



THE
HOLLYWOOD
PARTNERSHIP

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Q1 NEWSLETTER 2022

Rawson Joins The HP as President & CEO



Kathleen Rawson is currently the board chair of the International Downtown Association.

On February 21, 2022, **Kathleen Rawson** took on the role of President & CEO for the Hollywood Partnership. Rawson brings more than 25 years of leadership experience in both hospitality and destination management in the greater Los Angeles area.

Rawson's primary role will be to enhance the overall appeal, vitality, and well-being of the neighborhood through various place management and enhancement programs and services. She will focus on stakeholder engagement and strengthen the advocacy and economic development efforts within the district.

"I am thrilled to join the team at the Hollywood Partnership," Rawson said. "I am inspired by the work the organization is doing to preserve one of the world's most iconic districts and to serve its diverse community. It is a privilege to step into this new role and I look forward to working with the board, staff and partners to further enhance the district for its property owners, businesses, residents and visitors."

"I am confident Kathleen grasps the issues facing our district and will provide leadership and vision to foster a brighter future for Hollywood," said **Drew Planting**, board chair of the Hollywood Partnership.



Artist Corie Mattie is known as LA's Hope Dealer. Primarily a muralist, Mattie aims to positively impact the community through her bright and positive works, with doves being a hallmark of her work.



Partnership creates Hollywood's Longest Mural

"Doves are a universal symbol of new beginnings and peace," artist **Corie Mattie** said. The intersection of Selma and Schrader was ready for a new beginning. Despite being designated as a Special Enforcement and Cleaning Zone (SECZ) by the City of Los Angeles following the construction of a nearby temporary transitional housing facility, a large-scale homeless encampment had overtaken the sidewalks around the Hollywood YMCA after the onset of the Covid-19 pandemic. While encampments were technically prohibited within the SECZ, the city suspended enforcement in March, 2020.

While the sidewalks became impassable for the many residents who travel through the neighborhood, the YMCA also began a renovation of their historic building, which required installation of a temporary plywood shell around the building's exterior.

"My first week on the job, I kept hearing about an encampment on Schrader and Selma," **Kathleen Rawson**, President and CEO of the Hollywood Partnership, said. "Then, within a week, the encampment was gone, and in its place was a very lengthy plywood wall, which I saw as a blank canvas."

Councilmember **Mitch O'Farrell** and his team partnered with professional

outreach practitioners and other partners to move over 30 unhoused individuals living on Selma Ave. and Schrader Blvd. into safe, transitional housing.

"These efforts greatly reduced a large encampment and addressed safety and accessibility concerns along this important corridor," according to a statement issued by O'Farrell. Once the encampment was removed, Rawson contacted Mattie, who she had previously worked with in Santa Monica. Before creating a design for the mural, Mattie looked into the history of the building itself – and its architect, **Paul Revere Williams** – for inspiration.

"Paul Williams was such a prolific architect in Los Angeles, and he was a trailblazer for African Americans," Mattie said. "He learned to draw upside down so that his white clients would be comfortable working with him. That's why I put some of the doves in the mural upside down."

The HP funded the mural through its new charitable non-profit, its mission to Beautify Hollywood, with donations from area property owners and the Central Hollywood Neighborhood Council. A partnership between the Hollywood YMCA and the HP's cleaning team will ensure that the mural is maintained regularly.

New Faces, New Storylines: Hollywood's Renewed Sense of Optimism

President's Message

Like a Hollywood sequel, we find ourselves in a familiar place, but with new faces and storylines. If we have learned anything from the past two years navigating through a pandemic, it's that we must move forward and adapt to tomorrow, rather than wishing for a return to a day before Covid.



For me, taking on this challenging new role of President and CEO of the Hollywood Partnership has been an exhilarating and refreshing change. The warm welcome I've received since my arrival on February 22 has already shown me the depth of the love that people have for this neighborhood. Having spent the past 25 years as CEO of Downtown Santa Monica Inc., I truly thought I would finish my career there. Like a good plot twist, I never saw Hollywood in my future until it happened!

I am excited and optimistic about Hollywood. We are on the cusp of change. Think about it – in a few short months, Los Angeles will have a new mayoral administration. Every candidate is running on homelessness, crime, and the livability of the city which is an opportunity to make real changes in the street populations in our community. The Olympics in 2028, already deep into planning, will put LA in the world spotlight. The Partnership plans on being at the table as these plans progress and efforts are formed to address key issues in Los Angeles to make sure Hollywood gets its fair share.

Our partners at CD13, including Councilman **Mitch O'Farrell**, have been amazing partners in the six short weeks I have served as your CEO. Not only have they funded our lights on Hollywood Blvd. initiative, but they have also shown us again and again they

are here to support our efforts to make Hollywood shine.

As you know, our teams are out in the field every day – around the clock – making sure our sidewalks are as safe, clean, and welcoming as we can possibly make them; but there is so much more.

Along with increasing the ambience and safety lighting along Hollywood Blvd., it is time to invest in infrastructure improvements such as replacing dilapidated art installations, painting the curbs, planting trees, and exploring options for public restrooms.

In the private sector we are seeing reinvestment in façade improvements to storefronts like a new coat of paint, repaired lighting and in the case of the Harlan Apartments – a full-fledged restoration of a historic property. We encourage you, along with your neighbors, to do what you can to support this effort.

Residential development is going to change Hollywood for the next generation. More residents mean more people on the streets, more customers for local businesses, more social

surveillance that help curb anti-social behaviors. It also provides a wider variety of retail tenancing opportunities where neighborhood serving retail becomes viable.

This spring, the TCM Film Festival has returned live and in-person for the first time since 2019. The LA Pride Parade is coming home in June to Hollywood Boulevard, where it originated in 1970. And of course, excitement is already bubbling up for the 2028 Olympics.

I'm going big with my wish list for Hollywood, because I believe now is the time when we can make bold moves.

I want to thank the board, our partners at LAPD and CD13, and everyone who I've already met who has expressed their desire to roll up their sleeves and work to capture this moment in time, where there is a renewed sense of energy and optimism. Our theatres were dark, our curtains drawn, but now the sun is shining and we're preparing for bigger crowds, bigger smiles, and of course, the magic of Hollywood.

Sincerely,
Kathleen Rawson
President & CEO

News Briefs

HOTELIERS GROUP CONVENED All hoteliers in the district were invited to attend an informal meeting at the Dream Hotel to meet the HP's new CEO, **Kathleen Rawson**, and strategize on efforts to improve the experience of visitors to Hollywood. The group plans to continue meeting on a quarterly basis. The HP will be bringing together additional groups, including a residential interests event on May 24. For more information, contact devin@hollywoodbid.org.

STEVEN WELLIVER JOINS THE HP Steven Welliver has joined the Hollywood Partnership team as Vice President of Strategic Initiatives and Executive Director of Hollywood Partnership Ventures after eight years in Santa Monica, most recently serving as Deputy Chief Executive. Steven is a Certified Leader in Place Management, past

president of the California Downtown Association and holds Masters degrees in Public Administration and Urban Planning from the University of Southern California.

WALK OF FAME MASTER PLAN UPDATE Dan Halden, CD13, presented an update on Heart of Hollywood initiative at the HP's April board meeting. The Metro Active Transportation (MAT) Program will bring a "quick build" of initial improvements from Gower to Orange in 2023, including expanded pedestrian area, street furnishings, bus boarding platforms, bus shelters, transit kiosks, planters and landscaping. Funding for this portion of the project has come in the form of a \$7M grant from Metro. An additional \$6M was funded by the city.

NEW HOLLYWOOD FIELD DEPUTY **Shannan Calland** has joined the team at CD13 as Councilmember O'Farrell's new field deputy for Hollywood, replacing **Hannah Cho**. She can be reached via e-mail at shannan.calland@lacity.org.

HOLLYWOOD IN FOCUS

Goal 1

Place Management

The security team continues to handle various calls for service and perform proactive engagements. They work closely with our hospitality, outreach, and cleaning teams to ensure there is a positive stakeholder experience in our district. The team responded to 2,069 calls for service, which include phone calls, observations and flagdowns, in 2022/Q1 with a response time of four minutes, down from five minutes in 2021.

The clean team has begun starting earlier, at 5am, in order to tackle some of the larger tasks related to existing or abandoned encampments. In 2022/Q1 the team removed 275.85 tons of trash.

Our hospitality team assisted individuals on the sidewalks 22,681 times and the outreach team engaged with 1,948 unhoused individuals in 2022/Q1.

Goal 3

Stakeholder Engagement

Several projects designed to convene and connect Hollywood's Diverse community came to fruition during the first quarter. First, the elusive property owner campaign was completed, with e-mail and phone contacts obtained for over 50 property owners. Staff is now completing a directory of all business contacts in the district.

The #LoveHollywood engagement event was hosted by the Roosevelt Hotel, which included a scavenger hunt and reception in the **Johnny Grant** apartment. Thanks to **Don Jacinto** and staff for their warm hospitality.

Lastly, Hollywood Hoteliers were brought together for a discussion with The HP's new CEO, **Kathleen Rawson**. Special thanks to **Vaughn Davis** and the staff at the Dream Hotel for hosting this event. Staff is now working on plans for the upcoming LA Pride Parade.

Goal 2

Place Enhancement

Following the successes of 2021, Goal 2 continues to enhance Hollywood's public realm. The scope of work for annual tree trimming and palm pruning was decided by committee and work will commence in the coming weeks. An additional ten waste receptacles were ordered for the district and placed throughout.

In lieu of "Set the Scene" this year, the committee decided to advance and complete "Ivar's Scene Change." This beautification project will restore the derelict street poles on Ivar Ave. just south of Hollywood Blvd. and add two hanging baskets with succulent arrangements from each. As we start the next quarter, the committee is looking to add even more lights and flora to the district so keep your eyes peeled.

Goal 4

Advocacy & Economic Development

The Q4 / Annual 2021 Hollywood Market Report was released on Jan. 28. The theme of the report was "Always in Style" referring to Hollywood's iconic brand as a well-known destination, enduring even through the pandemic, with our hospitality sector bouncing back faster than many other industries. The report builds off the quarterly economic reports and includes data tracking for the year in review for both the Hollywood market and The HP's efforts. A webinar overview was conducted by **Devin Strecker** and research consultant **Joshua Baum** on Feb. 3.

Committee Co-Chairs **Michael Gargano** and **Bill Humphrey** worked together on a tentative work plan for 2022 as they awaited Rawson's arrival. The priorities focus on economic development, retail recruitment, signage, and tourism while aligning the Committee's efforts to the efforts of the other Committees.



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.



Our clean team, including star polisher **Isaiah Acosta**, ensures that all the stars on the Walk of Fame - over 2,715 of them - look their best. Each terrazzo star and their brass medallions are polished in rotation each month.



The results of the #LoveHollywood scavenger hunt contest were announced in the **Johnny Grant** Apartment on top of the Hollywood Roosevelt Hotel on March 23, 2022. (Photo by **Cortney Matz**)



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www.hollywoodpartnership.com

New Tree Lights



A demonstration of the new tree lighting was conducted on March 28, 2022 by PES.

Pacific Event Services (PES) has been selected as the vendor for a new tree lighting project on Hollywood Blvd. Colored lights will be installed in 111 trees along the boulevard, connecting the palm trees that have already been lit at Highland and Vine. The lights will be installed by June 1, 2022 and will initially be programmed in rainbow colors to celebrate Pride month. The lights can be changed for holidays or other occasions. Up to five light fixtures will illuminate each tree's canopy. Additionally, each tree will have two light fixtures to illuminate the sidewalks. Huge thanks to CD13 and Councilmember O'Farrell for providing funding for this project!

EMPLOYEES OF THE MONTH

Hospitality



Edwin Coreas-Guzman has been with the team since November 2021. He had nearly 800 hospitality interactions and 1200 pieces of litter removed in the month of March. He is a top performer who also is the go to person to work high traffic areas.

Clean



Juana Martinez is a dedicated porter who works during the morning hours covering the Walk of Fame. She takes pride in her duties and is top performer in regards to cleaning tasks that are performed on a daily basis.

Safety



Juan Martinez is a friendly, outgoing member of the Outreach Team and has become very knowledgeable about the resources for those experiencing homelessness. Juan makes an effort to connect people to appropriate service.

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