

HOLLYWOOD

ENTERTAINMENT DISTRICT

District Responds to Coronavirus Pandemic

The impact of Coronavirus continues to evolve rapidly around the world, and as leaders in Hollywood, we feel responsible for the wellbeing of all of our stakeholders, partners and our employees. We want you to know that your health is a top priority for us. Given that the spread of the virus has escalated rapidly, we feel strongly about doing our part to help flatten the curve and prevent this from spreading in our neighborhood and surrounding communities.

Our safe and clean teams will expand their focus to include wiping down and sterilizing frequently touched hardware in the public realm such as cross-walk signals, trash cans, and door handles. They are checking in with those essential businesses that remain open. Most of our office staff has transitioned into remote work capacities.

We will be taking all of the normal precautions (and more), to help prevent the spreading of germs throughout the district with our Clean & Safe Team opera-

tional procedures. We know you also value the health of others and ask that you please take the CDC's recommended precautions if you suspect you might be coming down with even the faintest of colds.

We encourage you to sign up for NotifyLA, our City's emergency alerts system, which is pushing out updates about COVID-19 prevention. Please encourage your family and friends to do the same.



Our team has shifted focus to address the new reality that we are all facing together as we practice social distancing and self-isolation. While the streets are emptier than usual, we are still sanitizing surfaces and are also performing deep cleaning that would not otherwise be possible. (Photo by HPOA staff)

Why Does This Newsletter Look Different?

You most likely noticed that this issue of the Only in Hollywood newsletter looks a little different. There are two reasons for that. Let us explain...

First, in response to the Coronavirus pandemic, we are cognizant of the rapidly-changing news and information that we are all exposed to on a daily basis. This issue has been pared down to bring you only the most relevant updates from the District, and to reduce unnecessary printing costs.

Secondly, and on a brighter note, our organization is currently undertaking

a rebranding process. After the renewal of the District in 2018, and the merger of the Sunset & Vine BID into the Hollywood Entertainment District BID, the strategic plan recommended developing "a new organizational brand that is reflective of the organization's strategic plan and direction."

To that end, the Stakeholder Engagement Committee (also known as Goal 3) issued a request for proposals to branding firms across the county. Eleven firms responded, and the committee ultimately

selected Streetsense, an experience focused, multidisciplinary design and strategy firm specializing in retail, restaurant, hospitality, and real estate solutions. The firm has offices in locations nationwide, including Culver City.

The Stakeholder Engagement Committee has been working with staff and Streetsense to develop the new brand, which will include a new name for the organization, a new logo, and brand guidelines. The rollout of the new brand will begin later this month, so watch for updates soon!

only in
HOLLYWOODSM

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Coronavirus FAQ

On March 19, 2020, Los Angeles Mayor Eric Garcetti issued a "Safer at Home" emergency order, calling on residents to stay in their homes and limit all activities outside of their homes beyond what is absolutely necessary for essential tasks. This followed the Los Angeles County Department of Public Health's Health Officer Order which was issued on March 16 and prohibited group events and gatherings and mandated social distancing measures, as well as the closure of non-essential businesses.

On a federal level, the White House recently updated their Coronavirus Guidelines, urging Americans to stay home and practice good hygiene. The guidelines have now been extended through the end of April.

The latest information, and links to resources, can be found on our website at onlyinhollywood.org. This includes resources for businesses affected by the crisis, as well as a list of businesses currently operating in Hollywood, and tips on how you can support our neighborhood during this time.

As far as how our organization is operating at this time, the HPOA Board's Executive Committee (EC) is now meeting virtually on a weekly basis to review reports on what is happening in Hollywood and to provide direction to staff on moving forward with our various initiatives.

With regards to Board & Committee meetings in the month of April, changes to the Brown Act have now enabled us to convene meetings virtually. At its meeting on April 2, the EC recommended to hold some meetings via Zoom, beginning on April 8th with the TDOZ. We have certain time-sensitive approvals that are required via our contract with the City pertaining to the submittal of our Financial Review and any adjustment to the assessment rate. Out of respect to the circumstances of our members, it remains to be undetermined if committees & the Board will consider any non-essential items at this time or simply defer their consideration until after the Safer-at-Home order has been lifted.



Hollywood Boulevard is eerily quiet and empty now that most Angelenos are adhering to Mayor Garcetti's "Safer at Home" order to slow the spread of COVID-19. (Photo by April Clemmer)

President's Message

Without a doubt, this newsletter finds the Hollywood community facing extraordinary times. Writing on the first of April 2020, our neighborhood is calm, quiet, and in many cases – closed for business. The stars on the Walk of Fame, usually teeming with commerce and life, patiently anticipate our return and yearn to tell their stories once more. Many of you – some, more than others - are grappling with the uncertainty that lies ahead, and what it means to your business, building, and livelihood. Indeed, we all anxiously await the return to something that feels more normal.

Weeks ago, when the reality of the outbreak first hit the

Los Angeles community, we saw an opportunity to pivot from our core duties to do what we can to limit the spread of the virus. Immediately, both our Clean Team and BID Patrol began regularly sterilizing high-touch surfaces such as crosswalk signals, ATMs, trash receptacles, and door handles. On our website, www.onlyinhollywood.org, we compiled an online database of every public-facing essential business



still operating in the district, are updating it daily, and promoting it via social media. To protect our community, we have maximized the visibility and responsiveness of our security team to provide reassurance to the stakeholders within the district. And to assist those businesses affected by this economic crisis, we're currently building a partnership with Hollywood Chamber to help businesses navigate the resources and tools intended to help them survive and rebound.

We've rebounded before – many times, in fact. Whether it was after industry shifts, civil unrest or geologic events – Hollywood has always rebounded from challenges. As I write this – the streets and sidewalks are generally litter free and crime in the district has dropped precipitously. Partnerships and coalitions are coming together to address the needs of the most vulnerable. Periods of challenge have a way of uniting our community and remind us of the profound privilege we share to live and work in a place that shapes the imaginations of men and women across the globe. I invite you all to find a way to reach out and help a neighbor, tenant, local business or someone in need during the weeks or months ahead. Though the virus may be invisible, your care and generosity will be inspiring and will inspire harmonious actions by others.

- Kristopher Larson, AICP
President & CEO

Upcoming Meetings

In response to the Coronavirus pandemic, all in-person meetings have been cancelled at least through the end of April. Some meetings will continue to occur as video/phone conferences utilizing Zoom technology. Please refer to our website for dates, times, and links for all upcoming meetings for the time being at:

<http://www.onlyinhollywood.org/hollywood-bid/meetings>

We thank you for your patience during this time and look forward to bringing community members together again in the future.



The string lights installed on Cahuenga Blvd. last year was the catalyst for the Hollywood Lighting Master Plan as well as kicking off the place enhancement committee's initiative to partner with local groups and individuals on additional projects in the public realm. (Photo by Howard Wise)

Set The Scene New Partnership Program Seeks Ideas

The Hollywood Entertainment District (HED) is excited to announce "Set the Scene," its place enhancement partnership program that will help to reflect the creativity and imagination of Hollywood through public art, lighting, and other place enhancements that build upon the community's assets and are intriguing to diverse audiences.

For this year's "Set the Scene" funding cycle, a total of \$20,000 will be made available for partnership awards. Partnership awards will range from \$1,000 –

\$10,000. The HED will provide funding to state-recognized and/or locally designated public, private, or non-profit entities and their selected project(s) within its boundaries. To apply for this grant opportunity, please complete and submit this initial proposal by Thursday, April 30, 2020 (note deadline has been extended from March 31).

The HED will review all submittals and select which proposals to invite for the application process. Projects that have been selected to advance will be notified as soon as possible, and will then submit the formal

application packet, with interview and final selection to follow. All projects must be completed by December 31, 2020. Proposals for projects on privately-owned parcels should include consent from applicable property owner(s). While not required, proposals leveraging HED participation will be regarded favorably. For more information on the Hollywood Entertainment District, please visit: www.OnlyInHollywood.org or if you have additional questions, please direct them in email to Rich Sarian, Rich@HollywoodBID.org.

New Operations Position Staffed at HPOA

We're excited to announce that new hire **Robert Benjamin**, Operations Manager, has rounded out our operations management team, which fulfills Goal 1, Tactic i of our Strategic Plan*.

Robert started on March 16, 2020, after his relocation from New York City, where he most recently worked as operations manager for Industrial Color/CoCreativ. He brings ten years of experience in operations, logistics, rehabilitation, case management, and corrections.

Robert was born in Jamaica but moved to New York City at age 11 and

spent the majority of his childhood and adult years there. He graduated from the University of Buffalo with a BA in Psychology and a minor in Sociology. He was a track athlete during his collegiate years.

He has continued his passion for fitness and health, and in his spare time, he enjoys traveling, learning about new technology, and creating new businesses with colleagues.

*Goal 1, Tactic i of the Strategic Plan reads: *Hire a seasoned leadership and operations team to oversee the clean, safe and hospitality ambassador*



programs and ensure that services provided meet or exceed contracted scopes of services. The full plan can be read at onlyinhollywood.org/strategic-plan.

Vendor Employees of the Month



Congratulations to our vendor employees of the month! Star Polisher Adhnuar J. Brito was selected as the CleanStreet Employee of the month. Pictured above is Joaquin Jimenez, maintenance supervisor with CleanStreet; Brito, and Ruben Lechuga, HPOA Vice President for Urban Place Management. Below is Lechuga with Patrol Officer Luis Berrio, who was selected as the AGS Employee of the month; and Zack Shamoyan, Assistant Director of BID Security with AGS. Thank you to all of our vendor employees and staff who help keep Hollywood clean, safe and vital! (Photos by HPOA staff)



New Waste Receptacles Installed

At the end of March, 2020, our teams installed 27 new waste receptacles throughout the District. The receptacles were ordered by the Place Enhancement committee and the TDOZ (Tourism District Overlay Zone) steering committee. This brings the total number of receptacles maintained by the District to 288, with an average of over 2 tons of trash being removed by our teams on a daily basis.

Homeless Crisis Exacerbated by COVID Concerns

With homelessness already at crisis levels in Los Angeles, the Coronavirus pandemic has added a new sense of urgency to housing those who are living on the streets. As part of the Mayor and LAHSA's initiative to open 6,000 emergency beds in response to the pandemic, the Hollywood Recreation Center has been converted to a shelter. Located just blocks outside of the District, the facility now provides 29 socially-distanced beds plus three meals per day (from LAUSD) to protect individuals experiencing homelessness from the virus. The facility has already reached capacity, and is in need of donations of new supplies (more info below).

Additionally, **Kerry Morrison**, former HPOA Executive Director, has reconvened the Hollywood4WRD Coalition on a weekly call to address needs and concerns of service providers in Hollywood. A new website has been established to share these needs at hollywood4wrld.live.

5 Ways To Support Hollywood Now

Looking for ways to help your favorite local Hollywood businesses right now? We've got five ways to support the business community while staying safer at home!

1. Place orders online or over the phone. Many of Hollywood's retailers have online ordering available, and independent shops can help you get what you need via phone, Instagram, their websites, etc.
 2. If you don't have anything specific in mind but want to support local retail, purchase gift cards for gifts or for yourself to spend later.
 3. For restaurants, tip for your takeout or delivery orders the same amount that you would if you were dining in.
 4. Buy gift cards from your favorite local restaurants and give them to those who are in financial need right now. You could make someone's day!
 5. Share this information! Post about your favorite local businesses and tag your friends so they can join in too.
- Together, we can keep our neighborhood intact by supporting the businesses that make Hollywood a special and unique place to live, work, and play!

Walk the Walk of Fame

With the closing of L.A.'s beloved parks and hiking trails, including Hollywood's Runyon Canyon and Griffith Park, it's getting more challenging to find ways to get out and active safely under the "Safer at Home" order. But the current climate also creates a unique opportunity for Hollywood locals to do something they may have never done before... walk the entire Hollywood Walk of Fame!

The Walk of Fame runs 1.3 miles east to west on Hollywood Boulevard from Gower Street to La Brea Avenue, plus a short segment of Marshfield Way that runs diagonally between Hollywood and La Brea; and 0.4 miles north to south on Vine Street between Yucca Street and Sunset Boulevard. That's 3.4 miles total if you do the whole loop. It's

great exercise, and a perfect time to see the 2,690 stars embedded in the terrazzo. The area is clearer than ever before and it's realistic to keep the 6 feet of distance required between others.

In addition to jogging or walking for exercise, it can be fun to look for your favorite stars. Stars are awarded in five categories: Live Theater (denoted by the

twin comedy/tragedy masks), Motion Pictures (denoted by a camera), Radio (denoted by a microphone), Recording (denoted by a record), and Television (denoted by a TV set) and it is possible to get recognized in more than one category, so some celebrities have more than one star.

Gene Autry has a star in each category! Bonus points if you can find all five!



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For maintenance needs, please make a service
request on our website: www.onlyinhollywood.org

HPOA Staff Leads Development Tour

On February 27, 2020, four members of the media joined us for a tour of five new developments around the district. The purpose of the tour was to introduce our new research capacity such that the media will look to the HPOA as a trusted resource for information about what's happening within the district.

At each location, HPOA staff provided context about the aggregate amount of each property type being developed within the district, while the property owner / manager was onsite to provide a guided tour. A Starline bus was used to transport the group.

The locations represented office, retail, residential, theatre, and hotel projects. They included Kilroy's Netflix on Vine; the Godfrey Hotel Hollywood; Wallace on Sunset and the Earl Carroll Theatre; 1641-1651 Cahuenga; and Amoeba Music's new home at El



Rachael Stoddard, senior development manager with Essex Property Trust presented information about her company's project, Wallace on Sunset, as part of the HPOA's 2020 Development Tour. (Photo by Devin Strecker)

Centro Apartments.

There was a great recap of the tour in the Beverly Press, which can be found on our "Hollywood in the News" page on our website.

Cassie Hoeprich, research manager for the HPOA, compiled information about all the projects, which was made available to the attendees. In addition, the recently released Value

of Downtowns project, done in concert with the International Downtown Association, was distributed (it can be downloaded from our website). Hoeprich is now working on the HPOA's first quarterly report, which will be released later in April. It will highlight current and upcoming developments in Hollywood, market trends and statistics.

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