



THE HOLLYWOOD PARTNERSHIP

Q4 2022 NEWSLETTER

CEO Message

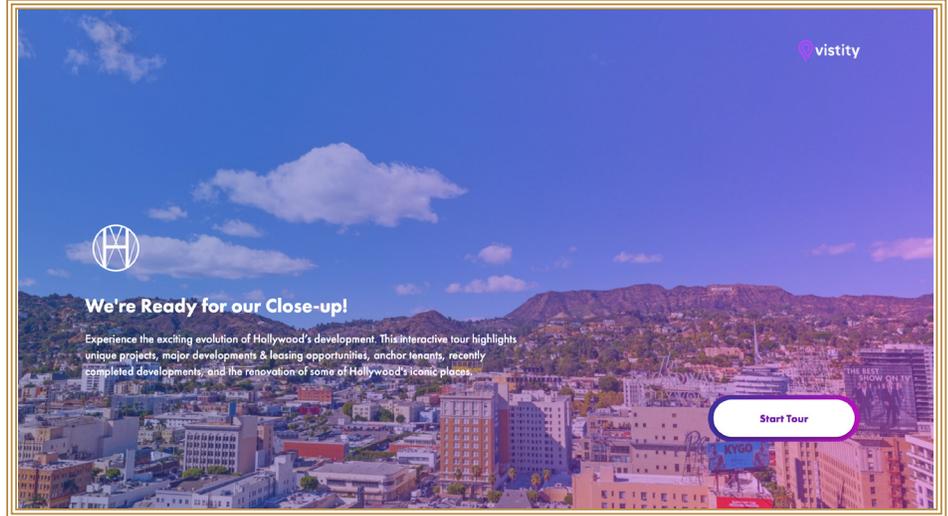
Happy New Year, Hollywood! I hope you all enjoyed a happy and healthy holiday season.

As we hit the ground running in 2023, I'd like to take a moment to look back at 2022 and reflect on a year that brought about much change to the Hollywood Partnership (HP). While I can't believe it myself, it has been almost a year since I began my role as President & CEO of this incredible organization. I am extraordinarily proud of what we have accomplished in that time. Of course, none of this work would be possible without the support of our dedicated board of directors, who led the organization through its transition, and continue to guide our work with great thought and much care. It is with a full heart and a booked calendar, I can genuinely say I feel at home in this complex and beautiful wonderland.

Public Space Management isn't always easy or glamorous, but over the last 12 months, The HP has taken small and large steps that will benefit the district for years to come.

With an almost entirely new staff, we've developed pivotal partnerships with elected officials at Council District 13 (CD13), welcoming Hugo Soto-Martinez as council member in November, and with the LA County Board of Supervisors, working with our 3rd District Representative Lindsey Horvath. In addition, we've built strong relationships with personnel at the LAPD (Hollywood Division) and with various city departments, including the Bureau of Street Services and Public Works.

In June, we welcomed LA Pride back to Hollywood for the first time in 40 years. Seizing the moment, we created an unforgettable community event



Hollywood Partnership's New Economic Development Virtual Tour

that lit up Hollywood Blvd. and attracted residents and visitors across LA County, ensuring our place as the home of LA Pride for decades to come.

We added decorative and essential lighting elements to Hollywood Blvd., painted curbs, trimmed and planted trees, filled tree wells, and removed decaying phone booths and newspaper racks.

We launched a virtual tour highlighting major development and leasing opportunities in our ever-evolving neighborhood.

We expanded our quarterly market reports to provide a wider breadth of data that is now easily accessible digitally.

We streamlined our cleaning, safety, and hospitality services under one vendor, creating the financial wiggle room to expand our service hours, and rebranded their uniforms, so they are easily identifiable on the street.

We prepared to launch the Hollywood Partnership Community Dispatch Center, a first-of-its-kind facility in Hollywood that will allow us to better connect and provide service to community stakeholders,

and partners.

Still, there is more work to do. But, with a renewed sense of optimism, and eager, newly elected officials to work with, we look forward to addressing long-standing, critical issues in our district.

Working together, we can make real change.

Sincerely,

Kathleen Rawson
Kathleen@hollywoodpartnership.com



HP IN FOCUS

Goal 1

Place Management

The HP spent the final quarter of 2022 preparing to launch our newly minted Hollywood Partnership Community Dispatch Center and enhanced cleaning, safety, and hospitality services. In Q4, staff worked with Block By Block (BBB), the vendor selected to run our new operations program, to set up the physical operation of the HPCDC, located at 6562 Hollywood Boulevard. BBB assembled an experienced team to run the show, led by Operations Manager Steven Salisbury, who previously ran programs in Long Beach, Santa Monica, and West Hollywood and Director of Dispatch and Outreach Richard Lee, whose background is in security and social services. We developed a complete dispatch system, and refined our data collection protocols. We also interviewed, hired, and trained a full staff of ambassadors and dispatchers, offering employment to our previous clean, safe, and hospitality team members before sharing with a broader audience. In addition, we procured new vehicles for trash collection, power washing, and street sweeping; and put together a collection of cleaning tools/materials that will allow our teams to move about the district efficiently.

BBB officially took over cleaning services on December 1, 2022 and launched the complete program on January 1, 2023. The HPCDC is now open and easily accessible 24 hours a day, 7 days a week. Non-emergency service requests can be made anytime via call or text at (323) 465-0122.

2023 Goal 1 Budget: \$6,036,560

2023 Goal 1 Committee Members: Vaughn Davis (Chair), Amy Lemisch, Carol Massie, David Gajda, David Gordon, Diego Lopez, Elizabeth McDonald, Jericho Gilmore, Joe Mariani, Kelly Olin, Mike Harkins, Olivia McDuff, Sarah Letts, Seth Hallen, Tony Zimbardi

Goal 2

Place Enhancement

In Q4, we completed our 2022 annual tree trimming program. This vital work removes damaged or diseased branches that can contaminate neighboring trees and prevents damaged limbs from falling on our sidewalks and streets. Ultimately the HP and the City of Los Angeles trimmed 530 trees from 8 species around the district, including 60 Ficus Trees and 55 Jacaranda Trees along Hollywood Blvd. and Vine St.

Work continued on our rehabilitation project for the four Sky Tracker lights located at the intersection of Hollywood Blvd. and Vine St., as LADWP approved a proposal to install new power lines for each light. The HP is also working with skilled vendors to refurbish the monument housings, granite stone pieces, and metal crowns. We look forward to completing this long-awaited project in 2023.

Before he left office, the HP worked with CD13 Council Member Mitch O'Farrell to draft and introduce a motion that will allow us to negotiate for the space at 1627 Vine St. to build permanent public restrooms. The motion was accepted and is now going to committee. The new CD13 administration is briefed on this initiative and is supportive. Staff will track the motion and continue seeking support from Metro, County, State, and Federal agencies to make this a reality.

2023 Goal 2 Budget: \$511,370

2023 Goal 2 Committee Members: Chase Gordon, (Chair), Aziz Banayan, Jackie Lugo, Jeffrey Loeb, Jeffrey Moghavam, Jenifer Paquette, Michael Pogorzelski, Nash Tennant, Natalie Yaru, Parisa Fischer, Tom Pollak, Tony Zimbardi

HP IN FOCUS

Goal 3

Stakeholder Engagement

In preparation for the opening the HPCDC, the HP's marketing and communication team spent a large portion of Q4 developing branding materials and communication tools to promote our new services and phone number to our broad group of stakeholders.

In November, the HP hosted our annual All Property Owners meeting at the Aster LA. The meeting's agenda included an in-depth recap of the HP's 2022 programs and services, an introduction to BBB's services via their VP of Operations, Derreck Hughes, and the swearing-in of our 2023 Board Chair, Katie Ullman Zandona, along with two new board members, Kelly Olin from Federal Realty, and Seth Olin from Light Iron.

Finally, we launched a new monthly newsletter titled "Updates from the HP." Following our monthly Board of Directors meeting, this digital communication piece is distributed to property owners, property managers, and businesses. It recaps our board's most recent work, supplies stakeholders with essential program updates, and shares news about upcoming events and programs.

2023 Goal 3 Budget: \$564,909

2023 Goal 3 Committee Members: Brian Folb, (Chair), Danny Bitar, David Gordon, Joe Rehfeld, Leslie Blumberg, Natalie Yaru, Nathan Sheets, Olivia McDuff, Sarah Russin, Tom Meredith, Vaughn Davis

Goal 4

Advocacy & Economic Development

Hollywood is currently a hotspot for real estate investment and development, with 46 projects in the pipeline in and around our district. These projects will change the face of our neighborhood as we know it today, an important and exciting story for us to tell. To do this, The HP worked with the online platform Vistry to create a digital experience that allows users to see our progress. Staff worked with Vistry to curate a visually impactful virtual experience, using points of interest in our district to transport anyone, anywhere, to Hollywood from their web browser. While the first tour aims to highlight new development and available leasing, users can also view local businesses, theaters, and iconic points of interest while virtually traveling down Hollywood Blvd. and beyond. In addition, the staff is working with Zapwater PR and Urbanize LA to amplify messaging around the platform to reach national and international audiences. The virtual tour currently lives on our website, HollywoodPartnership.com

Finally, the Goal 4 Committee continued its work with Mike Berne from MJB Consulting to study existing ground floor uses in the district and its various nodes, focusing on Hollywood Blvd. The study offers a third-party, expert perspective that will help us establish a baseline for studying the district's evolution moving forward. After assessing the district's current performance and potential, the second phase of the study will entail developing recommendations for the HP's role in programs and policies to improve market conditions. The next phase is scheduled to take place in early 2023.

2023 Goal 4 Budget: \$448,398

2023 Goal 4 Committee Members: Jenifer Paquette, (Chair), Chad Lewis, David Gajda, Drew Planting, Larry Wilkes, Marty Shelton, Michael Gargano, Nicole Mihalka, Patrick Nadjat-Haiem, Seth Hallen, William Humphrey



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