

## Up Front



Brian Lee talks Jessica Alba, law, and driving clicks.  
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## News &amp; Analysis



Why the markets cheer Redstone's end game.  
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The future looks sunny for this tourism official.  
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## Downtown's Draw Reaches Out West

**REAL ESTATE:** Lower prices, big spaces spur local relocations.

By **DAINA BETH SOLOMON** Staff Reporter

Hip-hop mogul **Russell Simmons** toured local office spaces for nearly a year before picking a new spot for his online video network, **All Def Digital**, and deciding to leave tranquil Culver City for the urban vibe of downtown Los Angeles.

His company is following a steady stream of tenants migrating from the Westside over the past year, drawn by downtown's reasonable rates and larger spaces.

"Tenants are exploring other markets because they need bigger space, and it's always a price issue," said **Dan Gallup**, a **Cresa** principal who helped All Def nab an eight-year lease for 26,200 square feet across

from the Staples Center, nearly double its current size. "We looked all over the Westside, we looked everywhere. This building just seemed to be a good fit and the economics were a good fit, too."

Downtown's Class A rents run \$3.47 a square foot on average, compared with \$4.62 a square foot on the Westside, according to data from **Jones Lang LaSalle**.

But nonfinancial reasons were also at play. "They were trying to find a good cultural match for their brand," Gallup added.

The appeal of downtown's density – which makes walking a viable option – is being buttressed by the construction of a slew of luxury apartments, the opening of hip restaurants, and access from elsewhere via public transit.

"People are drawn by transportation options, the

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VIVIEN KILLILEA/GETTY IMAGES

**Cued Up:** Russell Simmons' All Def Digital is trading Culver City for downtown digs.



Recycling Stacks Up: Niki Okuk with Richard Carter at RCO Tires in Compton.

# Old Tires, New Spin

FRINGO H.W. CHIU/LAB

## RCO taps state money to roll out rubber items

By **OLGA GRIGORYANTS** Staff Reporter

**N**IKI Okuk likes to say she came back to Compton with a truck and a dream.

She was also armed with an MBA, a desire to make a mark in her hometown, and the wherewithal to take advantage of a state program offering grants and incentives to businesses that recycle old tires.

So in 2012, she and a partner formed **RCO Tires**, which recycled 300,000 tires last year and now employs 16.

"We're trash collectors," said Okuk, 31, its chief executive. That trash has turned into another

form of black gold, generating revenue of \$1.2 million.

RCO is among a number of recycling operations taking advantage of a California program that incentivizes recycling of tires into such things as traffic barriers and playground surfaces.

Money from the California Tire Recycling Management Fund, supported by a \$1.75 surcharge on every new tire sold in the state, pays for the program, which encourages companies such as RCO to collect used tires and recycle them. The program, first rolled out in 1989 when

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## Studio Has Skin In Game Movie

**FILM:** 'Warcraft' adaptation could reverse Universal slide.

By **KRISTIN MARGUERITE DOIDGE** Staff Reporter

**Universal Pictures** has made a big bet on its \$160 million "Warcraft" movie, which will open this Friday.

Based on **Activision Blizzard Inc.**'s "World of Warcraft," it seeks to buck the trend of box-office flops that have plagued video game-to-film adaptations in recent years.

Given the long lead time it takes to develop a movie version – in this case, it's been 10 years – the expectation that the original fans of the game will show up and buy tickets seems like a longshot.

"The remnant market for 'Warcraft' the game is aging," said **Jeff Watson**, interactive media and games professor at **USC's** School of Cinematic Arts.

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### SPECIAL REPORT TWENTY IN THEIR 20s



Starting with a \$5,000 loan from her grandma, **Katelyn O'Shaughnessy**, 29, launched a mobile app that's aiming to change the travel business. Check out her story and how 19 other local entrepreneurs, all still in their 20s, got their start in business in this special report.

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