

# Q3 2023 NEWSLETTER



THP installed updated "Walk of Dames" utility box wraps on Hollywood Blvd.

## Letter from CEO

This summer, the Hollywood community faced a challenging moment as the prolonged writers and actors strike significantly impacted the industry that is so crucial to the health and vitality of our destination. It is on a rare occasion that you walk the streets of Hollywood without seeing those yellow signs pointing the way to a production site nearby. Despite the situation, the streets of Hollywood were bustling as millions from around the world arrived to indulge in the feeling of nostalgia as they patiently await the return of their favorite shows and new movies. We are hopeful that our neighbors working in film and television will reach an equitable agreement so they can soon get back to work, and we are eagerly looking forward to a prosperous end to 2023.

At The Hollywood Partnership (THP), we reflect on the past few months with pride and inspiration, given the significant progress we have made towards achieving our goals. Our commitment to creating a cleaner, safer, and more hospitable Hollywood has resulted in notable successes under all four of our key objectives. We secured funding for our Dispatch Center operations, initiated annual tree trimming services, reinstalled public art projects, and engaged with key stakeholders to address critical issues facing our district.

As we move forward, we are excited to continue our work with renewed passion and dedication, striving towards a brighter future for our community. Despite the challenges we've faced, we remain committed to working together to create a Hollywood that is vibrant, thriving, and inclusive for all.

**Kathleen Rawson, LPM**  
President & CEO

## Goal 1 Place Management

July marked the 6-month anniversary of the Hollywood Partnership Community Dispatch Center (HPCDC) and our revamped 24/7 cleaning, safety and hospitality program. To celebrate, THP released a report showcasing the facility's success. From January to July, our team completed more than 134K interactions in the street, averaging an impressive 22K interactions per month, and we handled 9,403 on-demand calls for service with an average response time of 8 minutes. We are pleased to announce that THP has secured \$250K in grant funding for our 2024 HPCDC operations from LA County Supervisor Lindsey Horvath.

THP is also launching a security camera network in Hollywood, an important addition to the effectiveness of the HPCDC public safety initiative. The project will establish a centralized hub for collecting video streams of public spaces from cameras installed on participating private properties within the district. The board approved the project in September, and we are moving forward to implementation as we head into Q4.

[CLICK HERE TO VIEW OUR 6-MONTH REPORT](#)

2023 Goal 1 Budget: \$6,099,406

2023 Goal 1 Committee Members: Vaughn Davis (Chair), David Gordon, Diego Lopez, Elizabeth McDonald, Jericho Gilmore, Joe Mariani, Melissa Navas, Kelly Olin, Sarah Letts, Seth Hallen, Tony Zimbardi

## Goal 2 Place Enhancement

In Q3, THP initiated its annual tree trimming services, and BrightView Commercial Landscaping is currently trimming over 300 trees across the district. The project is expected to be completed by mid-Q4.

The Walk of Dames art project has been reinstalled on utility boxes along Hollywood Blvd., thanks to the efforts of Hollywood Partnership Community Trust and Central Hollywood Neighborhood Council. The 15 utility boxes in the program were scraped and painted before new wraps were installed, utilizing a specialized material that resists stickers, tape, and graffiti.

THP has successfully completed an inventory of the location and condition of each of the branded trash cans around the district. Based on the results, a plan is being developed to enhance the condition and appearance of existing trash cans, as well as to identify funds to increase their overall quantity. THP has also engaged in promising conversations with Public Works and Council District 13 to reduce or recoup expenses related to trash supplies and dumping fees, given that almost one ton of trash is dumped each month.

2023 Goal 2 Budget: \$498,354

2023 Goal 2 Committee Members: Chase Gordon, (Chair), Jeffrey Loeb, Jenifer Paquette, Natalie Yaru, Parisa Fischer, Tony Zimbardi

## Goal 3 Stakeholder Engagement

In September, the HPCDC welcomed LAPD Chief Michel Moore, who sat down with a small group of board members, officers from the LAPD Hollywood Division, and THP staff to discuss public safety in Hollywood. The Chief praised our efforts to create a security camera network that will serve as a role model for many communities in LA and help tackle crime in Hollywood. He was also impressed by the HPCDC and the clean, safe, and hospitable services we provide, noting that our work has significantly reduced the number of calls to LAPD.

Furthermore, THP organized a community Town Hall with District 13 Councilmember Hugo Soto-Martinez at AMDA Cosmo Theater, which was attended by 78 stakeholders. Attendees had an opportunity to voice their concerns about crime, anti-social behavior, and the obstacles related to homeless encampments in Hollywood. Our stakeholders passionately conveyed their frustrations around these issues. We look forward to hosting more of these important conversations in 2024.

THP will host our Annual Meeting on Thursday, November 16 from 10:00am-Noon at AVALON Hollywood. The event will feature a new expanded format with brunch, an economic development panel with our elected officials, a state of the district presentation, and finally a public meeting to induct the 2024 Board of Directors.

[CLICK HERE FOR ANNUAL MEETING TICKETS](#)

2023 Goal 3 Budget: \$552,950

2023 Goal 3 Committee Members: Brian Folb, (Chair), David Gordon, Joe Rehfeld, Natalie Yaru, Sarah Russin, Vaughn Davis

## Goal 4 Advocacy & Economic Development

In August, THP hosted the first in a series of events to increase engagement with brokers and other commercial real estate professionals. The "Broker's Breakfast," generously hosted by the Loews Hotel, was a grand success, and included a presentation of the Q2 Market Report. The next brokers get-together will be a happy hour on Wednesday, December 6. This event is set to include an overview of the highly anticipated Q3 Market Report, as well as updates on district projects and initiatives.

In late Q3, the board approved a "Retail Roadmap" for the organization, a collaborative effort between THP and retail expert Mike Berne. This document is set to steer our economic development endeavors as we address persistent leasing concerns on Hollywood Blvd. and other crucial points in the area, over the next five years.

2023 Goal 4 Budget: \$443,328

2023 Goal 4 Committee Members: Jenifer Paquette, (Chair), Marty Shelton, Nicole Mihalka, Patrick Nadjat-Haiem, Seth Hallen, William Humphrey, Amy Lemisch