

JULY 2002 downtown Scene

www.downtownlongbeach.org

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Downtown Long Beach to Come Alive with JetBlue's "Long Beach Live!" Street Festival on July 5-7

This "Summer's Biggest Party" in Downtown Long Beach will feature singing, dancing, juggling, prancing and, of course, eating, at JetBlue's "Long Beach Live! 'Summer in the City'" street festival on Independence Day weekend from Friday, July 5 through Sunday, July 7.

The festival grounds will cover Broadway from Pine Avenue to Linden Avenue, plus The Promenade from First to Third Streets. A variety of street performers, two outdoor stages, ten restaurant pavilions, and plenty of continuous activity will enthrall a crowd anticipated to top 25,000 over three days.

"It's a chance to experience the excitement of Downtown Long Beach over the July 4th weekend," noted Kraig Kojian, President & CEO of the Downtown Long Beach Associates, (DLBA), the non-profit organization that manages the Downtown business improvement districts and which is the catalyst for the program's development. "We'll have something for everyone, at a price everyone can afford."

Attractions will include headline performers such as the renowned reggae rhythms of Soul Shakedown, starring Big Mountain lead singer Quino, the "founding fathers and reigning kings of the neo-Swing Movement," the Royal Crown Revue, the blues-rock sensations the Rhythm Lords, the old-school disco tribute band Boogie Knights and the new Jazz Search



talent challenge, which will showcase jazz artistry on Sunday afternoon. Buskers will also entertain at both the Budweiser Stage at the Promenade Amphitheater and The Grove of Anaheim Stage, with

bucket drummer Geronimo, balloon sculptor Camden Toy and more than a dozen others. In addition, both stages in the popular Blue Café will be open to all festival attendees without cover charge for the three days of the event.

Foodies will also find their place in the sun in Downtown Long Beach, with showcase pavilions demonstrating and selling tastes of signature dishes from Southern California restaurant icons including

555 East, King's Fish House, Alegria, L'Opera, Madison, Mum's, Aioli, Buono's Authentic Pizzeria, Gary Arabia on The Lot, Coley's Caribbean-American Cuisine, Rick Royce's Premier BBQ, TNT Gourmet Sausages and Viva. TalkRadio 790 KABC's "The Restaurant Show" hosted by chef Mario Martinoli will be broadcast live from JetBlue's Long Beach Live! Chef's Pavilion on Saturday, July 6. Shamrock Shows' giant Century

Wheel—all 70 feet of it—will twirl in the middle of the event at Broadway and The Promenade, recalling the days of the famed Long Beach Pike, as well as giving riders an overview of the entire three-and-a-half acre festival site.

JetBlue's "Long Beach Live! 'Summer in the City'" program will open on Friday evening, July 5 and run from 5 p.m. to midnight, continue from noon to midnight on Saturday, July 6, and conclude on Sunday, July 7, from noon to 9 p.m.

Admission tickets are modestly priced at \$6 for adults and \$3 for seniors, students and children. Coupons offering \$1 off of the adult admission price will be widely available at participating restaurants, or by visiting www.downtownlongbeach.org.

JetBlue's Long Beach Live! is produced by Perelman, Pioneer & Company on behalf of the DLBA and is sponsored by JetBlue Airways, American Express, Anheuser-Busch, Arrowhead Mountain Spring Water, Camden Properties, City Place, the Grand Prix Association of Long Beach, The Grove of Anaheim, the Southern California Pepsi Bottling Company, the Long Beach Press-Telegram, TalkRadio 790 KABC Radio, KLON-FM 88.1, KCAL 9 Television, and the Office of Supervisor Don Knabe.

The DLBA is a non-profit organization operating on behalf of the property owners and tenants of the Business Improvement District. It is dedicated to the management, marketing, security, maintenance, advocacy, economic and community development of the assessment districts in cooperation with the City of Long Beach and the private sector.

For more information, please contact: Pat Harris, Perelman, Pioneer & Company, (213) 365-7965 or Darcy Driscoll, DLBA, (562) 436-4259.

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DLBA Brings Crowds Downtown

The First Annual JetBlue Airways' Long Beach Live! street festival has been made possible through the dedication and enthusiasm of the Downtown Long Beach Associates (DLBA), the non-profit organization operating on behalf of the 1,500 Downtown Long Beach tenants and property owners of the Business Improvement Districts. The DLBA is committed to the management, marketing, advocacy, security, maintenance, economic and community development of the assessment districts in cooperation with the City of Long Beach and the private sector.

A major component of managing the Business Improvement Districts

is building and maintaining strong advocacy and marketing programs that promote awareness and enhance the image of the Downtown. Since last year, a Special Events Task Force, made up of DLBA stakeholders, has been strategizing and planning details for major events aimed at drawing thousands of people into the Downtown Long Beach area so that people can experience first-hand the urban energy of this sophisticated waterfront destination.

Under the signature of Long Beach Live!, the major events planned for Downtown Long Beach are scheduled to take place annually every July and October. Combined with the other major special events that take place annu-

ally in Downtown Long Beach such as the Toyota Grand Prix of Long Beach and New Year's Eve on the Promenade, Downtown Long Beach endeavors to establish itself as a hub of year-round major special events activity.

"The programs associated with the DLBA continue to generate interest and produce solid benchmark data for our stakeholders, said Kraig Kojian, DLBA President & CEO. "We have always been committed to maintaining the best economical and physical environment for the business community, visitors and residents of our Downtown. Hosting special events is one way our community can celebrate and showcase all of its tremendous assets."



Don't Miss

Friday, July 5, 7:30 pm

Soul Shakedown, featuring Quino of Big Mountain, playing its American reggae sound including the Big Mountain top-10 hit "Baby, I Love Your Way" featured in the film "Reality Bites" (1994), in The Promenade Amphitheater.

Saturday, July 6, 7:30 pm

Royal Crown Revue, the self-proclaimed seven-piece "founding fathers and reigning kings of the neo-Swing Movement" offering a finely-tuned alchemy of jazz and jump from their 2001 release "Passport to Australia" on The Grove of Anaheim Stage.

Saturday, July 6, 9:00 pm

Rhythm Lords, featuring lead guitarist and vocalist Dale Peterson, playing a unique style of blues contrasted with harder rock sounds and a dancing rhythm, in The Promenade Amphitheater.

Saturday, July 6, 10:30 pm

Boogie Knights, the outrageous old-school disco tribute band. With platform shoes, polyester shirts and the frizzed-up retro look, it will turn The Grove of Anaheim Stage into a time warp, '70s style!

Sunday, July 7, 4:00 pm

Long Beach Jazz Search, a six-week jazz competition "On and Off Broadway" to find promising new artists, with the winner to play in the Long Beach Jazz Festival. Presented by the Los Angeles Urban League-Ron Brown Center of Long Beach.

Fast Facts

Dates and Times

Friday, July 5: 5 pm to midnight
Saturday, July 6: noon to midnight
Sunday, July 7: noon to 9 pm

Location

Downtown Long Beach on Broadway and The Promenade.

- **"West End":** on Broadway from Pine Avenue to Long Beach Boulevard plus The Promenade between First and Third Streets. Entrances at Broadway and Pine and Broadway and Long Beach Boulevard.
- **"East End":** on Broadway from Long Beach Boulevard to Linden Avenues (Long Beach Boulevard will remain open). Entrances at Broadway and Long Beach Boulevard and Broadway and Linden Avenue.

The total festival area comprises approximately 3 acres.

Displays and exhibits

Shamrock Shows' giant 70-foot-high Century Wheel, recalling the famous Long Beach Pike, set at Broadway and The Promenade.

Tickets

Long Beach Live! is a gated event with four entrances on Broadway: at Pine Avenue, Long Beach Boulevard (west side and east side) and Linden Avenue.

Ticket pricing

\$6 per day for adults, with \$1-off coupons widely available.
 \$3 for seniors, students and children under 12.

Production

Long Beach Live! is presented by the Downtown Long Beach Associates, a business improvement district serving 1,600 stakeholders in Downtown Long Beach. Production development and coordination is contracted to Perelman, Pioneer & Company: (213) 365-7965.

Sponsors

Long Beach Live! 'Summer in the City' is proudly sponsored by:

- Title sponsor JetBlue Airways
- American Express
- Anheuser Busch
- Arrowhead Mountain Spring Water
- Camden Properties
- City Place
- Grand Prix Association of Long Beach
- The Grove of Anaheim
- TalkRadio 790 KABC Radio
- KCAL 9 Television
- KLON FM 88.1 Radio
- Long Beach Press-Telegram
- Office of Supervisor Don Knabe
- Southern California Pepsi-Cola Bottling Company

Additional sponsors will be added prior to the show.

Long Beach Live! Restaurant Pavilions

Menu selections and pricing current at time of printing, but are subject to change.

Ailoi/Sixth Street Bistro

- Chocolate Souffle (\$5)
- Coconut Shrimp (\$3)
- Grilled Lamb Chop with Balsamic Reduction (\$3)
- Seafood Paella (\$3)

Alegria/L'Opera/The Madison

- Cocktail Camarones (\$3)
- Pollo en Molé (\$3)
- Lasagna al Forno (\$3)
- Melanzane Ripiene (\$2)
- Whole Roasted Leg of Free-Range Veal Sandwich, with Carmelized Onion, Mashed Potatoes and Au Jus (\$3)

A combination plate of any two of these items for only \$5.

Buono's Authentic Pizzerias

- Cheese Pizza (\$2)
- Eggplant Parmesan (\$4)
- Pepperoni Pizza (\$2)
- Pizza Giorgio, a Mediterranean vegetarian pizza masterpiece (\$2)

Coley's

- Jamaican Meat Patties (\$2)
- Jerk Chicken (\$3)
- Plantains & Steamed Vegetables (\$2)
- Rice & Beans (\$2)

Gary Arabia

Featured items to be announced

Mum's Restaurant

Featured items to be announced

Rick Royce

Featured items:

- Award-winning, Hickory-smoked Baby Back Pork Ribs (\$5)
- BBQ Baked Beans (\$1)
- Hickory-smoked BBQ Beef Tri-Tip Sandwich (\$4)
- Hickory-smoked BBQ Chicken (\$3)

TNT Gourmet Sausage Company

Featured items:

- Sausage on a Stick (\$3)
- Sausage Burrito (\$5)
- The Works Sandwich: any sausage link, grilled bell peppers and onions, potatoes and cheese (\$5)

Viva Restaurant

Featured items:

- Cuban Hamburger: ground beef mixed with exotic spices on a soft bun with pickle, tomato, lettuce and a mustard-mayo mix, plus fried potato sticks piled high!
- Fried Yuca Strips: crisp tropical fried Yuca with a Cayenne, salt and sugar dusting... great with your Cuban Hamburger!

555 East/ King's

- Mini Prime Rib Sandwich with Horseradish Cream (\$3)
- Shrimp Cocktail (\$3)
- Fresh shucked Oysters with Cocktail Sauce and fresh Horseradish (\$1)

Pavilion Restaurant Directory

555 East American Steakhouse

555 East Ocean Boulevard
 Long Beach 90802
 (562) 437-0626

Ailoi Restaurant and Tapas Bar

1261 Cabrillo Avenue
 Torrance 90501
 (310) 320-9300

Alegria Cocina Latina

115 Pine Avenue
 Long Beach 90802
 (562) 436-3388

Buono's Authentic Pizzerias

401 West Willow Street
 Long Beach
 (562) 595-6138

6176 Atlantic Avenue
 Long Beach
 (562) 422-9028

1432 South Gaffey Street
 San Pedro
 (310) 547-0655

Coley's Caribbean-American Cuisine

300 East Florence Avenue
 Inglewood 90301
 (310) 672-7474

Global Cuisine

by Gary Arabia on The Lot

1041 North Formosa Avenue
 West Hollywood 90046
 (323) 850-2600

King's Pine Avenue Fish House

"Welcome to the House that Seafood Built"
 100 West Broadway, at Pine
 Long Beach 90802
 (562) 432-PINE (7463)
 www.kingsseafood.com

L'Opera Ristorante

101 Pine Avenue
 Long Beach 90802
 (562) 491-0066

The Madison Restaurant & Bar

102 Pine Avenue
 Long Beach 90802
 (562) 628-8866

Mum's Restaurant

144 Pine Avenue
 Long Beach 90802
 (562) 437-7700
 www.mumsrestaurant.com

Rick Royce

Premier BBQ Catering

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 United States National Rib Cook-Off Champion
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Sixth Street Bistro

354 West Sixth Street
 San Pedro 90731
 (310) 521-8818

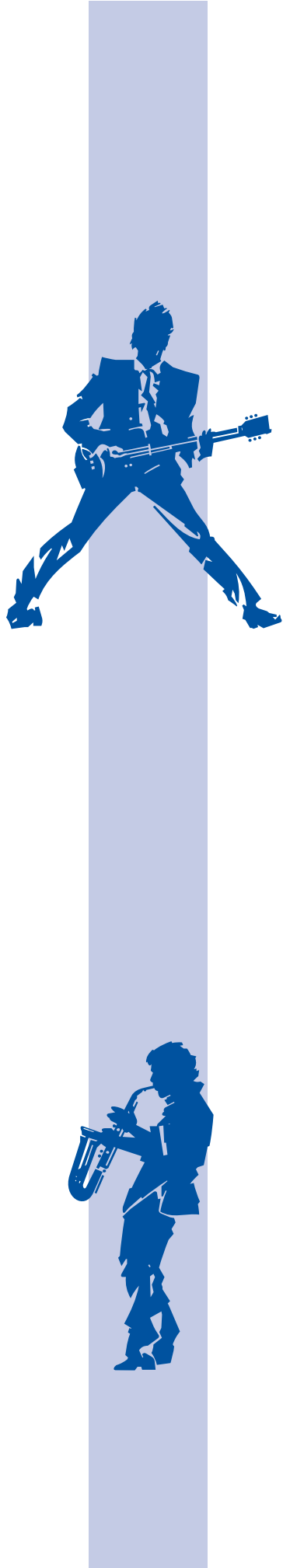
TNT Gourmet Sausage Company

(323) 816-4590
 Available "hot off the grill" every week at the Certified Farmer's Markets in Beverly Hills, Culver City, Hollywood, Santa Monica, Torrance and Westwood Village. Look for TNT Gourmet Sausages at all Bristol Farms markets.

Viva Restaurant

Museum of Latin American Art
 628 Alamitos Avenue
 Long Beach 90802
 (562) 435-4048

Performance Schedule



West End: Budweiser Stage on the Promenade

Day	Time	Performer
Friday, July 5	5:00-6:30 pm	Max Bangwell
Friday, July 5	7:30-9:00 pm	Soul Shakedown
Friday, July 5	10:15 pm-Midnight	The Tickets
Saturday, July 6	12:00-1:15 pm	Capital Pusher
Saturday, July 6	1:45-3:00 pm	Long Beach Concert Band
Saturday, July 6	4:15-5:00 pm	Jeffrey Daymont
Saturday, July 6	6:15-7:30 pm	2nd Street Drum Quartet
Saturday, July 6	9:00-10:15 pm	Rhythm Lords
Sunday, July 7	12:00-1:30 pm	L.A. Blues
Sunday, July 7	3:00-4:00 pm	Doc Anello
Sunday, July 7	7:00-8:00 pm	Greg Young & the 2nd Street Band



East End: The Grove of Anaheim Stage

Day	Time	Description
Friday, July 5	6:15-7:30 pm	Del Noah
Friday, July 5	9:00-10:15 pm	Stan DeWitt
Saturday, July 6	1:15-1:45 pm	Jeffrey Daymont
Saturday, July 6	3:00-4:15 pm	Angry Landlords
Saturday, July 6	5:00-6:15 pm	Freddie Brooks
Saturday, July 6	7:30-9:00 pm	Royal Crown Revue
Saturday, July 6	10:15 pm-Midnight	Boogie Nights
Sunday, July 7	1:30-3:00 pm	Char Wells
Sunday, July 7	4:00-7:00 pm	Jazz Search



East End: On Broadway (near Long Beach Blvd.)

Day	Time	Performer
Friday, July 5	5:00-6:30 pm	Kendenko Taiko
Friday, July 5	7:30-9:00 pm	Aggro Alliance
Saturday, July 6	12:00-1:15 pm	Joseph Derry
Saturday, July 6	1:15-1:45 pm	Joseph Derry
Saturday, July 6	1:45-3:00 pm	Koshin Taiko
Saturday, July 6	3:00-4:15 pm	Geronimo
Saturday, July 6	4:15-5:00 pm	Geronimo
Saturday, July 6	5:00-6:15 pm	Vamphear Circus
Saturday, July 6	6:15-7:30 pm	Samba LA
Saturday, July 6	7:30-9:00 pm	Vamphear Circus
Saturday, July 6	9:00-10:15 pm	Geronimo
Saturday, July 6	10:15 pm-Midnight	Jeffrey Daymont
Sunday, July 7	12:00-1:30 pm	Camden Toy
Sunday, July 7	1:30-3:00 pm	Camden Toy
Sunday, July 7	3:00-4:00 pm	Jiang
Sunday, July 7	4:00-7:00 pm	Camden Toy
Sunday, July 7	7:00-8:00 pm	Jiang



Chef's Pavilion Schedule

Day	Time	Description
Friday, July 5	6:30 pm	Todd Bowers, TNT Gourmet Sausage Company
Friday, July 5	8:00 pm	Michael Johnson, Viva Restaurant at the Museum of Latin American Art
Friday, July 5	9:00 pm	Ice-carving demonstration by master ice-carver Chef Giovanni Caporicci
Saturday, July 6	2:00 pm	Richard Mead, Sage Restaurant of Newport Beach
Saturday, July 6	4:00 pm	"The Restaurant Show" with Mario Martinoli on TalkRadio 790 KABC—Live!
Saturday, July 6	6:30 pm	Gary Arabia, Global Cuisine by Gary Arabia on the Lot
Saturday, July 6	8:00 pm	Dan Coley, Coley's Caribbean-American Cuisine
Saturday, July 6	9:30 pm	Ice-carving demonstration by master ice-carver Chef Giovanni Caporicci
Sunday, July 7	1:00 pm	To be announced
Sunday, July 7	2:30 pm	To be announced
Sunday, July 7	4:00 pm	To be announced
Sunday, July 7	5:30 pm	To be announced
Sunday, July 7	7:00 pm	Ice-carving demonstration by master ice-carver Chef Giovanni Caporicci



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