

OPENING REMARKS

Who's making a statement in L.A. business
Compiled by Tom Hicks

“The worst part was getting walked down to the plane by the guard. ... I had to fly for three hours with all of these people who thought I might have been a terrorist or something.”

Universal Filmed Entertainment Chairman **JEFF SHELL**, speaking to the Los Angeles Times, on being detained by Russian authorities and ejected from the country.



“This project could be at risk if weren't for the timing. We're ahead of the game. But if we weren't we could be at risk.”

LORRI JEAN, CEO of Los Angeles LGBT Center in Hollywood, on the proposed construction-restricting Neighborhood Integrity Initiative. (See page 15.)



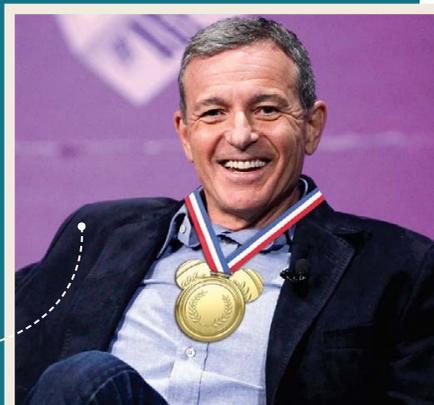
“I'm not Snapchat. I don't know what their strategy is. We've filed the lawsuit and we are proceeding as if we are going to court.”

Attorney **MARK GERAGOS** on his decency lawsuit against Snapchat. (See page 1.)



“I'm proud to support LA 2024's effort to bring the games back to Los Angeles and to reimagine them in ways that engage the global community, elevate the movement, and inspire a new generation.”

Walt Disney Co. CEO **BOB IGER** on serving as vice chair of the committee looking to land the Summer Olympics.



“If my child wants a toy, he doesn't want to wait 10 hours.”

Morningstar Inc. analyst **JAIME KATZ** on Mattel Inc.'s ThingMaker, a \$299 3-D home printer. (See page 8.)



A LOOK AHEAD

What's on the agenda for Los Angeles business in the coming week

DINING: Restaurant Week has goal to feed business for participating eateries.

By **DAINA BETH SOLOMON** Staff Reporter

Local eateries hope profits will be on the menu during Dine L.A. Restaurant Week, which helps restaurants entice customers with special menus that will take smaller bites out of their wallets.

Running through July 31, more than 300 eateries across Los Angeles will take part in the program organized by the **Los Angeles Tourism and Convention Board**.

“It helps drive the message that L.A. is an ultimate feeding mecca,” said **Stacey Sun**, director for Dine L.A. The event also helps boost spending across the market, from newcomers like **Broken Spanish** downtown to standbys like **Spago** of Beverly Hills.

“The amount of business that it drives in their restaurants in these 14 days makes a big impact on their bottom line,” Sun said.

Lunch meals cost \$15, \$20, and \$25 a person, with at least two courses. Dinners are set at \$29, \$39, and \$49 a person, offering at least three courses. High-end restaurants such as **Melisse** and **Providence** are jumping in with \$95 menus.

Chefs often create special dishes for the event and post their menus on Dine L.A.'s

website. Sun said some L.A. foodies create Google spreadsheets organizing all the options, or plan meetups with dates, old friends, and co-workers.

Dine L.A. first kicked off in 2008 and takes place in January and July – seasons that are typically slow for local restaurants. Consumers spent \$24 million during this January's Dine L.A., according to the convention board.

Chef **Susan Feniger**, co-owner of **Border Grill**, said the program gives customers extra reasons to book a table, driving business for an industry that runs on thin margins.

“In the restaurant industry, it's all about pennies,” she said. “Any opportunity to create an environment and experience that someone might not get every day, I think is beneficial. ... You want to offer an experience that's different from just going out to dinner.”

Feniger and Border Grill co-owner **Mary Sue Milliken** crafted several off-menu dishes for Dine L.A., partnering with the California Avocado Commission to highlight an ingredient that hits its prime in the summer.

Both the downtown and Santa Monica Border Grill locations will offer avocado-themed menus as part of the promotion, including toast topped with tequila-cured salmon and pork in avocado mole. The menus cost \$20 for lunch or \$29 for dinner.

“You could, if you wanted to, eat a whole avocado menu. Even for someone who's been here a bunch, that may be a cool thing



DAVID BECKER/GETTY IMAGES

Dishing It Out: Susan Feniger, left, and Mary Sue Milliken of the Border Grill.

to do,” Feniger said.

With these special menus, long-established restaurants such as Border Grill benefit by giving diners reasons to visit again, Feniger said. Newer eateries can

generate buzz and, hopefully, keep people coming back.

“It raises interest and attention. If you hit the right thing, more curiosity could come,” she said.