



WESTCHESTER TOWN CENTER News

FALL 2021

IMPORTANT INFORMATION



Information about LAWA projects, including the Landside Access Modernization Program can be found at: www.lawa.org/en/lawa-sustainability/projects



To contact the Office of L.A. City Councilman Mike Bonin, who represents the Westchester Town Center BID area, please call (310) 568-8772 or visit 11thdistrict.com



To contact the Westchester Streetscape Improvement Association please call (310) 225-7630 or visit

westchesterstreetscape.org

YOU ARE INVITED ...

The public is invited to attend WTC BID Board meetings, which are normally held at 10 am on the third Thursday of each month at Drollinger Properties, 8929 S. Sepulveda Blvd., Suite 130 in Westchester.

BID to Expand Security Ambassador Patrol

New Effort Will Make Westchester Town Center Safer and More Welcoming

The Westchester Town Center BID will soon expand its successful Security Ambassador Patrol program, increasing its hours of operation from 8 hours per day to 16 hours per day, seven days a week.

The move aims to make the BID area safer and more welcoming for everyone.

"From tenants and employees to visitors who aren't always sure where they are going, the Security Ambassador Patrol program has been very well-received," said BID Executive Director Don Duckworth. "Our Ambassadors are always there to help with whatever people need from giving directions to maintaining a safe environment for visitors and tenants."

A bicycle-riding Ambassador is always looking to assist patrons and employees in any way that enhances their comfort as they do their business. The Ambassador also serves as the "eyes and ears" for LAPD and has been able to summon their assistance as needed.

Several years ago, Ambassador Steve Rhodes even saved the life of a woman who had passed out in her car.

On her way to a dental appointment, the elderly Playa del Rey resident apparently passed-out, slumped over the steering wheel of her Buick Skylark in the Bank of America parking lot. By the time Rhodes rode up to investigate, the noonday sun had made the car a sweltering box, and Peggy Bierke was having trouble breathing.



"All the doors and windows were closed, so I began to rap on the window, but she didn't move at all," Rhodes said. "At first, I thought she was dead, but then I saw her taking some very shallow and labored breaths, and I knew we had to get her out of there."

Rhodes called 9-1-1 and Bierke recovered, but the incident made it clear how important the Ambassador program can be.

Karen Dial, President of the BID and Drollinger Properties, championed the program, which began in May, 2010 to provide an added level of safety and to help customers feel more comfortable when shopping in the area.

"It means that there is another set of eyes watching our business district," Duckworth said. "Steve is looking out for situations like this as well as other potential issues such as cleanup needs and lost shoppers – anything our Ambassador can do to help. We want him to take the initiative and do just that."

What Is the Westchester Town Center BID?

The mission of the WTC BID is to: proactively enhance the vitality of the business district, its stakeholders, and the community by providing an inviting environment; streetscape landscaping and beautification; marketing and promotions; new business attraction; and policy advocacy.

It is a property based District formed by a vote of the commercial property owners that assess themselves for its costs of operation. Some 129 properties are included, and it is one of about 45 other business improvement districts in Los Angeles. The WTC BID is managed by a non-profit corporation pursuant to its adopted Management District Plan and contract with the City. Its Board of Directors meets monthly and invites stakeholder participation.

Westchester Town Center BID Board of Directors

Karen Dial
Drollinger Properties | President

John Ruhlen
Ruhlen & Associates | Secretary

Miki Payne
Drollinger Properties | Treasurer

Jack Davis
RE/MAX Estate Properties

Marla Eisenberg
HHLA

Heather Lemmon
Westbluff Realty
and Property Management

Christopher H. Locke
HFH Ltd.

Lara Saab
CBRE, Inc.

Elizabeth Salazar
Equity Office Properties

Donald R. Duckworth
Executive Director

BID Board Welcomes New Members

Elizabeth Salazar and Marla Eisenberg Join the BID Board

The Westchester Town Center BID Board is proud to welcome its two newest members: Elizabeth Salazar of Equity Office Properties; and Marla Eisenberg of HHLA (the former Howard Hughes Center).

Elizabeth is the Senior Property Manager at Playa District LA, a 33-acre workplace destination developed by EQ Office and Powered by Industrious. The campus comprises six buildings and 1.4 million square feet of office space, including nearly 100,000 square feet of flexible workspace options.

Marla is the Specialty Leasing Director at HHLA, a 248,841-square foot retail entertainment community center with a distinctive outdoor-oriented design. One of the most recognizable retail assets in Southern



Elizabeth Salazar



Marla Eisenberg

California, the focal point of the complex is a centralized courtyard where consumers access a collection of shops and restaurants.

LAWA Launches “We Fly as One” Program

Los Angeles World Airports has announced the launch of the We Fly As One program, which offers a free, unique opportunity for local businesses to promote their

products and services by providing incentives to the more than 45,000 people who work at Los Angeles International Airport (LAX) and Van Nuys Airport (VNY).



We Fly As One is open to any business that is a member in good standing with its local Chamber of Commerce, Business Improvement District or Business Association, and serves the area surrounding LAX and/or VNY. Participating businesses upload their logo and website link, along with an exclusive offer for badged employees working LAWLA airports. Membership in the program is free and voluntary. Businesses can choose how long they wish to participate in the program.

“We are proud to be a partner with our good neighbor LAX,” said Karen Dial, owner of The Book Jewel. “We Fly As One is a great way for us to introduce our business to thousands of employees working at LAX, and we look forward to welcoming them to The Book Jewel and developing relationships with them that last a lifetime.”

Example offers for LAWLA badge holders include discounts from local businesses serving communities including Westchester, El Segundo, Inglewood, Winnetka, Culver City, North Hollywood and many more. The complete directory of businesses participating in the program can be viewed here.

Interested businesses can visit www.lawa.org/WeFlyAsOne to view program details, participating partners and promotions, and register at <http://lax.to/WeFlyAsOneRegister> if they are qualified.