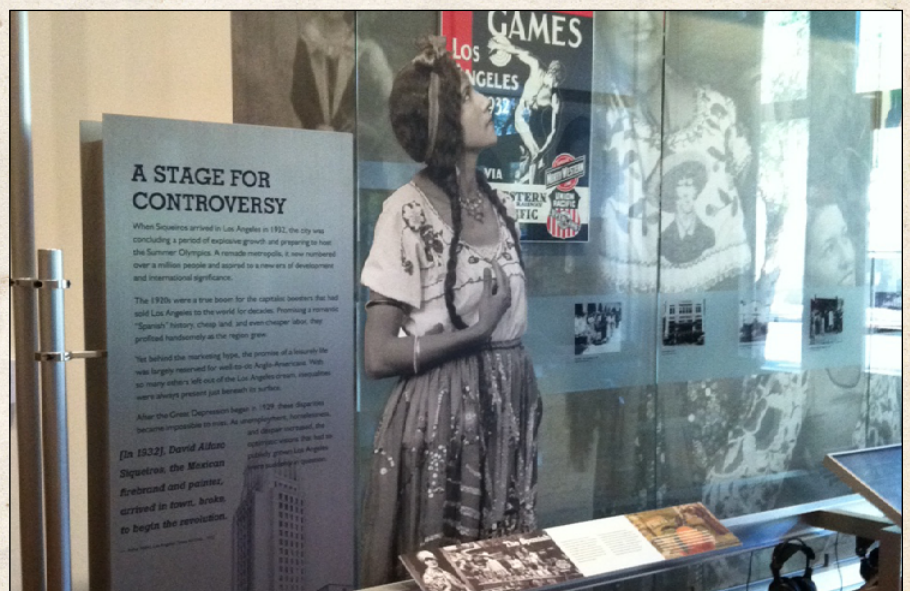
HAPPY NEW YEAR! GREAT SUCCESS IN 2013!

This note is to wish all of our colleagues and friends a healthy and successful new year. Please know that El Pueblo staff will be working hard this year to provide the best visitor experience possible. By working closely with our merchants, non-profit organizations, and other partners, we will improve our message to the public that El Pueblo is the best place in this city to eat, shop, and enjoy a cultural experience like no other.

IMPORTANT RECOGNITION FOR *AMÉRICA TROPICAL*

Christopher Knight, art critic for the *Los Angeles Times*, named the América Tropical Interpretive Center as one of the top 10 best art museum exhibitions he visited in Southern California during 2012 (The Year in Review: Art, Best of 2012, December 16, 2012).

In addition, the Downtown News recently named the preservation of *América Tropical* as a "Downtowners of Distinction Winner," qualifying for consideration for the top prize known as the Downtown Project of the Year. The top prize will be announced the evening of February 19, 2013.





DOWNTOWN DASH BUS SERVICE -THE B LINE

One of the most common questions that I hear from visitors is how to get to the major attractions around downtown Los Angeles. Thankfully, El Pueblo is located adjacent to one of the best local bus lines in the transit system! The B Line Dash stop is located on the corner of Alameda and Los Angeles Street and is accessible Monday through Friday from 5:50 am to 6:30 pm. Buses arrive every 8 minutes.

For fifty-cents, visitors can hit the following locations:

- Chinatown
- El Pueblo Historical Monument / Olvera Street
- Union Station
- City Hall / Grand Park
- Cathedral of Our Lady of Angels
- Music Center / Walt Disney Concert Hall
- Museum of Contemporary Art
- LA Central Library
- Macy's Plaza
- Jewelry District / Pershing Square

If you would like additional information concerning the city's Dash bus lines, visit: www.ladottransit.com/dash/.

NEW RESIDENTIAL DEVELOPMENT

The new Jia Apartments, a 280-unit, market-rate housing development, will be opening in 2013. The project is located on the corner of Cesar Chavez Avenue and Broadway, two short blocks from El Pueblo Historical Monument. This mixed-use project includes 17,000 square feet of retail space and could be a significant step in how people engage this part of town. At a minimum, the additional housing will increase after-hour activity in the area and improve the physical connection between El Pueblo and Chinatown. Just a note: Jia (家) means "home" in Chinese.

MERCHANT OFFICE HOURS

To increase the General Manager's availability to our merchant partners, we have standing office hours every Wednesday from 3 pm to 5 pm. Please call (213) 485-6855 or e-mail Linda Duran at Linda.Duran@lacity.org to make an appointment.

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General Manager

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