



LITTLE TOKYO

BUSINESS IMPROVEMENT DISTRICT

A COMMUNITY BENEFIT PROGRAM OF THE LITTLE TOKYO BUSINESS ASSOCIATION

HAPPY NEW YEAR 2024!



Message from LTBA President

Dear Friends,

2023 has been a challenging year for the Little Tokyo Business Association and for Little Tokyo as a whole. Our merchants, property owners, workers, and residents were called upon to adapt quickly to a post-pandemic environment, which presented its own set of challenges, but our collective commitment to a better Little Tokyo remained strong.



According to recent data, approximately 3.5 million people visited Little Tokyo between 2022-2023. However, on average, individual visitors come to Little Tokyo 2.5 times per year, bringing the total number of actual visits to 8.5 million. This represents an increase of 1 million visits over the 2021-2022 number (7.5 million), or about 12 percent. As it is likely that the number of visitors will continue to increase, LTBA will continue to monitor these numbers and related data to keep stakeholders informed.

Personally, I am humbled by the sense of community that I encounter every day. I am also grateful for our LTBA board members and the Little Tokyo Business Improvement District co-chairs and advisors, all of whom are volunteers. Working alongside the LTBA Foundation (dba

Little Tokyo Legacy Foundation), we continue to take on new programs and delve into the issues that we feel will have lasting impacts on our community. These issues include business assistance, clean and safe programs, cultural enrichment, community care for the unhoused, advocacy, and interface with government agencies and representatives.

I wish to thank everyone for their support and encouragement. Here's to a safe and prosperous 2024. Happy New Year!

David Ikegami



Ride Metro Free Until 2 a.m. Tonight

L.A. Metro is offering free bus and train rides on New Year's Eve along with free minutes on Metro Bike Share. Free Metro rides help to make the journey to loved ones much smoother during the holidays.

There will be free service on all Los Angeles County Metropolitan Transportation Authority (Metro) buses and rail lines on New Year's Eve. This is an annual Metro tradition where free rides are provided aims to help Angelenos reach their holiday destinations safely. That means no drunk driving, no parking fees, no traffic jams, no expensive Uber rides, and essentially free party buses.

On New Year's Eve, Saturday, December 31, 2023, no fares will be collected starting at 9 p.m. through Sunday, January 1, 2024, at 2 a.m. The normal weekend bus and train schedules will apply, and trains will run approximately every 20 minutes after 8 p.m., and the last trains will depart around midnight. All Metro Rail stations in the city with latched gates will be unlatched throughout the evening.



Japanese Chamber of Commerce of Southern California
Japanese Chamber of Commerce Foundation presents

JAPANESE *New Year* CELEBRATION

OSHOGATSU in LITTLE TOKYO

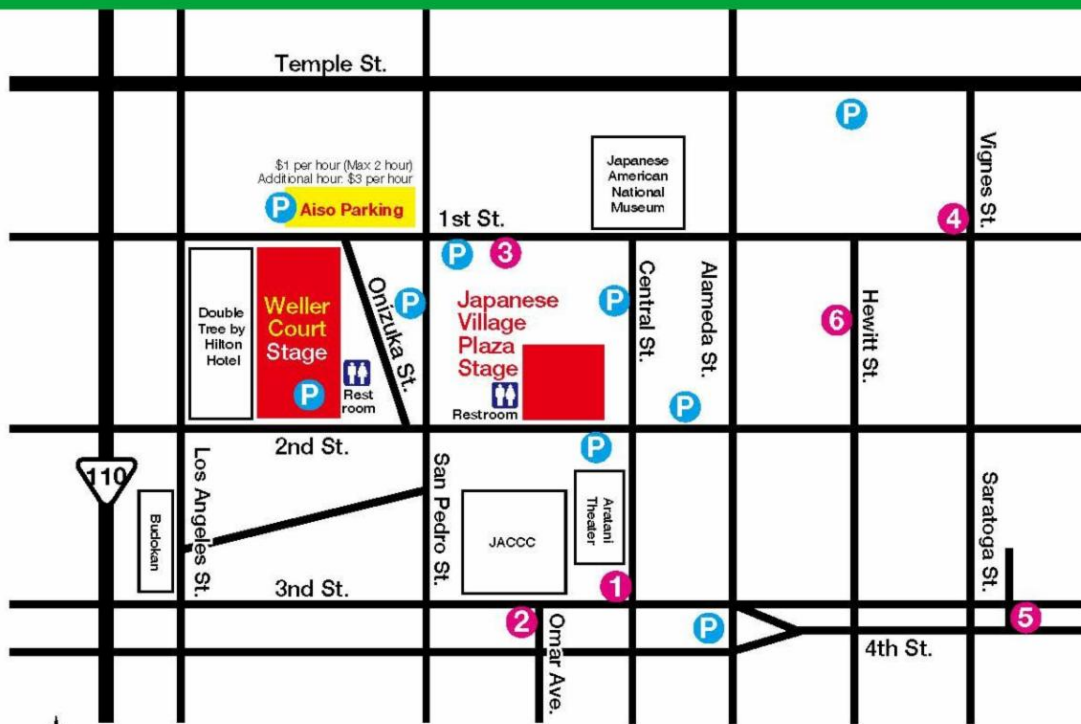
Monday, January 1, 2024



Dragon to Fire Up New Year's Day in Little Tokyo

New Year's Day is one of the most important holidays in Japan. It is a time for families, for reconnecting with friends, and for cleaning your home to allow joy to fill your space. On Monday morning, January 1, while America's eyes are on the Rose Parade in Pasadena, Little Tokyo will be preparing to welcome the **Year of Dragon** at the annual Oshogatsu (New Year's Day) Festival. An estimated 10,000 visitors, including families, are expected to come to Downtown L.A.'s 139-year old Japanese American community. Here are highlights:

- Opening ceremony and breaking of the sake barrel to kick off the festival.
- Delicious food specifically intended to bring good luck.
- Visits to one of the four Buddhist temples located in Little Tokyo.
- Enjoying free, continuous cultural entertainment, food, and gift items.



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|---|-----------------------------------|-----------|
| 1 Higashi Honganji Buddhist Temple | 4 Nishi Hongwanji Buddhist Temple | P Parking |
| 2 Jodoshu North America Buddhist Missions | 5 Nichiren Shu Buddhist Temple | |
| 3 Koyasan Buddhist Temple | 6 Zenshujii Soto Mission | |

Don't Miss These Other New Year Events



Japanese American National Museum

Sunday, January 7
11:00 AM – 5:00 PM

Welcome the Year of the Dragon with crafts, cultural activities, and performances. FREE ALL DAY!

- Traditional mochitsuki (Japanese rice pounding ritual) performance by Kodama Taiko
- Candy sculpture demonstrations by Shinobu "Shan the Candyman" Ichiyanagi



Japanese American Cultural & Community Center

Monday, January 1
2:00 PM - 2:30 PM

Where: Virtual - JACCC.org

The public is invited to join the 41st annual Kotohajime, a free virtual event celebrating the Year of the Dragon 2024 with the theme, "Hatsu-Akebono" (First Dawn).

© 1983, Hirokazu Kosaka, JACCC Master

- Interactive storytimes
- Souvenir photos by creative outlets
- Fun crafts and origami inspired by Oshogatsu and Year of the Dragon
- Scavenger hunt for prizes
- Exclusive benefits available to JANM Members

Full Schedule

Artist Residence, shot the first arrow of Kotohajime 弓道. The event has grown to become JACCC's signature New Year's celebration. The Dragon symbolizes power, nobleness, and honor.

This year, the program will also include a tea ceremony in fields full of poppy flowers at dawn with Kimono Organization Nadeshiko-kai and the Los Angeles Kyudo Kai, who are celebrating their 108th anniversary in Little Tokyo.

More Upcoming Events

STASH IT / DON'T FLASH IT

Avoid Car Break-ins Before They Happen

If you must leave valuables in your vehicle, put them in the trunk **BEFORE** you arrive at your destination. This will avoid the possibility of someone seeing you with your valuables and breaking into your trunk.

The Little Tokyo BID extends a big thank you to the Arts District L.A. BID for providing "Stash It / Don't Flash It" signs to remind motorists to remove (or at least hide) valuables from their cars.



How to File a Police Report

We all hope nothing bad ever happens, but if you are the victim of a crime, we encourage you to file a police report. [Click here](#) to learn how to report a crime online. You can report such crimes as hit-and-run, identity theft, harassing phone calls, theft from vehicle, vandalism, and illegal drug activity. For non-emergencies that require a police response, dial (877) 275-5273. In case of an emergency, dial 9-1-1.

Little Tokyo BID Safety Patrol
(213) 880-6875

For Graffiti Removal, Bulky Item Pickup and other City services
Dial 3-1-1 or Call (213) 473-3231

Little Tokyo BID Helpline
Phone (213) 880-6875 ~ board@visitlittletokyo.com

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