

**From:** [Central City Association](#)  
**To:** [Randall Tampa](#)  
**Subject:** A Letter from Carol E. Schatz  
**Date:** Friday, January 08, 2016 4:59:36 PM

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Dear CCA Member and Friend,

After more than 25 incredibly rewarding years at CCA, I've started a conversation with the officers about beginning a management transition.

There is no set timeline or deadline and I have not formally resigned at this time, but we are talking about giving up my President & CEO responsibilities by mid to late July, possibly having me take on a consulting role to assist the new CEO and all of you beyond that time.

This is not a retirement. The board of the Downtown Center Business Improvement District has agreed in principle for me to continue to serve as President & CEO, as I have since the DCBID was founded by CCA in 1998.

CCA is my baby and I want to make sure that there is an orderly transition of leadership, that the organization continues to prosper and that the next CEO can be as successful as possible.

CCA is stronger than ever. We have a terrific staff in place, a great board and officers and substantial financial reserves.

But, we are victims of our own success. CCA and the Downtown Center Business Improvement District (also my baby), have both grown enormously in scope and stature. The job of leading these organizations has become increasingly demanding. Over the next several years it will be even more so, at both CCA and DCBID.

I am extremely proud of the work we do at CCA and our many accomplishments. You only have to walk the streets of Downtown and see its new skyline to recognize the amazing impact we have had on this city and its economic vitality.

We transformed CCA into a world-class advocate not just for Downtown but for the business community in Los Angeles, and we are a force to be reckoned with.

I want to thank all of the CCA staff, members and supporters who contributed to our success along the way, and who will continue to do so.

Lastly, while there will be some changes in my responsibilities, there is one title I will never relinquish: I will always be the *Queen of Downtown*. Make no mistake about that!

Best regards,



Carol E. Schatz

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