



Q2 NEWSLETTER 2022

CEO Message

On June 12, 2022, I leaned against a warm window at The Bourbon Room, peering over Hollywood Boulevard onto a crowd of thousands, smiling, dancing, and supporting one another. At that moment, my heart filled with pride and a sense of true belonging to this place. After more than 40 years, the LA Pride parade had finally made its triumphant return home to Hollywood, and over 120,000 people of different ages, races, sexualities, and gender identities came out to celebrate together. From the stage, Council Member Mitch O'Farrell proclaimed, "THIS IS HOLLYWOOD!" Three words I will never forget.

Gatherings like these mean more to a place than just the celebration. They provide a space to bring neighbors together and acquaint residents with businesses. They create opportunities to welcome new friends to the neighborhood, and they conjure a feeling of safety and peace, creating a bond between person and place. Public space programs like Hollywood Pride are an essential ingredient in the recipe for a complete and harmonious community; without them, it just doesn't work.

At The Hollywood Partnership (HP), we look forward to more Pride, more special events and celebrations, and the creation of community spaces that will continue to bring residents and visitors together.

Beyond Pride, 2022/Q2 brought much to be proud of in Hollywood. Like temperatures this summer, visitor numbers are up year over year. Our sidewalks, theaters, attractions, and hotels are bustling with people from all over the world.



More than 120,000 people flocked to Hollywood Boulevard to attend the LA Pride Parade and the HP's Pride Village on June 12, 2022.

Angelenos are starting to retake notice of Hollywood, venturing out to socialize and explore the neighborhood anew. And employees are continuing to return to the office, albeit at different intervals.

At The HP, we welcomed three new staff members, lit up Hollywood Boulevard and initiated blight removal efforts in the pedestrian realm, all while continuing to effectively operate our clean, safe, and hospitality programs, districtwide.

Not everything is picture-perfect. I would be remiss not to mention the issues Hollywood continues to face daily. Public safety concerns consistently increase, the number of unhoused individuals living on our streets never seems to decrease, and our country is on the brink of a major recession that will impact residents, employers, and large and small businesses alike.

But I'll be damned if we let our issues define who we are as a community. If I've learned anything in my six months in Hollywood, it's that the people who love this place will not give up on it. At The Hollywood Partnership,

we are looking toward the future, working with our local partners at Council District 13 and The Hollywood Chamber of Commerce to make real changes that will positively impact our environment. Over the next 12 months, you can expect to see daily enhanced cleaning and maintenance work, game-changing placemaking initiatives, and persistent advocacy for the vital city services we require and deserve.

We have the momentum, we have the passion, we have the drive.

This is Hollywood.

Sincerely,
Kathleen Rawson
President & CEO



HOLLYWOOD IN FOCUS

Goal 1

Place Management

Our cleaning, safety, and hospitality teams continue to be the eyes and ears of the district, responding to calls for service while proactively engaging businesses and visitors to build relationships and promote district services.

In 2022/Q2, The HP worked with the City of LA's Bureau of Street Services and Department of Public Works on smaller projects that significantly impacted the pedestrian experience around the district. For example, we removed two vacant telephone booths and 35 unused news racks and filled more than 100 empty tree wells with decomposed granite and mulch.

The HP recently released a Request for Proposals seeking submissions from top public space clean and safe organizations to effectively streamline the administration of our programs and to bolster communication between all three services. The RFP Committee will review and award the contract(s) in September, with the goal to have the new operator(s) in place by January 1, 2022.

2022/Q2 Stats

2,835 Total Calls for Service
296.7 Tons of Trash Removed
40,267 Pedestrian Assists
1,270 Outreach Team Engagements

Goal 2

Place Enhancement

The HP welcomed Steven Welliver to the staff in mid-April. Steven is the very first Executive Director of the 501(c)3 organization the board enacted last year and he also works double duty as The HP's VP of Strategic Initiatives. Steven joins us after an exceptional tenure at Downtown Santa Monica, Inc. where he served as the Deputy Chief Executive for eight years.

In conjunction with Council District 13 and the Hollywood Historic Trust, The HP flipped the switch on a new lighting program for Hollywood Blvd. between McCadden Pl. and Vine St. on June 1, 2022. The transformative placemaking project placed color-changing LED lights in 111 tree canopies along the iconic corridor to reenergize the Walk of Fame's aesthetic appeal and brighten the Boulevard's sidewalks for pedestrians. In addition, The HP will adjust the color scheme to celebrate various holidays and causes throughout the year.



Our hospitality ambassadors not only perform concierge services to stakeholders, but they contribute to the cleanliness of our District by picking up litter. They also report to our Clean Team anytime there is a need to remove/cover graffiti, large trash concerns and perform power washing services on our sidewalks.



Hollywood Boulevard lights up in a rainbow of colors at a press conference hosted by The HP on June 1, 2022.

HOLLYWOOD IN FOCUS

Goal 3

Stakeholder Engagement

After 12 years of dedicated service, VP of Communications Devin Strecker said goodbye to Hollywood and hello to Sacramento, where he is now the Executive Director for the River District.

Mackenzie Carter joined the team in early June as the new VP of Marketing & Communication. Mackenzie joins us from Downtown Santa Monica, Inc., where she spent the last 13 years expanding the organization's marketing, communications, and special events programs.

The LA Pride Parade returned to Hollywood Blvd. for the first time in over 40 years. To extend the celebration following parade festivities, The HP closed the iconic street from Vine St. to Cahuenga Blvd. to host a Pride Village block party, complete with two entertainment stages, a bar garden, a Ferris wheel, and a marketplace featuring local makers and LGBTQIA+ organizations. The event was a huge success and welcomed a diverse crowd of Angelenos to Hollywood Boulevard to share their love with one another.



The Hollywood Pride Village Main Stage, located on Hollywood Blvd. and Cosmo Pl., featured a series of upbeat performances from a diverse mix of DJs, musicians, dance groups, and theater artists. Thousands gathered nearby to dance and enjoy the show.

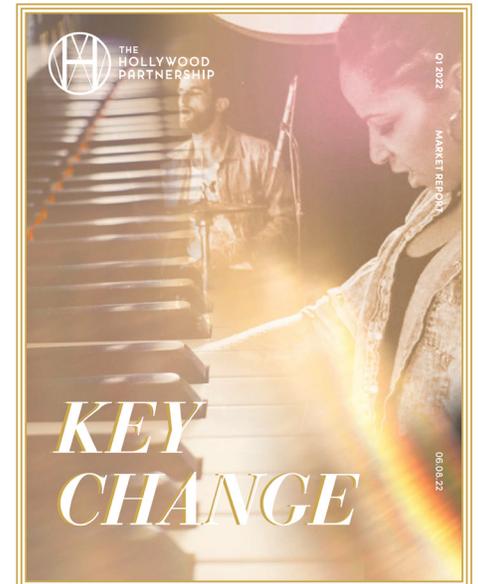
Goal 4

Advocacy & Economic Development

The HP welcomed Cole Judge to the team as Research and Economic Development Manager in May. Cole's impressive professional resume includes time at LA's Downtown Center BID, Downtown Denver, and the International Downtown Association.

The 2022/Q1 Market report was published on June 8. The report's theme, "Key Change" speaks to a new and different vibe around the district and within the organization. The report highlights increasing signs of vibrancy, evidenced by a 71% increase in year over year pedestrian activity at Hollywood & Highland, 46 residential developments in the pipeline (20 in the HED), 168,000 SF of office space leased and hotel occupancy rates up 22%.

The Goal 4 Committee held a planning session to discuss advocacy and economic development initiatives for the organization to focus on during the second half of 2022. As a result, the committee identified three primary objectives for the staff: amplify stories related to business and economic development, initiate a detailed study of the retail and ground floor uses throughout the district, and stay engaged in current strategic planning efforts, such as the Hollywood Community Plan, the Walk of Fame Master Plan, and the Sign Overlay.



The HP released the first Quarterly Market Report of 2022 on June 8. Now available in digital format only on HollywoodPartnership.com



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